



FEMA

Private Sector Division

Office of External Affairs

October 2014 Monthly Newsletter

Colleagues,

We have lots to share this month! First, we are pleased to announce that Joe Nimmich was confirmed as the Federal Emergency Management Agency (FEMA) Deputy Administrator, where he will build on his previous leadership position as FEMA’s Associate Administrator for Response and Recovery.

October is a month to focus on earthquakes and cyber security. Join us and millions of others worldwide, as we “Drop, Cover, and Hold On” to practice earthquake safety in October for the Great ShakeOut. October is also Cyber Security Awareness Month. The Department of Homeland Security (DHS) partnered with the National Cyber Security Alliance and the Multi-State Information Sharing and Analysis Center to raise awareness of cyber security and how we can build resilience in our infrastructure and economy.

Last but not least, I am especially looking forward to the 4th annual *Conference on Building Resilience through Public Private Partnerships*, which will be held at the U.S. Chamber of Commerce on October 15-16. I look forward to seeing familiar faces and new ones, as we hear about emerging risks in this interconnected world, and innovative approaches to building resilience in communities and the infrastructure that connects us.

Read on to learn more about these and other developments this month.

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

News

Joe Nimmich Confirmed as FEMA Deputy Administrator

Joe Nimmich was confirmed by the U.S. Senate as the FEMA Deputy Administrator on September 11, 2014. Mr. Nimmich has had a distinguished career of service to the American people, including more than 30 years in the U.S. Coast Guard. Mr. Nimmich also served on the FEMA National Advisory Council from 2012 until his appointment as FEMA Associate Administrator for Response and Recovery. At FEMA, he continues to help to ensure that FEMA supports disaster survivors, first responders and the American people in the most efficient and effective way possible.

FEMA Awards \$11 Million to Increase Preparedness Through the Continuing Training Grants Program

DHS’s FEMA awarded six training grants for the Fiscal Year (FY) 2014 Continuing Training Grant (CTG) program totaling \$11 million. These awards will result in trained and certified members of the whole community and help prepare them for all types of disasters.

For the first time ever, the FY 2014 CTG program focuses on Maturing Public-Private Partnerships among its six program areas. This award will support the development of national training on public private partnerships, geared towards public sector participants.

Calendar

October

[Earthquake Preparedness](#)

[Fire Prevention Week](#)

[Cyber Security Awareness](#)

November

[Critical Infrastructure](#)

[Preparedness Month](#)

December

[Winter Fire Safety](#)

[Winter Storm Awareness](#)

4th National Conference on Building Resilience through Public-Private Partnerships
October 15-16, Washington, DC

Information on the FY 2014 CTG program can be found on www.grants.gov by searching under Homeland Security Grants, CFDA #97.005.

From Small Business Owner to FEMA Disaster Employee

Prior to joining FEMA's Private Sector Division (PSD) in June, 2009, Susan Langhoff owned and operated a successful small business for 12 years before being impacted by Hurricane Katrina.



Susan Langhoff (front left) speaks with Sandra May of Atlantic City Electric (front right), following a tour and briefing for members of New Jersey's private sector at the FEMA Joint Field Office in Neptune, NJ.

As one of three FEMA Incident Management Cadre of On-call Response Employees (IM CORE) serving as an Assistant External Affairs Officer, Private Sector (AEPS), Susan is uniquely qualified in having experienced major disasters as a survivor and an emergency manager. Her personal encounter provides a poignant perspective enabling her to closely relate to those she serves. Susan told us, "As a small business owner, I faced Hurricane Katrina's effects and

know first-hand what small business owners are experiencing, both personally and professionally, when impacted by a disaster.

As AEPS, Susan has led several Private Sector Division disaster response missions following major disasters including in Joplin, Missouri following the EF-5 tornado (2011) and in New Jersey after back-to-back Hurricanes Irene (2011) and Sandy (2012), where she managed one of Private Sector Division's largest missions, serving for nearly one year.

When describing her work, Susan says, "It's truly rewarding to inspire entrepreneurs with hope in realizing they, too, can move forward, one step at a time – even if their path is an entirely new one."

Private Sector Perspectives – America's PrepareAthon!

As part of [National Preparedness Month \(NPM\)](#) and [America's PrepareAthon!](#), companies across the country hosted, planned, and joined events that will help their communities to be more prepared in the event of a wildfire, hurricane, tornado, flood, earthquake, or winter storm.

Preparedness activities such as these are important to creating a more resilient Nation. Here's just a few of the many ways that the Private Sector has embraced NPM and AP! in their communities:

Keynotes by:

**Secretary of Homeland Security
Jeh Charles Johnson**

**Federal Emergency Management
Agency Administrator Craig Fugate**

David Kenny, CEO, Weather Channel



If you have not yet registered for the 2014 National Conference on Building Resilience through Public-Private Partnerships, we encourage you to take a look at the exciting agenda we have lined up this year and register today!

To sign up for the conference, [please click here](#). For more information, please visit the [conference webpage on DHS.gov](#).

Ohio Public Private Partnership Conference



On October 7, Ohio Department of Public Safety (ODPS) is holding an annual conference to encourage open dissemination of information, gather input from members on their needs, and share best practices. Speakers from ODPS and other member organizations will demonstrate the tools and information they offer and engage in a discussion on how the public and private sectors can work together to better serve communities in Ohio.

For more information on the conference, please contact David R. Brown at drbrown@dps.state.oh.us.

Amtrak Stations Across the Country Promote Preparedness



Representatives from Amtrak, Boston Police, and FEMA share a moment during the Health and Safety Fair at Boston's South Station.

In partnership with local agencies and organizations in cities throughout the country, Amtrak's Emergency Management and Corporate Security Department hosted National Preparedness Month events at 23 of their stations during the month of September. Each four-hour event not only provided commuters with disaster

preparedness information, but also allowed them to get to know their local first responders and emergency managers.

The largest event, held in New York City's Penn Station was comprised of 25 partnering organizations, while the event in Boston's South Station saw more than 2,000 participants come through. Amtrak employees were also encouraged to take part in the events and to make and practice their own emergency plans.

Brookfield Encourages Businesses to Participate in America's PrepareAthon! Safety Drill

Brookfield, with support from the local Apartment and Office Building Association, organized America's PrepareAthon! Day safety drills for employees and tenants of sixteen commercial real estate companies and other organizations in the National Capital Region, including the Downtown DC Business Improvement District. Businesses took part in drills, signed up for alerts, and distributed information on preparedness, reaching nearly 6,200 employees working in and around the District of Columbia, including parts of Maryland and Northern Virginia. In addition, tenant businesses were educated on their designated fire wardens to contact during an emergency and encouraged to become familiar with different exit points and stairwells during fire drills.

Brookfield also spread the word on America's PrepareAthon! nationwide, encouraging participation at their properties in Boston, New York, Denver, Houston, Los Angeles, San Francisco, and Seattle. At one such event in Houston, Texas, 10,690 tenants and employees took part in fire drills while property management teams conducted Send Word Now (SWN) messaging tests for all tenant contacts.

Home Depot Hosts Partners in Preparedness Day

Three Home Depot stores in Kansas and Missouri partnered with FEMA Region VII to sponsor the region's first "Partners in Preparedness" expo on September 25, for store employees and patrons. More than 100 Home Depot and FEMA employees participated in the expo on September 25, which provided preparedness training and information, as well as emergency supply kit building exercises.

Ad Council, FEMA, and Disney launch "Big Hero 6" PSAs to Encourage Emergency Preparedness for Kids

Recognizing that children have the ability to play an important role in preparing themselves, their families, and their communities for a disaster, Disney, the Ad Council, and FEMA released new [Public Service Advertisements](#) (PSAs) as an extension of the Ready campaign. These new PSAs highlight steps that kids can take to prepare for emergencies: Make a Plan, Build a Kit, and Know The Facts. The new English and Spanish ads feature leading characters from Walt Disney Animation Studios' upcoming film "[Big Hero 6](#)," and they encourage viewers to visit [Ready.gov/Kids](#) to learn how to prepare for emergencies.

Private Sector Resilience Tips

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

Recent Tips:

- Campus security and emergency managers can leverage training, tools, and resources to support their [campus preparedness program](#).
- Encourage your employees to add bottled water, medicines, and non-perishable food to their [office emergency supply kit](#).
- Create, test and evaluate your [business emergency plan](#) to prepare for all hazards.
- October is [Cyber Security Awareness Month](#). Encourage employees to "Stop. Think. Connect." when using online tools.

Home Depot employees also took part in the “Orange Bucket Challenge,” to fill orange paint buckets with emergency kit supplies. The bucket helps reinforce the importance of building a kit that is practical and manageable – collecting just enough of the right resources to survive and thrive after an emergency.



Participants get ready to participate in the Home Depot “Orange Bucket Challenge”.

Microsoft Gets the Word Out through Social Media

Microsoft published preparedness content and videos to Twitter ([@msftresponse](#)) and its [blog](#) throughout September focusing on how technology can be used in family, school, and business emergency planning. It also highlighted innovative community approaches through interviews with Oregon and Washington based community preparedness programs, and followed Senior Operations Manager, Harmony Mabrey, as she participated in Race the Wave, a 5K tsunami preparedness run on the Oregon coast.

Nextdoor Connects Public Safety Agencies with Local Residents

[Nextdoor](#), a private social network that allows neighbors to connect safely through online collaboration, took part in America’s PrepareAthon! by educating its employees about preparedness for earthquakes and other natural disasters. They shared the emergency response plan for the office building and made it easily accessible to all employees every day of the year. Additionally, discussions were held to emphasize the importance of taking tangible steps to be better prepared for emergencies at work and beyond the office doors.

On September 30, Nextdoor also announced the launch of *Nextdoor for Public Agencies*, for local public safety agencies to connect with residents to build stronger and safer cities. It also allows verified agencies to send community-specific information, such as safety alerts, disaster preparedness tips, weather warnings, response and recovery updates, and details about local programs.

Target Works to Increase Family Preparedness

In September, Target teamed up with the New York Office of Emergency Management to host a National Preparedness Month event at the Staten Island Children’s Museum. With the focus of educating youth on preparedness, Target offered five interactive stations for kids to complete, including: Draw Your Own Evacuation Plan, Emergency Supply Checklist review and starter kit, Remembering Station and Display where kids expressed what emergencies they’ve gone through via



Families learn about emergency planning at the Target NPM Event, held in partnership with New York City Office of Emergency Management at the Staten Island Children’s Museum.

Cyber-Security Awareness

October is National Cyber Security Awareness Month



October 2014 marks the 11th [National Cyber Security Awareness Month](#) sponsored by the [Department of Homeland Security](#) in cooperation with the [National Cyber Security Alliance](#) and the [Multi-State Information Sharing and Analysis Center](#).

Joint Critical Infrastructure Partnership Webinar Series

The Joint Critical Infrastructure Partnership Webinar Series, presented by DHS’s Office of Infrastructure Protection and the Regional Consortium Coordinating Council, continues this month with Cybersecurity Awareness.

This webinar provides background information on reviewing cyber resilience capabilities, improving information sharing, and evaluating security needs for protecting our local and regional cyber assets.

[Click Here to Register for October 21](#)

[Click Here to Register for October 23](#)

FEMA 101

Emergency Support Functions

When disaster strikes, the [National Response Framework](#) (NRF) 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

art, pet safety and evacuation procedures, and “ask an expert” featuring a Q&A with FEMA Corps volunteers.

Target also partnered with the Los Angeles Emergency Management Division to host a preparedness fair in downtown Los Angeles. Twenty-one city agencies took part in the event, which focused on simple steps one can take to be prepared at work and at home.

Walmart Event Promotes National Preparedness Month



Representatives from DC's Homeland Security and Emergency Management Agency and FEMA Region III share emergency preparedness and kit building tips with Walmart customers.

On September 24, Walmart hosted a preparedness event in Washington, DC to help emphasize the importance of emergency planning.

Washington, DC's Homeland Security and Emergency Management Agency and FEMA Region III representatives showed customers how to build emergency supply kits with items readily available in Walmart aisles. They also answered customer questions and offered general emergency preparedness tips, such as how to sign up for the city's new alert system – [AlertDC](#). The event encouraged associates, customers, and the surrounding community to proactively develop emergency plans, while

spreading awareness on how to be prepared for any crisis.

In addition to the DC Preparedness Event, Walmart aired [Ready.gov](#) Public Service Announcements in 550 stores around the country during September. Walmart runs these PSAs at many of its stores throughout the year.

Businesses Assisting Schools in Communities Prepare

Education is their primary mission, but in recent years schools have also had to focus on student safety and security.

To address these concerns, schools in Durango, Colorado have found a local ally in Mercury Payment Systems.

Mercury Payment Systems employees recently participated in an active shooter exercise in the Durango school district. “Schools are hubs of most neighborhoods and communities. Ensuring their safety and security is everyone’s responsibility,” said David Greenhouse, the Business Continuity Manager for Mercury Payment Systems.

This partnership is part of a new effort led by the Colorado School Safety Resource Center (CSSRC), known as Businesses Assisting Schools in Communities Prepare (BASIC Prep). The program is intended to help schools create sustainable preparedness strategies for disasters, while providing business partners the opportunity to share expertise and resources and increase their profile and value to Colorado communities.

“This program is designed primarily to help schools, but we expect whole communities will benefit too,” said CSSRC Director Christine Harms.



to bundle and manage resources.

[Independent Study Course IS-800.B](#) offers an introduction to the National Response Framework.

Spotlight: ESF #3 – Public Works and Engineering

[Emergency Support Function \(ESF\) #3 – Public Works and Engineering](#) assists DHS

by coordinating and organizing the capabilities and resources of the Federal Government to facilitate the delivery of services, technical assistance, engineering expertise, construction management, and other support to prepare for, respond to, and/or recover from a disaster or an incident requiring a coordinated Federal response. The ESF #3 Coordinating Agency is the Department of Defense / U.S. Army Corps of Engineers.

Join Millions Worldwide Practicing Earthquake Safety

Join Us

for the World's Largest Earthquake Drill.
Register Now at [www.ShakeOut.org](#)



Shake Out

Everyone everywhere should know how to protect themselves during earthquakes– at home, at work, at school, or while traveling where earthquakes occur. Learn what to do by holding a Great ShakeOut Earthquake Drill this fall!

Visit [ShakeOut.org](#) to register your participation along with millions of people worldwide. Most people and organizations will practice "[Drop, Cover, and Hold On](#)" on October 16, though you can participate any day. Registration is free, and your drill may only take a few minutes. The website has resources for planning your drill, getting prepared for earthquakes, encouraging others to participate, and much more. ShakeOut participation also counts toward [America's PrepareAthon!](#) activity.

For more information on this effort to bring together businesses and schools in Colorado, please visit: www.Colorado.gov/CSSRC.

Toolbox

Earthquake Risk Reduction Tips

There are also numerous documents available in the FEMA Library on ways to reduce earthquake risk and mitigate hazards related to buildings and other structures that can be impacted by an earthquake.

Publication topics include:

- [Protecting manufactured homes from seismic hazards](#)
- [Steps to reduce Unreinforced Masonry \(URM\) risk](#)
- [Reducing building nonstructural hazards](#)
- [Bracing chimneys for seismic impact](#)

A full listing of publications can be found at www.fema.gov/earthquake.

Resources for Protecting Your Business

FEMA's mitigation and insurance programs cover the whole community, people, organizations, government, and even businesses. Learn more about the tools that business owners can use to make their places of business safer for their employees and more resilient to disaster.

[Protecting Your Business](#)

- [Protecting Your Business from Earthquakes](#)
- [Protecting Your Business from Flood Loss](#)

The [Catalog of FEMA Earthquake Resources](#) also provides an overview of more than 80 National Earthquake Hazards Reduction Program publications and resources available to the public, including a section devoted to the private sector and small businesses. Many of the resources are available online and can be ordered from the FEMA Distribution Center.

Earthquake Preparedness



The U.S. Geological Survey recently updated their [U.S. National Seismic Hazard Maps](#), which reflect the best and most current understanding of where future earthquakes will occur, how often they will occur, and how hard the ground will likely shake as a result. Damage reports from the 6.0 magnitude Napa earthquake show the importance of communities knowing their risks, making a preparation plan to help prevent injury, property damage, and post-earthquake hazards, and then taking action to reduce those risks.

There is no season for earthquakes; they can occur at any time and without warning. Learn more about earthquake risks; developing a plan; checking supplies; knowing to drop, cover, and hold on; and taking action to prepare homes and businesses at www.shakeout.org and www.ready.gov/earthquakes.

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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