



FEMA

**Private Sector
Division
Office of External Affairs**

MARCH - MAY 2014

QUARTERLY NEWSLETTER

Friends,

Throughout this exceptionally long, cold winter, I have had many opportunities to think about the meaning of resilience. My house relies on a well, septic tank, and propane heat, so I know I need to be prepared to care for my family and pets if the power goes out or we get snowed in. Our little neighborhood is at the edge of town, so having neighbors who check on each other is more than a nicety - it is a way of life. And no matter the circumstances, I must always be able to work due to my job - whether at home or in the office.

Each of us - at the individual, organizational and community level - is responsible for our own readiness for any disaster. To help you with your efforts, we are pleased to present this first edition of our quarterly newsletter. Inside you will find a selection of resources to help you with your own planning, from a calendar of monthly themes to help your organization with its employee and business preparedness to articles on good practices and cool tools. As we move forward, we very much look forward to your feedback and suggestions for further topics of interest.

--Jeanie Moore, Acting Director, Private Sector Division, FEMA External Affairs

What's Happening around the Nation

Region IX Public / Private Sector Leadership Conference - "*Perception vs. Reality*"

FEMA Region IX and the State of Arizona Division of Emergency Management hosted a full-day workshop for the third annual FEMA Region IX Private Sector

Calendar

The 3-month at-a-glance 2014 Preparedness Campaign Calendar details the focus of our messaging for each month. We encourage you to use it as a tool to plan your own business preparedness strategies.

Leadership Conference on February 19. On the theme of "Perception vs. Reality," the workshop focused on emerging trends and resiliency information to help organizations survive and thrive in 2014. Participants, including top-tier business continuity professionals from Arizona, California, Nevada, and the Pacific Islands, had the opportunity to share individual challenges and successes with fellow attendees. The goals of the conference were to improve public and private sector capabilities to integrate, collaborate, and work with one another, and to provide a networking framework to develop successful public/private relationships throughout the region prior to a crisis.

Tech Corps Update!

The Tech Corps Incident Management Assistance Team (IMAT) job announcement is now available online at USAJobs.gov and closes on March 12, 2014. You can review the [Tech Corps IMAT positions](#) and other job announcements at www.usajobs.gov.

For more information regarding the Tech Corps program, please visit the [Ideascale](#) page or www.fema.gov/tech-corps.

Stakeholder Resources

Private Sector Recovery Stories

In the aftermath of Hurricane Sandy, businesses from across New Jersey and New York have been working hard to rebuild. Several of these ongoing success stories are available in the FEMA video library, including:

March

[Severe Weather / Flood Safety / Tsunami](#)
[Volunteer Preparedness](#)

April

[America's PrepareAthon Day of Action](#)
[Green Preparedness \(Earth Day\)](#)
[Financial Preparedness](#)

May

[National Small Business Week](#)
[Wildfire Preparedness](#)

Resources Around the Web



International Economic Development Council has released a new research briefing, "[Case Studies in Small Business Finance Following a Disaster](#)".

This resource includes six case studies that highlight how American communities have utilized public, private, and a mix of public and private funding to aid small businesses to return to operations and thrive following a disaster.



Avanti Linens Recovery and Mitigation Efforts

Avanti Linens received about 4 feet (approximately 2.5

million gallons) of flood water in its facility from Hurricane Sandy. After the storm, they created a disaster recovery planning committee to address ideas for protecting themselves from future storms. This video features their mitigation efforts taken while recovering from the storm.



Jenkinson's Aquarium Continuity Plan Works

Jenkinson's Aquarium brought their Continuity

Plan into play for Hurricane Irene and Hurricane Sandy. They credit having a set of protocols in place to continuously test and revise as the key to their success.

Private Sector Resilience Tips

As the spring months bring warmer weather and new hazards, subscribe to [FEMA Private Sector Office](#) email alerts for Tips of the Week to stay a step ahead. Some of the most recent include:

- Prepare your business for [floods](#) after snow melt by elevating business records, computer equipment and furnaces off of the ground.
- Encourage staff to prepare for [tornadoes](#) by discussing evacuation plans, shelter-in-place locations, and listen to weather alerts and warnings.
- Use online tools to prepare your organization and staff for all hazards during [National Severe Weather](#)

New FEMA Blog Features Flood Map Infographic

FEMA launched its [new blog with a featured post](#) explaining how we work with communities to develop flood maps, incorporating the best available data from all stakeholders.

Preparedness week. <http://go.usa.gov/KxVvk>

Be a Force of Nature: Take the Next Step

A NOAA and FEMA Public Education Campaign

National Severe Weather Preparedness Week joins state severe weather preparedness weeks, National Preparedness Month and America's PrepareAthon as part of a national effort to increase emergency preparedness.

Be a Force of Nature: Take the Next Step asks that the public take a single preparedness action during each day of National Severe Weather Preparedness Week, **March 2-8, 2014**. This can be as simple as preparing an emergency communications plan for your family. But the sum of these actions will ensure that communities are better prepared for severe weather.

Here are just some of the links our National Severe Weather Preparedness planning team partners have launched or updated in the past few days in support of this campaign.

American Red Cross:

<http://www.redcross.org/news/event/National-Severe-Weather-Preparedness-Week>

OSHA:

OSHA Tornado Preparedness and Response web page:

<http://www.osha.gov/dts/weather/tornado/ind>



FLOOD MAPS: Know Your Risk and Take Action Against Flooding

WHAT IS A FLOOD MAP?
A Flood Map informs your community about the local flood risk. It helps set minimum floodplain standards so that your community builds safety and resiliency. It determines the cost of flood insurance, which helps property owners to financially protect themselves against flooding. The lower your degree of risk, the lower your flood insurance premium will be. In areas with a high risk of flooding, you might be required to get flood insurance.

To ensure the public knows their flood risk and measures to protect themselves, FEMA works with communities and property owners at all stages of the process to incorporate the best available data into the nation's Flood Maps. The Flood Maps are developed using the ground science generated by engineering experts, and FEMA shares scientific, technical, and flood hazard information with property owners and communities. Through this collaborative process, a community can review, appeal, and contribute to the development of a Flood Map before it is adopted by the community.

HOW IS A FLOOD MAP MADE?

- 1 Identify Area to Map or Re-Map**
A community is selected for development or re-map if it is in an area with a high risk of flooding. FEMA's National Flood Hazard Program (NFHP) identifies areas with a high risk of flooding. FEMA's National Flood Hazard Program (NFHP) identifies areas with a high risk of flooding. FEMA's National Flood Hazard Program (NFHP) identifies areas with a high risk of flooding.
- 2 Select the Project Area**
A watershed is selected for the project area based on the size, complexity, and other factors. The watershed is selected for the project area based on the size, complexity, and other factors. The watershed is selected for the project area based on the size, complexity, and other factors.
- 3 Gather Information**
FEMA, state, and local officials collect current and historic flood hazard data including: hydrology, elevation, geology, land use, existing levees and other structures, and other information. FEMA, state, and local officials collect current and historic flood hazard data including: hydrology, elevation, geology, land use, existing levees and other structures, and other information.
- 4 Hold the Flood Risk Review and Resilience Meetings**
FEMA, state, and local officials hold public meetings to review the draft Flood Map and discuss the community's flood risk. FEMA, state, and local officials hold public meetings to review the draft Flood Map and discuss the community's flood risk.
- 5 Issue Letter of Final Determination**
FEMA issues a Letter of Final Determination (LFD) to the community. FEMA issues a Letter of Final Determination (LFD) to the community.
- 6 Issue Flood Map**
FEMA issues the Flood Map to the community. FEMA issues the Flood Map to the community.
- 8 Improve Resiliency of Watershed**
FEMA and state partners help build the community's flood resiliency. FEMA and state partners help build the community's flood resiliency.

DO YOU KNOW? 12.3 MILLION people live in flood-prone areas. 40% of Americans live in flood-prone areas.

FLOOD-PRONE AREAS
Special Flood Hazard Areas
Flood Insurance Rate Maps

RiskMAP
FEMA

[ex.html](#)

America's PrepareAthon:

www.ready.gov/prepare (Check out and share the new Be a Force widget.)

Ready Campaign:

www.ready.gov/severe-weather (Toolkit, information, and resources)

<http://www.ready.gov/es> (Spanish Toolkit)

<http://community.fema.gov/connect.ti/COPS/groupHome> (Community of Practice)

NOAA:

<http://www.nws.noaa.gov/com/weatherreadynation/force.html> (Toolkit and daily theme stories)

We Appreciate Your Feedback!

Let us know what information and resources you would like to see in future newsletters.

Contact

You may contact FEMA Private Sector Division via e-mail:

FEMA-Private-Sector@fema.dhs.gov

News & Announcements

[National Business Emergency Operations Center Overview \(NBEOC\)](#)

[NBEOC Membership Application](#)

[Private Sector Technology Volunteers Supporting Disaster Response: Browse Recent Ideas](#)

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