



FEMA

Private Sector Division Office of External Affairs

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MONTHLY NEWSLETTER

Friends,

Hurricanes and other natural disasters can be unpredictable. I lived in Charleston, SC, the year Hurricane Floyd threatened the East Coast. When state emergency management asked residents to evacuate, my then-roommate and I packed our [pets](#) and a few belongings into our cars and headed to her sister's place in Atlanta. Although we were fortunate and the hurricane bypassed Charleston, our neighbors in North Carolina and up the coast did not fare as well, suffering disastrous flooding with widespread property damage and numerous drowning deaths. Despite the inconvenience, we made the right decision to evacuate. The hurricane could have just as easily turned to hit the South Carolina coast, and staying at home would have put us in needless jeopardy.

As we head into the 2014 hurricane season, I urge you to learn about your local [evacuation zones](#), [storm surge](#), and what steps you can take to protect facilities against damage from wind, flooding and other related hazards. In this month's edition, we have included resources specific to hurricane preparedness, as well as a glimpse at some great things the private sector is doing to help their communities get ready. Have a story of your own to share? Let us hear from you at fema-private-sector@fema.dhs.gov.

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



2014 Hurricane Season

Did You Know?

With the start of the 2014 Atlantic hurricane season on June 1, now is the time to prepare for hurricanes and tropical storms. Learn about preparing for hurricanes, storm surge, and other related hazards at <http://www.nhc.noaa.gov/prepare>.

Business owners and managers can also visit the Private Sector Division's [Small Business Toolkit](#) for additional programs, resources, and tools. Property owners and renters are encouraged to review their insurance coverage—including flood insurance—with an insurance agent to ensure their homes, businesses, and possessions are adequately protected from all types of disasters.

Remember, it takes 30 days for flood insurance policies to take effect. Flood insurance policies should be viewed as protection against a continuing threat – not something to purchase only if flooding is imminent. As hurricanes and tropical storms move inland, the high winds and storm surge are often accompanied by torrential rains that increase the likelihood of flooding. More information about flood risk and flood insurance options is available by visiting www.floodsmart.com or calling 1-800-427-2419.

The Private Sector Gets Ready for Hurricanes

Companies across the country are planning events to help communities, customers, and employees prepare for the upcoming hurricane season. Need ideas? Check out what these organizations are doing:

- **The Home Depot:** will host free Hurricane Preparedness Workshops at 700 of its stores from the Gulf Coast to New England on Saturday, May 31. This second annual event is a single-day effort to prepare residents in storm prone regions for the upcoming hurricane season. Workshop leaders will cover readiness topics such as storm prep projects, generator safety, sizing generators for specific home or business needs, and assembling disaster preparedness kits.



The Federal Emergency Management Agency (FEMA) was created by President Jimmy Carter through Executive Order 12127 on April 1, 1979.

As FEMA celebrates 35 years since its creation, we remain committed to protecting and serving Americans when they need it most. Read [FEMA Administrator Craig Fugate's letter](#), as he commemorates how FEMA continues to “refine, redefine, and reshape our way of doing business to better serve the American people.”

You can also check out a [timeline of significant moments in FEMA history](#).

America's PrepareAthon! National Day of Action: April 30, 2014

Fewer than half of all Americans have a plan for what to do in an emergency. [America's PrepareAthon!](#) encourages participants to take action to increase their preparedness and practice what to do before a disaster strikes. By working with your employees, customers, members, and others who cross your path every day,

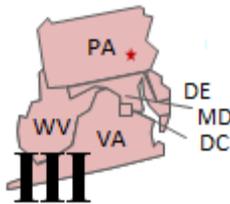
Participating stores and registration information is located at workshops.homedepot.com.

- **Sprint:** kicked off its [Annual National Emergency Response Team](#) tour and technology demonstration in Houston, TX on May 20. The tour will visit 12 cities through mid-August and is designed to promote collaboration between government and industry on communications continuity, disaster response, and building more resilient communities.
- **Walgreens:** held their EOC activation exercise on Monday, May 19, and representatives in Florida participated in the state's hurricane exercise. They are also stocking their warehouses and distribution centers in key locations with water, batteries, and other items in advance of the hurricane season, and are promoting Hurricane Preparedness Week to its employees.
- **Walmart:** has partnered with the National Weather Service and Coastal Guardian Outreach to promote 2014 Hurricane Guides in Texas and Georgia. The guides will be available in 119 stores throughout coastal Texas and Georgia beginning May 31st and June 1st, respectively. The guides are free, with English and Spanish versions available in Texas.
- **Google:** in the week leading up to the start of the 2014 Atlantic hurricane season, Google's Crisis Response team has been sharing tips on how technology can be of use during a disaster on its [Google+](#), [Facebook](#), and [Twitter](#) pages.

Get Involved!

Region III Tabletop Exercise: Preparing for Multi-State and Multi-Jurisdictional Disasters

FEMA Region III is developing its first comprehensive Public-Private Sector



you can help increase emergency preparedness and build a stronger, more resilient nation.

More than five million participants registered to take part in the first National Day of Action on April 30. If you missed out, **[join us for the next National Day of Action, September 30](#)**, the final event during National Preparedness Month. You can also find tools and resources year around at: www.ready.gov/prepare.

Private Sector Resilience

Don't let disasters catch you by surprise this summer. Subscribe to [FEMA Private Sector email alerts](#) for Tips of the Week and other news.

Recent Tips:

- Tornadoes can strike anywhere in the country. Learn how to [build a safe room in your building](#).
- Create a [business emergency financial first aid kit](#) to prepare your business's finances for disasters.
- Mitigate your business against [wildfires](#) by using non-combustible landscaping, fire-resistant roofing & exterior building materials.

Tabletop Exercise, in collaboration with Region II, to be played out on July 16, 2014 in Philadelphia, PA. The exercise will engage stakeholders from the public and private sectors at the Regional, State, and Local levels from throughout Regions II and III, to provide a cross-regional perspective on emergency management. The outcomes of the exercise will be used to evaluate and improve current Public-Private communications tools and methods in the Mid-Atlantic and Northeast Corridor. By incorporating a notional community, full-size tabletop maps produced by Geographic Information Systems (GIS), and Virtual News Network video injects, the exercise promises to be a very interactive event, during which participants will examine:

- Communications and up/down information flows between regional, state, and local partners, as well as emergency responders.
- Industry-specific needs and capabilities, focusing on: Banking/ Finance, Telecommunications, Transportation, Energy, and Retail.
- Interdependencies among various entities in the private sector.
- The use of social media messaging during an emergency.

The planners envision this exercise as an “evergreen” scenario that can be used by other entities at all levels. For more information on the exercise and ways you can participate, please contact Region III’s Private Sector Liaison: Stephanie.Pyle@fema.dhs.gov or (215) 931-5654.

3-Month Look Ahead

Need ideas for your organization’s preparedness strategies? Here’s a look ahead at themes for the coming months.

June

[Emergency Preparedness Training](#)

[Volunteer Preparedness](#)
[Hurricane Preparedness](#)

July

[Firework and Park Safety](#)

[Disability Inclusive Preparedness](#)

[Heat and Drought Preparedness](#)

August

[Workplace Preparedness](#)

National Business Emergency Operations Center

The National Business Emergency Operation Center (NBEOC) is a virtual organization that serves as FEMA’s clearinghouse for two-way information sharing between public and private sector stakeholders in responding to, recovering from, and mitigating disasters.

The goal of the NBEOC is to bring together private sector information and resources to

help restore business operations to affected areas, to determine impacts on the private sector's ability to provide services to the public, and to improve situational awareness across affected areas.

Participation in the NBEOC is voluntary and open to businesses, associations, universities, think tanks, non-profits, as well as emergency managers. Organizations interested in joining or sharing ideas can contact FEMA-Private-Sector@fema.dhs.gov. More information can also be found on the [FEMA Private Sector Division](#) website.

Regional Roundup

Smyrna, GA, Prepares with a Day of Action

The City of Smyrna, GA, created Ready Smyrna's PrepareAthon! to promote preparedness and organize outreach from a community perspective and to conduct a Day of Action.



Emergency Response Personnel take part in the full-scale tornado exercise at Emory Adventist Hospital.

Smyrna's Emergency Management Agency developed a Citizen Corps Council that included preparedness-minded elected officials, business owners, public safety officials, and representation from civic and faith-based organizations. Their focus was to conduct a realistic, hazard-specific, disaster simulation to increase the community's resiliency during an emergency.

Smyrna's Citizen Corps Council worked with the mayor and the city's emergency management office to evaluate the response and shelter-in-place plans of each city department and facility. The council also encouraged businesses to develop shelter-in-place plans, families and individuals to take a safety course, start a home owner's association (HOA) CERT team, and download a [Preparedness App](#).



Workers at Kenny's Great Pies take cover during a tornado drill in Smyrna, GA.

These efforts culminated March 21 with a Community Day of Action, which included a city-wide tornado drill and a full-scale tornado exercise at Emory Adventist Hospital, and a tornado drill at Smyrna Elementary School involving 800 students and teachers.

A Family Preparedness Expo was also held at Smyrna Elementary School the following day to provide information and resources to local residents.

Region VIII Administrator Meets With Private Sector

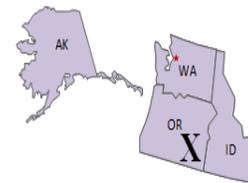
On May 6, 2014, FEMA Region VIII Acting Regional Administrator Tony Russell and Kris Hamlet, the Director of Utah's Department of Emergency Management, met with members of the state's Private Sector Preparedness Council (PSPC). The PSPC is comprised of representatives from private sector organizations who meet monthly to receive training on topics related to business continuity and disaster recovery.



Russell, who has worked with the private sector at FEMA for more than a decade said, "not only can the private sector provide essential goods and services that will help the economy and community recover, but getting the private sector back online is also essential to the public psyche." Russell also praised the State of Utah for establishing the group in 2005 and commended members for prioritizing disaster preparedness.

Region X: Oso Strong – It Takes a Whole Community

When a mudslide hit Oso, WA, on March 22, 2014, residents of Oso and surrounding towns came together to provide much needed support, as did members of the private sector. Here are just a few ways the private sector helped:



- The Duracell Power Forward Team - Provided batteries to local firemen and search and rescue workers in the Darrington/Oso area.
- Tide's Loads of Hope sent mobile laundry units to wash clothing for rescue workers and survivors.
- Nearby Walmart stores collected donations
- Team members of the Seattle Seahawks visited survivors and rescuers.
- AT&T - Provided temporary support to restore services to the Sauk-Suiattle Tribe's emergency 911 system and communications that was damaged, as well as cell phone coverage, through three Cellular on Wheels (COWs) placed at various locations.
- Frontier placed a micro cell site at the Sauk-Suiattle Tribe using the fiber back haul.



Fire District 24 Chief Dennis Fenstermaker (left) thanks the Duracell Power Forward Team for their support of the response and recovery effort in Washington

Awards and Recognition

The Rick Rescorla National Award for Resilience: Call for Applications

The Department of Homeland Security (DHS) is seeking nominations for the 2014 [Rick Rescorla National Award for Resilience](#) to recognize leadership in fostering resilience over the course of 2013.

To Apply:

Candidates may be nominated for the Rick Rescorla National Award for Resilience until July 17, 2014, 11:59 p.m. (EDT). All nominations must be submitted by email to the following DHS email address: rescorlaaward@hq.dhs.gov. For further information, including the nomination form, please visit the web page at www.dhs.gov/rick-rescorla-national-award-resilience.

About the Award:

The Rick Rescorla National Award for Resilience is DHS's first national resilience award for superior leadership and innovation by a private sector individual or organization who exemplifies the qualities and achievements of Rick Rescorla. Resilience is the ability to adapt to changing conditions and withstand and rapidly recover from disruption due to emergencies. In 2014, there will be two separate awards for "for-profit" and for "non-for-profit" organizations.

Rick Rescorla served as Vice President of Security for Morgan Stanley in its World Trade Center headquarters. Following the 1993 terrorist attacks on the World Trade Center, Rescorla regularly drilled his Morgan Stanley employees in disaster preparedness and response, especially evacuation. On 9/11, Rescorla led a massive evacuation of Morgan Stanley's 2,700-person workforce located in the South Tower. Rick Rescorla died on 9/11 as he returned to the South Tower in order to assist others.

Questions concerning the award may be sent to bradley.garner@hq.dhs.gov.

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Please contact FEMA Private Sector Division via e-mail at:

FEMA-Private-Sector@fema.dhs.gov

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

[NBEOC Membership Application](#)

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



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