



FEMA

Private Sector Division

Office of External Affairs

December 2014 Monthly Newsletter

Colleagues,

As thoughts turn to family and community over the holidays, ours are with you and your employees, as well. Employee preparedness is an important part of an organization's ability to withstand emergencies. After all, they bring the knowledge, skills and force structure a business needs to function. This issue of the Private Sector Division newsletter offers ideas and resources you can share with your employees to help them be more prepared in an emergency at home or at work, as well as training opportunities for staff who support your organization's emergency management activities.

Wishing everyone a very happy and safe holiday season!

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

Employee Preparedness

Private Sector Perspectives: Prepared Employees Make a Prepared Company: TIAA-CREF

In 2003, dust from a construction project was swept into an open air vent, making it appear as if the TIAA-CREF office building in Denver was on fire. The resulting chaos prevented a quick and effective evacuation for employees.

After the attacks of September 11, 2001, TIAA-CREF, a Fortune 100 financial services firm with more than 10,000 employees and \$800 billion in assets, placed a stronger focus on business resilience. The event in 2003 highlighted the need to focus more on employee preparedness and training.



During a September 25 full-building evacuation exercise VERT members had the opportunity to showcase their training, assisting the evacuation of 1,400 employees.

"The company recognized that developing business continuity plans alone is not effective if employees are not in a position to respond in a way that keeps them safe or if they lack the personal preparedness plans that will enable them to return to work after an incident" — Tom Davis, TIAA-CREF Director of Corporate Safety

Now the company encourages employees to take action to prepare themselves by providing each employee with disaster preparedness information and a 72-hour preparedness kit. In addition, TIAA-CREF has established a Volunteer Emergency Response Team (VERT) program and conducts annual training for 1,000 members throughout the company. During

Calendar

December

[Winter Fire Safety](#)

January

[Winter Weather Preparedness](#)

[Resolve to be Ready Campaign](#)

February

[Plan, Prepare, Mitigate](#)

[Flood Safety](#)

December 8th Deadline for Comment on Proposed Public Assistance Policy on Insurance

FEMA seeks public comments from state, tribal, territorial and local governments, private non-profit organizations, and interested members of the public regarding its proposed Public Assistance policy on insurance. Comments must be submitted through the process outlined in the [Federal Register Notice](#) and are due on **December 8, 2014**.

an incident, VERT members are trained to assist employees in evacuations and respond to any emergency they may face in the workplace.

“Since 2003, I have witnessed a culture shift in the company,” says Davis.

Read more about how TIAA-CREF employees have enabled the company to better withstand, respond to, and recover from disasters by [taking ownership of their personal preparedness](#).

Get Involved



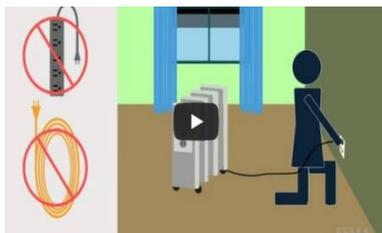
The [Community Emergency Response Team \(CERT\)](#) Program educates people about disaster preparedness and trains them in basic disaster response skills, such as fire safety, light search and rescue, and disaster medical operations. Using their training, CERT members can assist others in their

neighborhood or workplace following an event and can take a more active role in preparing their community. The program is administered by the Federal Emergency Management Agency. Learn more about CERT at <http://www.fema.gov/community-emergency-response-teams>.

Put a Freeze on Winter Fires

The United States Fire Administration (USFA) and the National Fire Protection Association (NFPA) are once again teaming up to promote winter fire safety through their joint campaign, “Put a Freeze on Winter Fires.” The goal of the campaign is to educate the public on the increased risk of fire during the winter months, which are the leading months for home fires.

Many of these fires are caused by cooking, heating, and holiday decorations such as lights, trees, and candles. “Put a Freeze on Winter Fires” is a four month campaign that begins on November 17th. The USFA and NFPA will post fire safety information on different topics each week.



For tip sheets, videos, and other information on how to prevent electrical, heating, cooking, and other types of fires, please visit www.usfa.fema.gov/winter or www.nfpa.org/winter. Information on fire preparedness can also be found at <http://www.ready.gov/home-fires>.

Loaned Executive Opportunity: Senior Advisor- Lifeline Functions Restoration for FEMA Region VIII

FEMA Region VIII has announced an exciting [opportunity for a private sector executive](#) to work directly with the Region for a six-month detail to provide advice on private sector operations support and coordination immediately following a catastrophic earthquake along the Wasatch Fault in Utah. Region VIII is looking forward to this unique opportunity to tap into the private sector’s expertise and build on existing efforts to engage external partners in catastrophic earthquake planning.

The deadline to apply for this opportunity is December 12.

Please contact Karinda Washington at Karinda.Washington@hq.dhs.gov or Katie Appenrodt at Kathleen.Appenrodt@fema.dhs.gov or at 303-235-4775 if you have any questions.

Apply today!

To learn more about the program and to apply, please visit the [Loaned Executive Program webpage](#).

Disney’s Big Hero 6 and Ready Team Up



FEMA’s Ready Kids campaign and the Ad Council partnered with Disney to create a bilingual multimedia [PSA campaign](#) using characters from the *Big Hero 6* film. Learn how to prepare for emergencies by visiting ready.gov/kids.

Toolbox

FEMA 90-Day Private Sector Representative Rotation – Perspectives

During her 90-day [FEMA Private Sector Representative \(PSR\) rotation](#), Lillian Singh (who is Director of NAACP's Economic Strategic Partnerships in her day-to-day role) supported planning for National Preparedness Month in September, provided feedback on existing small business tools and resources, and researched the role of corporate and private philanthropy in emergency management.



The Private Sector Representative program offers mid- to senior-level representatives from the private sector the chance to spend 90 days at FEMA headquarters or a regional office. During this rotation, the Private Sector Representative and FEMA exchange experience and knowledge related to disaster management. Assignments vary depending the Private Sector Representative's background and capabilities and Agency needs, but the primary focus is on disaster operations.

To learn more about this unique opportunity, please visit the [FEMA Private Sector Division website](#) or contact us at FEMA-Private-Sector@fema.dhs.gov.

Energy Department Launches Mobile App for Energy Emergencies

The Department of Energy has launched a mobile app called Lantern Live to help users quickly find critical information about nearby gas stations and power outages during energy emergencies.

Lantern Live allows users to report the operational status of local gas stations, find fuel, and look up power outage maps from local utilities, while also accessing useful tips and guidelines. With the launch of this app, the Energy Department is testing the power of crowdsourcing and open data in disaster and recovery. Lantern Live's code will also be open source, allowing technology innovators and entrepreneurs to reuse the code in their own apps, explore new opportunities for other sectors and applications, and further leverage the power of open data.



[Lantern Live](#) is available free for Android devices through Google Play.

More on Energy Emergencies

When disaster strikes, power outages and fuel shortages are one of the common obstacles impeding business continuity and economic recovery. The Department of Energy also provides open source [Emergency Situation Reports](#) that contain detailed information on impacted states, current customer outages, DOE actions, and utility action across the country.

Private Sector Resilience Tips

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

Recent Tips:

- November is Critical Infrastructure Protection and Resilience Month. Check out this [toolkit for resources](#) to help spread the word.
- Talk with your employees about tips they can use to prevent [identity theft, social engineering and phishing scams](#).
- Veteran, minority and women-owned businesses can review online [Industry Liaison templates and tools](#) for doing business with FEMA.
- Download the new [Department of Energy app](#) to access and share data about nearby gas stations and power outages during energy emergencies.

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

ESF #5 - Information and Planning

[Emergency Support Function \(ESF\) #5 – Information and Planning](#) collects, analyzes, processes, and disseminates information about a potential or actual incident and conducts planning activities to facilitate the overall activities in providing assistance to the whole community. The ESF #5 Coordinating Agency is the Department of Homeland Security / Federal Emergency Management Agency.

Virtual Tabletop Exercise Series

FEMA's Emergency Management Institute (EMI) is conducting a Virtual Tabletop Exercise (VTTX) Series focusing on earthquakes in local communities, using historical events and recovery actions. This opportunity can be used for organizations to assess their plans, policies, training, and procedures.

The VTTX program is designed to facilitate hazard-specific discussions among local and state emergency management organizations and representatives from other response disciplines across the nation. This will enable participants to better coordinate response operations with counterparts from local governments, other state governments, Federal agencies, private sector organizations, and non-governmental agencies, while leveraging VTC technology to reach remote sites.

Times are available for the 4-hour class on January 6, 7, 8, 27, 28, and 29. Participants must have an appropriate site equipped with VTC capability that can access the FEMA VOC. For a complete listing of all the FY 2015 VTTX dates and scenarios, please visit the [VTTX Training website](#).

To apply for the VTTX earthquake series, submit an email request to Doug Kahn at douglas.kahn@fema.dhs.gov or call 301-447-7645. The application deadline to participate in the exercise is December 22, 2014.

We Want to Hear from You!

Is your company or organization engaged in emergency management? Share your story with us. Whether its employee preparedness, community resilience, corporate best practices, or small business continuity planning, the efforts of the private sector make our nation stronger and more resilient against disaster. Submitted stories will be considered for inclusion in future newsletters.

Submission Guidelines

-Please keep written content between 75-150 words.

-Submit your content to FEMA-Private-Sector@fema.dhs.gov.

-Submissions will be collected and reviewed on the 15th of each month.

-Content will undergo editorial review process for style, format, and length.

-Photos and video with captions and informative links are also encouraged.

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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