

**For Immediate Release**

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**Survival Expert Contends Corporate America is Not Prepared for a Crisis**

*-- Former counter intelligence agent warns attacks will be less devastating if  
Americans are prepared – and they're not*

Washington, D.C – Corporate America is not offering, teaching or seeking the kind of help they need to prepare their employees or building tenants for another disaster, according to former counter intelligence agent Roger B. Shenkle.

“Americans will fare better in any kind of a terrorist attack – or natural disaster – if they are prepared,” said Shenkle. “This is not about sprinkler systems and fire drills, which are certainly necessary and mandated tools, this is about giving people additional information and skills to increase their survivability during and after a disaster.”

Now a security and survival advisor, Shenkle suggests that citizens take seriously warnings from the Department of Homeland Security, hone a better sense of ‘situational’ awareness and accept responsibility for personal safety through better preparedness.

But what can corporate America do next? Shenkle says they can offer their building tenants seminars or instruction on what to have in their desks, such as extra water and simple food supplies, flashlights and cash or prescriptions and certainly, educate them on proper responses like what to leave behind and where to meet afterward.

“The attacks of 9-11 forever changed the way Americans approach our day-to-day existence,” says Shenkle. “We no longer have the luxury to stroll around in a fog, unaware of our surroundings, and think nothing will happen to us.”

On a recent visit to a downtown D.C. office building for a client meeting, one block from The White House, Shenkle passed the security guard, unannounced and entered the center of the building with two bottles of clear liquid – water. However, had the scenario been different, the results could have been tragic. The security guard was overworked, answering phones, checking in other guests and Shenkle went unnoticed.

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A security check-in at the front door, Shenkle states, is an improvement, but is largely window-dressing when building tenants and employees are not trained in simple, rudimentary survival techniques.

“We are not going to alter the actions of those who want to hurt us. We do not have the power to suspend natural disasters. We can, however, help to mitigate the impact of a potential attack or disaster by offering skills, good advice and training.

Preparedness seminars, like those required by human resource departments on hiring practices and contract negotiations, should be incorporated into the employee agenda. Additionally, retail and office management companies and/or owners need to offer tenants the option to attend seminars in their buildings to learn more about disaster survival.

The three key actions that will improve fear management and survival, according to Shenkle, are:

1. **Be Aware** – know your surroundings, notice irregularities, identify behavior, packages and/or things (like vehicles, laptops, etc.) that appear to be out of place. If you sense that something is wrong, something very well may be.
2. **Be Prepared** – keep a “go” bag at your office and one in your home. This bag, or fanny pack, should have extra prescription medication, water, food bars, flashlight, extra cash and a first aid kit. If you have to, forget your purse or your briefcase and grab the bag. Remember to pack something for your pets if you’re leaving from home.
3. **Be Educated** -- familiarize yourself with the code levels from the Department of Homeland Security; it is better to be well prepared for 100 false alarms than unprepared for one actual incident.

Shenkle also suggests planning alternate routes from home, work and school to a secure location. Plan safe area “assembly points” – a central location where all family members should meet – and, very simply, do something proactive about the things you can control.

With more than two decades of experience as a physical security analyst and trained survivalist, Shenkle, understands the stress that accompanies the anticipation of a potentially life-altering event. As the developer of the One-Day-Walk-Out Kit™, a comprehensive pack designed for emergency survival purposes during a natural disaster, terrorist attack or massive blackout, Shenkle emphasizes that having a plan, and supplies, reduces stress and encourages personal control.

“The most important signals for the private citizen are the color coded alerts,” says Shenkle. “They are based on hard intelligence and while not perfect are the best first level indicators available to all of us. The codes represent the level of possibility; we should take these as credible and not wait until we are on high alert to prepare ourselves.”

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**Roger Shenkle** advises businesses and individuals on preventative security measures and personal safety. He develops disaster recovery programs, creates survey site analysis, identifies physical site vulnerabilities and generates safety and security plans.

As a former decorated counterintelligence (CI) agent whose operations were conducted domestically and in several NATO countries, Mr. Shenkle shares his in-depth knowledge and training in personal safety, disaster survival and site survey analysis.

From mountain terrain and searing desert conditions to training and survival exercises in the jungle, Mr. Shenkle is a highly skilled survivalist. Understanding the human condition – physical, mental and emotional - in even the most compromising circumstances, including blackouts, natural disasters and terrorism attacks, he utilizes his experience to help mitigate anxiety and increase survivability. He has taught coursework in Survival, Escape, Resistance and Evasion (SERE), rape prevention, and counter-terrorism. He is the developer of the original One-Day-Walk-Out Kit™ for personal and office use during crisis such as massive blackouts, natural disasters and acts of terrorism.

Mr. Shenkle is an expert level marksman, retains a private pilot's license, speaks German and has extensive knowledge of military and firearm history. As an amateur archeologist he has participated in digs both in the U.S. and abroad.