



FEMA

Private Sector Division

Office of External Affairs

July 2014 Monthly Newsletter

Friends,

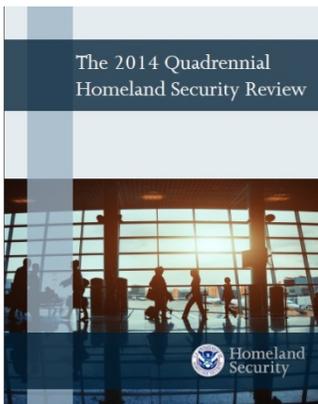
Last month I wrote about the importance of listening to evacuation guidance for hurricanes, for the large sections of the country that are prone to hurricanes. As we move into summer, wildfire may be the greater threat in other parts of the country. Regardless of where you live and work, a key step creating a strong emergency plan is to know what hazards pose the highest risk and highest consequence in your area. In this month's edition, we introduce a new "Toolbox" section to highlight free tools available to help with your organizational or community planning efforts. As part of the planning process, consider collaborating with your state, local, tribal or territorial emergency managers, other businesses in your area and even your employees and community partners. By sharing plans, and training and exercising together, you will be stronger and more resilient than ever if a disaster does hit.

Jeanie Moore
Acting Director, Private Sector Division
Office of External Affairs
Federal Emergency Management Agency

News

DHS Releases Second Quadrennial Homeland Security Review

Four years ago, the Department of Homeland Security's first quadrennial review answered the question, "What is homeland security?", laying out the vision, five mission areas, and goals and objectives for homeland security.



The [2014 Quadrennial Homeland Security Review \(QHSR\)](#) outlines priorities that will drive the Department of Homeland Security's operational planning, analysis of resource and capability options, and sound acquisition decisions over the next four years. Reflecting a more focused, collaborative Departmental strategy, planning, and analytic capability, the risk-informed priorities set forth in this Review will drive operational planning, as well as analysis of resource and capability options and tradeoffs over the next four years. The Review also

recognizes the responsibility the Department shares with hundreds of thousands of people across the federal, state, local, tribal, and territorial governments, the private sector, and other nongovernmental organizations, and provides a path forward for engaging in [public-private partnerships](#).

Applications Due July 16: 2014 Continuing Training Grant Program

FEMA has released its Fiscal Year (FY) 2014 Continuing Training Grant (CTG) program, designed to strengthen national preparedness and provide specialized training to assist first responders, homeland security & emergency management officials, and citizens to prepare for all types of disasters.

One of the CTG program focus areas is "[Maturing Public-Private Partnerships](#)." The highly competitive FY 2014 CTG program grants will be awarded to state and local (including rural) communities, tribes, nonprofit national associations and organizations, and nonprofit higher education institutions. Applications must be completed and submitted through FEMA's non-disaster (ND) grants system located at <https://portal.fema.gov> by **July 16, 2014**.

Integrating Tech Volunteers into Disaster Response

As part of a pilot program to help connect voluntary technology resources and capabilities from the private sector into disaster operations, FEMA has recently integrated Tech Corps liaisons into its national Incident Management Assistance Teams (IMAT).

The liaisons will work with state, local, tribal and territorial officials in disasters to help identify critical technology gaps, and help connect them with trained private sector volunteers with matching capabilities following federally declared disasters. The pilot will initially focus on large companies that have existing, voluntary disaster response capabilities, with the goal of developing a national network of skilled and trained technology volunteers from the private sector. To learn more, visit www.fema.gov/tech-corps.

Preparedness: Reaching Academia and the International Community



With record numbers of foreign nationals studying in the United States, including more than 11,500 international students in Oregon alone, schools play an important role in keeping people safe when disasters strike. On June 11, FEMA's Region 10 Private Sector Liaison spoke to members

the Oregon Consular Corps in Portland, OR, about preparedness and evacuation measures for international students at universities around the state. Françoise Aylmer, Dean of the Oregon Consular Corps and Vice President for University Advancement at Portland State University, noted that universities should take greater responsibility for the safety of their international students. For more information on how colleges and universities can protect their students please visit: <http://www.ready.gov/campus>.

Toolbox

Mitigation: Protecting your Business against Wildfires

June not only kicks off the beginning of the hurricane season but also brings with it the continuing threat of wildfires across the country. According to this month's [Wildland Fire Potential Outlook](#), the National Interagency Fire Center predicts above normal fire potential across parts of the Northwest and Southwest. With the continued expansion of urban development into previously undeveloped forests and wildlands, a rising number of homes and businesses are at risk from wildfires every year.

Each member of a community, from local officials to developers and homeowners, plays a key role in reducing a community's risk of being impacted by wildfires. Mitigation techniques include the use of fire-resistant building materials on structures; developing a defensible space around buildings; reduction of fuel sources; and strengthened building codes in the Wildland Urban Interface.

Resources for Businesses:

- America's PrepareAthon!: [Wildfire Safety Prepare Your Organization Guides](#)
- U.S. Small Business Association: [Wildfire Preparedness Checklist](#)

3-Month Look Ahead

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

July

[Firework and Park Safety](#)

[Disability Inclusive Preparedness](#)

[Heat](#) and [Drought](#) Preparedness

August

[Workplace Preparedness](#)

September

[National Preparedness Month](#)

[Back to School](#) / [Campus Preparedness](#)

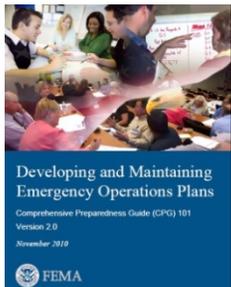
Private Sector Resilience

Subscribe to [FEMA Private Sector email alerts](#) for Tips of the Week and other news.

Recent Tips:

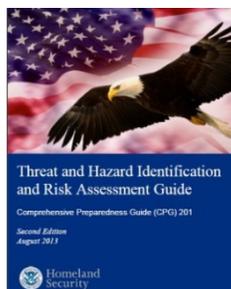
- Use tools and tips to help your [small or medium sized business recovery and reopen](#) after disasters.
- Learn how to leverage social media as part of your business emergency communications plan. <http://go.usa.gov/ke2h>
- Learn how to [prepare, protect and recover your small business](#) from severe weather and other hazards with online plans, training and mobile apps.
- An evacuation plan can save your business. Check out how [one small business](#) did it.

Developing and Maintaining Emergency Operations Plans



[Comprehensive Preparedness Guide \(CPG\) 101, Version 2](#), helps planners navigate the emergency operations planning (EOP) process. The guide explains the basics of risk-informed planning and the planning environment, and presents different plan formats and functions. It also includes a detailed checklist and questions to consider throughout the planning process.

Threat and Hazard Identification and Risk Assessment Guide



[Comprehensive Preparedness Guide \(CPG\) 201, Second Edition](#), introduces the Threat and Hazard Identification and Risk Assessment (THIRA), a four-step common risk assessment process that helps the whole community understand these risks and estimate capability and resource requirements. THIRA assessments can inform a variety of emergency management efforts, including emergency operations planning, mutual aid agreements, and hazard mitigation planning. Private Sector

organizations are encouraged to engage their [state emergency managers](#) when using the THIRA tool.

Independent Study

FEMA's Emergency Management Institute offers independent study courses in different topics related to emergency management. This month's highlight is for small businesses and individual homeowners.

[IS-394.A: Protecting Your Home or Small Business From Disaster](#)

- Describe different types of natural disasters.
- Describe hazards that pose a risk to their home or small business.
- Explain how protective measures can reduce or eliminate long-term risks to their home and personal property from hazards and their effects.
- Explain how protective measures for small businesses secure people, business property, and building structures and prevent business loss from a natural disaster.

Contact

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

FEMA-Private-Sector@fema.dhs.gov

NBEOC Information

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

[NBEOC Membership Application](#)

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