



# FEMA

## Private Sector Division Office of External Affairs

### August 2014 Monthly Newsletter

Friends,

With National Preparedness Month coming up in September, now is the time to start planning on a concrete action you can take to be better prepared, such as a workplace exercise. Even better, partner with others in your community and make it a [Day of Action](#). If you are new to exercises, not to worry- this month's newsletter has articles on how others have taken part in community exercises, and there are several related tools and resources to help you with your own organization's efforts. Among them is a link to the National Response Framework, a useful reference for whole community coordination during disasters. Also in this month's newsletter: FEMA's new five year strategic plan, training opportunities, information on the 2014 Preparedness Grants allocations, and a look at how two states are implementing Business Emergency Operations Centers (BEOC). Finally, looking ahead to September, we will be highlighting some of the innovative ways the private sector is taking part in National Preparedness Month. If you would like your efforts to be considered, please send a 50-175 word article (preferably with a photo) by August 15, 2014, to [FEMA-Private-Sector@fema.dhs.gov](mailto:FEMA-Private-Sector@fema.dhs.gov).

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

#### Reminder – Webinar: Disaster Logistics Coordination with the Private Sector August 5, 2014, 12:00 – 2:00 pm EST

The webinar will explore:

- FEMA's disaster logistics processes and capabilities related to disasters
- Private sector disaster logistics and supply chain processes and capabilities related to maintaining or re-establishing goods and services after disasters
- Mutual expectations during disasters and steady state
- Existing processes that are available through FEMA to help the private sector overcome logistical challenges related to business restoration following a disaster
- Planning and coordination of commodities by FEMA Logistics and the private sector

To RSVP, please contact us at [FEMA-Private-Sector@fema.dhs.gov](mailto:FEMA-Private-Sector@fema.dhs.gov).

#### FEMA's 2014-2018 Strategic Plan Released

[The 2014-2018 FEMA Strategic Plan](#) was developed through the involvement of hundreds of FEMA employees and many external stakeholders.

FEMA will focus on five strategic priorities to institutionalize key improvements made over the last four years, while building agency capacity



[September is National Preparedness Month](#). It serves as a reminder that we must take action to prepare, now and throughout the year, for the types of emergencies that could affect us where we live and work. The month's activities will culminate on September 30 with [America's PrepareAthon!](#)

You can [watch the recorded webinar](#) on National Preparedness Month and America's PrepareAthon! to learn more about these two campaigns and ways you can participate in preparedness activities. Stay tuned for more updates on National Preparedness Month at <http://www.ready.gov/september>.

and strengthening national capabilities for disaster preparedness.

FEMA's 2014–2018 priorities are to:

- Be survivor-centric in mission and program delivery;
- Become an expeditionary organization;
- Posture and build capability for catastrophic disasters;
- Enable disaster risk reduction nationally; and
- Strengthen FEMA's organizational foundation.

These efforts will further integrate two strategic imperatives into the agency's programs and operations: a whole community approach to emergency management and a culture that fosters innovation and learning.

## PS-Prep™ Announces Changes to Adopted Standards

[The Private Sector Preparedness Program \(PS-Prep™\)](#) announced that two of its previously adopted standards have either been updated or retired and replaced by more current versions. The updated/retired standards are:

1. **Updated:** National Fire Protection Association (NFPA) 1600: Disaster/Emergency Management and Business Continuity Programs, 2007 and 2010 editions.
2. **New:** International Organization for Standardization (ISO) 22301:2012: Societal security -- Business continuity management systems replaces BS 25999-2:2007.
3. **Retired:** British Standard (BS) Institution 25999-2:2007 Business continuity management Part 2: Specification.

PS-Prep standards provide a comprehensive management systems approach to organizational resilience, and include guidelines that equip decision makers with key processes to improve their organization's ability to maintain operations during and after an emergency or disaster. These standards provide realistic guidelines that support the growing importance of business continuity, crisis management, emergency management, and related activities for private sector preparedness.

Resources on PS-Prep, as well as all three currently adopted standards can be found on the program website at <http://www.fema.gov/program-resources>.

## Private Sector Plays Key Role at CUSEC CAPSTONE-14

During the week of June 16 – 20, 2014, the [Central United States Earthquake Consortium \(CUSEC\)](#), chaired by the Illinois Emergency Management Agency (IEMA), conducted its CAPSTONE-14 Exercise. This exercise simulated a major multi-state earthquake of the New Madrid Seismic Zone. FEMA Regional Private Sector Liaisons from [Region's IV, V and VI](#) participated in the Private Sector Integration portion of the exercise in both the virtual and physical activation of IEMA's BEOC.



The Sears Holding Corporation Emergency Response Team attends an in-process briefing during the CUSEC CAPSTONE-14 exercise.

## Tell us How You Plan to Take Action

Is your company or organization planning to take part in these campaigns? Let us know at [FEMA-Private-Sector@fema.dhs.gov](mailto:FEMA-Private-Sector@fema.dhs.gov), and we'll highlight some of the submissions in the September PSD Newsletter.

## Webinar: Climate Adaptation and Critical Infrastructure

The Department of Homeland Security's Office of Infrastructure Protection recently held a webinar on Climate Adaptation and Critical Infrastructure. The presentation covers policy drivers for climate change adaptation, potential impacts on critical infrastructure, and regional adaptation planning. You can watch the recorded webinar at <https://share.dhs.gov/p7p72bhfz4n>.

You can also obtain more information at:

- The 2014 National Climate Assessment: <http://globalchange.gov>
- The Intergovernmental Panel on Climate Change (IPCC) 5th Assessment Report: <http://www.ipcc.ch/report/ar5/>
- The Climate Data Initiative: <http://www.data.gov/climate/> will be a "one stop shop" for quantitative climate data.

For questions or comments, please email [NIPP@hq.dhs.gov](mailto:NIPP@hq.dhs.gov).

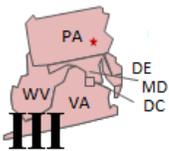
## Verizon & CUSEC CAPSTONE-14: How One Company Took Part

Verizon was one of the more than 50 companies taking part in CUSEC's CAPSTONE-14 exercise. The company had staff either embedded in the Illinois Business Emergency Operations Center (BEOC) or participating virtually via

The exercise engaged private sector stakeholders from across CUSEC's eight member states, with more than 50 companies and associations taking part either as observers or working in the Illinois BEOC. Moreover, this was the first time the private sector was represented at the Illinois Master Control/Simulation Cell, serving as subject matter experts and writing exercise injects, while running their own internal exercises in conjunction with the CAPSTONE.

The activation of the BEOC was an opportunity for emergency managers to work side by side with private sector companies that would be directly impacted by the earthquake. All levels of government and the private sector were able to share critical situational awareness among public and private sector entities. Examples of information shared include: road closures, utility service status, ongoing response actions, weather, curfew reporting, voluntary donations management, retail establishment viability, and more.

### First Ever Cross-Regional Public-Private Sector Tabletop Exercise



The private sector has been saying to FEMA for years: "You may see Regional boundaries on your maps, but we don't." Heeding that call, FEMA Region III hosted the first ever Cross-Regional Tabletop (TTX) Exercise for the Public and Private Sector on July 16.

Almost 100 participants, including local, state, and Federal emergency managers, and a myriad of private sector partners, played in the exercise. Private sector liaisons from FEMA HQ and Regions along the entire Atlantic and Gulf Coasts ([Regions I, II, III, IV, VI](#)) were present, along with Dennis Schrader of the All Hazards Consortium (AHC) and Kathy Fulton of the American Logistics Aid Network (ALAN), who all co-facilitated the exercise.

Four tables, with 3x8 foot maps displaying a notional community that crossed geographic boundaries, were broken into different sectors: Education/Public Safety/Health, Banking/Finance, Telecommunications, and Transportation/Warehousing. The exercise was augmented by Virtual News Network (VNN) video clips to present the day's events, and attendees were encouraged to participate in any of the sector conversations that interested them.

Participants discussed gaps, obstacles, needs, and capabilities associated with the hypothetical community parade and subsequent tornado scenarios, and evaluated public and private procedures used during a disaster. The exercise produced ideas to enhance collaboration efforts and information exchange, as well as plans for future exercises, all to enhance our collective ability to coordinate emergency operations across regional, state, and local boundaries.

The scenario and tools used in the Tabletop Exercise are geographically and chronologically "evergreen", meaning this TTX can be replicated in other



Members of the communications sector discuss steps and challenges to restore damaged communications while surveying a map of the tornado's impact.

Illinois' web-based Emergency Operations Center platform (vBEOC).

Verizon provided real time exercise injects and responded to requests for communications services and information driven by the exercise scenario. Illinois State Emergency Management Director Jonathon Monken noted early in the process that "communications during a catastrophe is essential to the success of all response and recovery efforts."

Verizon Business Continuity Manager Todd Beibel attributes the company's involvement throughout the exercise's development and implementation process to the relationships their team has developed with the State Emergency Management Director. According to Beibel, this has resulted in improved coordination during disasters based on a mutual understanding of response capabilities and priorities, as well as stronger relationships and clearer communication between the public and private sectors.

### National Emergency Management Executive Academy: Applications Open through August 15

The application period for the National Emergency Management Executive Academy (Executive Academy) is open through **August 15, 2014**. The Executive Academy is designed for emergency management senior executives in Federal, state, local, tribal, and territorial governments; non-governmental organizations (NGOs); institutes of higher education; and private sector entities.

The Executive Academy provides an opportunity to interface with colleagues from across the Nation and is designed to hone strategic leadership and critical thinking for senior executives involved with multi-jurisdictional, national, and

public or private venues at any time. For more information on the exercise, please contact Region III's Private Sector Liaison Stephanie Pyle at [Stephanie.Pyle@fema.dhs.gov](mailto:Stephanie.Pyle@fema.dhs.gov).

In a crisis, close collaboration between the public and private sectors is critical to protecting citizens and rebuilding communities. BEOCs are established at the state, local, tribal, and territorial levels. A primary purpose is to facilitate two-way information sharing between public and private sector stakeholders and strengthen state emergency response capabilities to prepare for, respond to, and recover from disasters. As joint partnerships that include state and local governments, private businesses, associations, academia, and non-government organizations, BEOCs serve in physical or virtual capacities to best meet the needs of emergency responders and local businesses in the face of a disaster. Read on for examples on how two states are implementing BEOCs.

Want to get your organization involved? Check with your [State Office or Agency of Emergency Management](#) to find out if there is a BEOC in your state.

### Engaging the "Whole Community" in Louisiana

Submitted by: National Incident Management Systems and Advanced Technologies (NIMSAT) Institute, University of Louisiana at Lafayette



Since 2008, the Louisiana Business Emergency Operations Center (LA BEOC) has been a conduit between businesses and Louisiana emergency management. The LA BEOC helps build resilience among communities and critical infrastructure by leveraging the capabilities of over 1,800 registered businesses, before, during, and after a disaster.

During Hurricane Gustav, the LA BEOC located resources to assist in the nation's largest evacuation of people along the Gulf Coast and coordinated with the Louisiana Restaurant Association to locate food kitchens and restaurants to support mass feeding operations, saving taxpayers approximately \$1.5 million compared with the cost of requesting FEMA-purchased Meals Ready to Eat (MRE). Using local vendors also infused much-needed revenue into the hurricane-damaged economy, keeping companies and employees in business.



During Hurricane Isaac in 2012, LA BEOC members donated and delivered supplies to place sandbags along the overtopping levee system in Lafourche Parish, freeing the state to invest in other areas of disaster response.

Building on lessons learned in each disaster, the LA BEOC is now implementing a Virtual BEOC to improve the speed and efficiency of collaborative networks and strengthen private sector emergency response coordination.

For more information visit <http://www.labeoc.org>.

international homeland security and emergency management policy development and decision making. The program consists of four resident sessions, periodic webinars, readings, and projects.

For more information on the Executive Academy and the application process, please visit [Emergency Management Professional Program \(EMPP\)](#) website, or contact Mary Hughes at (301) 447-1633 or [mary.hughes@fema.dhs.gov](mailto:mary.hughes@fema.dhs.gov).

### FY 2014 Preparedness Grants

Secretary of Homeland Security Jeh Johnson announced the allocation of more than \$1.6 billion for seven [FY 2014 DHS Preparedness Grant programs](#) to assist states, urban areas, tribal and territorial governments, non-profit agencies, and the private sector. These grants demonstrate the Department's ongoing commitment to securing our borders and ports of entry, and continue to focus on the nation's highest risk areas, including urban areas that face the most significant threats.

For more information on these grants please visit <http://www.fema.gov/preparedness-non-disaster-grants>.

### Private Sector Resilience Tips

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

#### Recent Tips:

- The largest blackout in the US left 50 million people without power. Blackouts can happen any time, [learn how to prepare](#).
- [Protect your business records](#) from natural disasters like tropical storms or floods by storing them on elevated



## Developing a Virtual BEOC in Florida

Submitted by: Florida Division of Emergency Management

The Florida Division of Emergency Management, in partnership with Florida State University's Center for Disaster Risk Policy, has developed Florida's first virtual business emergency operations center. The helps integrate private sector stakeholders into all phases of emergency management, allowing them to play an active role during disasters and connecting them with community organizations to support long-term recovery and build stronger, more resilient communities.

Private sector partners can register their business, share information, and fill out damage assessment forms through this new tool.

Registered businesses are also indicated on an interactive map that tracks changes in their open/closed status for use by state and county emergency managers. During and after an event, businesses can share information and report damages, as well as indicate their open/closed status by logging in to the VBEOC, or simply through a one-click email request.

Phase Two of the Florida VBEOC, currently in production, will include a mission management component for businesses to either request a resource or meet a request in the system. Phase Two is scheduled to launch by October 1, 2014.

Learn more and register today - [www.FLVBEOC.org](http://www.FLVBEOC.org).



## The National Exercise Program

Are you looking for a way to improve your company's emergency planning? The National Exercise Program (NEP) can help test and validate your emergency plans and chart a course for improvement. Through the NEP, FEMA's National Exercise Division will work with your exercise planners and sponsors and provide access to planning resources and technical assistance in the form of direct exercise support. The program consists of whole community exercises from across the country that align with [FEMA's national strategic goals](#). Evaluation results from each NEP exercise are also integrated into a comprehensive analysis of the nation's overall readiness.

For more information or to nominate an exercise for this opportunity please visit [www.fema.gov/national-exercise-program](http://www.fema.gov/national-exercise-program).

## Infrastructure Protection (IP) Independent Study Courses

The DHS/IP Security Awareness series consists of six independent study courses that cover topics in general workplace security, active shooter, insider threat, theft and diversion, retail security as it relates to unusual purchases and suspicious activity, and surveillance awareness. The series was developed to address cross-sector security issues, and many organizations have used one or the more of these courses as part of their workplace security programs. This series and other IP courses can be found at

shelves or making digital copies.

- Place a [weather radio](#) in your office to monitor local warnings and participate in drills to protect your staff.
- Learn how to [prepare, protect and recover your small business](#) from severe weather and other hazards with online plans, training and mobile apps.

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

[Workplace & Employee Preparedness](#)

[National Preparedness Month](#)

[Back to School / Campus Preparedness](#)

[Earthquake Preparedness](#)

[Fire Prevention](#)

[Mitigation](#)

When disaster strikes, the [National Response Framework](#) guides how the whole community works together and how response efforts relate to other parts of national preparedness. A key part of the NRF is the 15 **Emergency Support Functions**, which are the primary coordinating structures at the federal level to bundle and manage resources. [Independent study course IS-800.B](#) offers an introduction to the National Response Framework.

**Spotlight:**  
**ESF #1 - Transportation**

## Downloadable Tabletop Exercises

Free, pre-packaged, downloadable tabletop exercises are available to help private sector partners develop, evaluate, and strengthen their emergency response plans and identify their seat at the emergency management table. Each exercise comes complete with a facilitator script, presentations, and VNN video injects.

The following pre-packaged tabletop exercises can be conducted in two to four hours, and are available on the [Emergency Planning Exercise page](#):

- Whole Community Catastrophic Scenario
- National Level Exercise 2012: Cyber
- National Level Exercise 2011: Earthquake
- Critical Power Failure
- Hurricane
- Chemical Accidents

[Emergency Support Function \(ESF\) #1 – Transportation](#) provides support by assisting local, state, tribal, territorial, insular area, and Federal governmental entities, voluntary organizations, nongovernmental organizations, and the private sector in the management of transportation systems and infrastructure during domestic threats or in response to actual or potential incidents. The ESF #1 Coordinating Agency is the Department of Transportation.

### Contact

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

[FEMA-Private-Sector@fema.dhs.gov](mailto:FEMA-Private-Sector@fema.dhs.gov)

### NBEOC Information

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

[NBEOC Membership Application](#)

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