



## **TEXSAR: Texas Search and Rescue**

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## **TEXSAR Hires Justen Noakes to Lead BeforeDuringAfter**

TEXSAR named Justen Noakes, former H-E-B director of emergency preparedness, as executive director for BeforeDuringAfter effective Dec. 1, 2024.

BeforeDuringAfter ([www.beforeduringafter.com](http://www.beforeduringafter.com)) is a free online resource to help Texas' small businesses prepare for, respond to, and recover from natural disasters and other emergencies. Originally designed as a tool for Texas Mutual Insurance Company agents and customers, it quickly became apparent that everyone across the state would benefit from this resource.

"I look forward to using my experiences with businesses and communities during disasters to help implement the use and awareness of the BeforeDuringAfter program," said Noakes. "Initial plans include developing the BeforeDuringAfter business support ecosystem, including resource management, situational awareness tools and capabilities, business continuity plan development, communication tools, and community engagement, all to help businesses not just survive but thrive during disasters."

In June 2024, BeforeDuringAfter.com was launched by a coalition of businesses and organizations including Texas Mutual, TEXSAR, the Institute for Government Innovation at Texas State University, Wells Fargo, OneStar Foundation, and The Dallas Federal Reserve Bank. The team from Texas Mutual, TEXSAR and the Institute for Government Innovation at Texas State University spent almost three years evolving the development of BeforeDuringAfter with significant support from the entire coalition.

Noakes brings 30 years of experience spanning business, nonprofit organizations, and industry, along with 20 years of expertise in emergency preparedness. Additionally, he has over a decade of dedicated service with TEXSAR. Noakes built the H-E-B Emergency Preparedness program from the ground up and led H-E-B through 29 major disaster declarations from 2004 to 2024. Most notably Hurricane Ike, Hurricane Harvey,

2015 Blanco River Memorial Day Floods, West Texas Explosion, Bastrop Complex Wildfire, Winter Storm Uri and the COVID-19 pandemic.

Noakes represents the “Search and Rescue” and “Business and Industry” sectors for the Governor-appointed Texas Emergency Management Advisory Council (TEMAC) and has previously served on the Private Sector Advisory Council (PSAC) to the Governor, Commissioner for the Bexar County ESD2 Fire Department, TEXSAR CEO and TEXSAR Board of Directors. Noakes has published papers on business continuity at Sam Houston State University Institute of Homeland Security and has been featured in Texas Monthly for his work in emergency preparedness.

Small businesses make up 99% of all businesses in Texas, but sadly 40% of them will shut down permanently after a major disaster. Texas' success is directly tied to the success of small businesses, which is essential to the economy of the United States. BeforeDuringAfter ensures small businesses have the tools and resources to succeed during a disaster, providing for a strong and successful Texas.

To learn more about the BeforeDuringAfter program, please contact Justen Noakes at [jnoakes@beforeduringafter.com](mailto:jnoakes@beforeduringafter.com) or (210) 889-0605.

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### **About BeforeDuringAfter**

BeforeDuringAfter was developed as a resource to help Texas small businesses prepare for, respond to, and recover from natural and other unpredictable incidents. The website is made possible by a coalition of partners, including Texas Mutual Insurance Company, Texas Search and Rescue, the Texas State University Institute for Government Innovation, OneStar Foundation, Texas Division of Emergency Management and the Federal Reserve Bank of Dallas, with additional support from Wells Fargo. Explore more at [beforeduringafter.com](http://beforeduringafter.com).

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