

## ***Hurricane Katrina and Failure of Emergency Response System***

Hurricane Katrina made landfall as a powerful Category 3 storm at 6:10 am CDT on Monday, August 29 in Plaquemines Parish, Louisiana. "Eastward from Lake Pontchartrain, across the Mississippi coast, to Alabama into Florida, millions of lives were changed in a day by a cruel and wasteful storm (President George W. Bush, September 15, 2005)". The Federal agencies failed to provide the much needed "Emergency Response System", unsuccessful project prioritization and resource allocation was a significant contributor for the failed implementation strategy (Whitehouse, 2005).

Companies can learn from this unsuccessful Katrina implementation, and instead of being reactive can take a proactive stand in prioritizing projects and effectively scheduling resources to address short-term and long-term business needs.

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