

# Building Resilience through Public-Private Partnerships

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Monday, July 23  
Crowne Plaza Hotel  
Colorado Springs, CO

- 7:00 a.m. – 8:00 a.m.** Registration
- 8:00 a.m. – 8:15 a.m.** **Welcome:** Tim Cole, Chief, Private Sector and Nongovernmental Organizations (NGO) Division, Interagency Coordination Directorate, North American Aerospace Defense Command (NORAD) and United States Northern Command (USNORTHCOM)
- 8:15 a.m. – 8:45 a.m.** **Opening Remarks:** Lieutenant General Frank J. Grass, United States Army, Deputy Commander, USNORTHCOM
- 8:45 a.m. – 9:15 a.m.** **Keynote:** Richard Serino, Deputy Administrator, Federal Emergency Management Agency
- 9:15 a.m. – 10:00 a.m.** **Public Private Partnerships: The Year in Review**  
Together, we have weathered severe storms and built new tools and resources. Join senior leadership from the DHS, FEMA, National Protection & Programs Directorate Office of Infrastructure Protection (NPPD-IP) and USNORTHCOM private sector offices as they share what they have learned and their vision going forward.
- Tim Cole, Chief, Private Sector/NGO Division, USNORTHCOM
  - Dan Stoneking, Director, Private Sector Division, FEMA
  - Douglas A. Smith, Assistant Secretary for the Private Sector, DHS
  - Craig Conklin, IP Director of Sector Outreach and Programs Division, DHS
- 10:00 a.m. – 10:15 a.m.** **BREAK**
- 10:15 a.m. – 11:10 a.m.** **Hindsight may be 20/20, but what about Foresight?**  
Shifting migration patterns. Global climate change. Evolving threats and hazards. The changing role of the individual. These are just a sample of what's in store for emergency managers in the coming 20 years. As the public and private sectors build their plans and capability, they must look to the future to better understand how these and other key issues and trends will challenge the practice of emergency management. The Strategic Foresight Initiative has identified common strategic needs that help to guide the discussion of emerging challenges and community preparation beyond the immediate horizon. This session sets the context for where we are headed collectively, and invites a discussion on how we can leverage the Strategic Foresight Initiative to build resilience.
- Tim Baden, Director, Strategic Planning and Analysis Division, Office of Policy and Program Analysis, DHS/FEMA
- 11:10 a.m. – 12:00 p.m.** **What a Disaster! How Hurricane Irene Opened Eyes and Built Alliances**  
It was big, slow moving and it just kept coming. When Hurricane Irene ambled up the entire east coast from Florida to Vermont, it brought unforeseen impacts like massive, prolonged flooding far inland, to areas that don't usually see such effects from a hurricane. But, along with the disaster, new partnerships were developed. See what happened and where we are going now.
- **Moderator:** Kathy Fulton, Director of Operations, American Logistics Aid Network
  - Stuart Comstock-Gay, President & CEO, The Vermont Community Foundation
  - Jim Williams, Manager, Emergency Preparedness & Response, Asset Protection-Business Continuity Division, Walgreens
  - Joe Conrey, Branch Chief, Critical Infrastructure Protection Bureau, NJ Office of Homeland Security and Preparedness
- 12:00 p.m. – 12:10 p.m.** **Greetings from Mayor Steve Bach of Colorado Springs**
- 12:10 p.m. – 1:15 p.m.** **Luncheon Keynote: The Active Shooter/Experiences of a Mass Fatality Incident**  
Ronald Rolfson, Oslo University Hospital, Division for Emergency Medicine, Oslo, Norway

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1:15 p.m. – 2:00 p.m.

## ***The Honest Broker: Communicating with Private Sector Partners in Disaster***

Opening the lines of communication between the public and private sectors is critical during disasters. Through seamless communication and coordination, needs are quickly identified, resources can be moved without duplication and more capability and expertise can be brought to the challenge. Find out how the private sector is being represented in different models that work.

- **Moderator:** Tim Cole, Chief, Private Sector/NGO Division, USNORTHCOM
- Jami Haberl, Executive Director, Safeguard Iowa Partnership
- Harry Silver, DHS Loaned Executive
- Tom Serio, Verizon Wireless

2:00 p.m. – 3:00 p.m.

## ***Partnering to Save Lives***

The private sector owns and operates 95 percent of the nation's health and medical capability. Since medical surge is a core capability in disasters, it is more important than ever to engage the private sector public health and medical capabilities well in advance of an emergency. Learn how the government is collaborating with other organizations to plan how to integrate deployable nongovernmental teams, increase visibility of medical supply chains and develop proposed common operating picture/technology solutions.

- **Moderator:** Captain James Terbush, USN, M.D. MPH, USNORTHCOM IC PS/NGO
- Dr. "Chip" Merritt Schreiber, Disaster Mental Health, University of California Irvine
- Dr. Steve Curran, ESF-8 Critical Health Infrastructure, HHS
- Margaret Vanamringe, The Joint Commission
- Fred Hosea, Chief of Clinical Innovations, Kaiser Permanente
- Emily St Martin, RX Response

3:00 p.m. – 3:15 p.m.

## **BREAK**

3:15 p.m. – 4:00 p.m.

## ***A Whole New Paradigm for Whole Community: A Place at the Table for Everyone***

When we talk needs, capabilities and whole community, it isn't all business. Some of the most vital planning, response and recovery partners are in the faith and voluntary communities, as well as groups that have expertise in key disability and other access and functional needs issues. In a disaster, everyone has a role and can be part of the solution. Learn more about this vast community and how it helps complete the picture.

- **Moderator:** David Myers, Director, Center for Faith-based & Neighborhood Partnerships, DHS
- Mickey Caison, Southern Baptist Convention Disaster Relief
- Dan Stoecker, ExDir, National Voluntary Organizations Active in Disaster (NVOAD)
- Marcie Roth, Director, Office of Disability Integration and Coordination, FEMA

4:00 p.m. – 4:45 p.m.

## ***Building Future Resilience through Today's Youth***

If we want to create a culture of preparedness and resilience, then we need to start instilling these values in our next generation of leaders. Learn about some of the types of programs that exist nationally & a snapshot of the ways in which FEMA helps them gain success, visibility and partnerships. Then see how some of these initiatives play out, with the help of the private sector, including: a youth preparedness program tailored for a rural community, a major metropolitan area Ready Kids initiative & personal experience from a graduate of a youth disaster training class.

- **Moderator:** Dan Stoneking, Director, Private Sector Division, FEMA
- Tod Pritchard, Emergency Preparedness Coordinator, WI Emergency Management
- Scott VanderSanden, President, AT&T Wisconsin (funds the STEP Wisconsin program)
- Rebekka McCaleb, past teen participant in the Student Emergency Response Team
- Paulette Aniskoff, Director, Individual and Community Preparedness Division, FEMA

4:45 p.m. – 5:00 p.m.

## **Administrative Issues (Tim Cole)**

5:00 p.m. – TBD

## **Social at the Crowne Plaza**

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**Tuesday, July 24**  
**Crowne Plaza Hotel**  
**Colorado Springs, CO**

- 7:30 a.m. – 8:00 a.m. Registration**
- 8:00 a.m. – 8:15 a.m. Welcome and Introductions:** Tim Cole, Chief, Private Sector and NGO Division, Interagency Coordination Directorate, NORAD and USNORTHCOM
- 8:15 a.m. – 8:45 a.m. Keynote:** Greg Stubblefield, Executive Vice President and Chief Strategy Officer, Enterprise Holdings
- 8:45 a.m. – 9:45 a.m. *Thinking Big about Small Businesses***  
Most of the nation's workforce is employed by small business. A significant portion of the supply chain is served through small business. Yet, the impacts of even a small emergency can spell the end of a company that is not prepared to cope with a temporary loss of facilities, payroll or data. Small business is big business, but when will seamless partnership integration happen? Come learn about some innovative ways the public and private sectors have approached this issue.
- **Moderator:** Steve Smith, Director, Disaster Response Division, Small Business Association
  - Dr. Ramesh Kolluru, Executive Director, National Incident Management Systems and Advanced Technologies, University of LA at Lafayette
  - Mathew Beattie, "Safeguard Business" small business initiative, AT&T
- 9:45 a.m. – 10:00 a.m. BREAK**
- 10:00 a.m. – 10:50 a.m. *Extending the Partnership: The Department of Defense and the Armed Forces' Role in Disaster Coordination***  
When disaster strikes, our armed forces stand ready to provide valuable resources to assist in response efforts. Panelists will share coordination practices that are implemented during a Defense Support of Civilian Authorities (DSCA) operation and will define the armed forces' role with federal, state and local authorities and the NGO & private sector communities during both steady-state and crisis conditions.
- **Moderator:** Jim Jenista, Joint Exercises Division, USNORTHCOM
  - Colonel Rich O'Connor, Defense Coordinating Officer, Region VIII
  - Captain Rusty Stiles, Contingency Planner, United States Navy
  - Colonel Rafael Peart, Washington, DC National Guard
  - Don Reed, Future Operations Division, USNORTHCOM
- 10:50 a.m. – 11:50 a.m. *It's a Small World: Disasters and Collaboration across Borders***  
Disasters know no borders. Whether it is the magnitude 7.0 earthquake that rocked Haiti in 2010 or the magnitude 9.0 earthquake accompanied by 133-foot tsunami waves that devastated Japan in 2011, we as a global community respond. This panel will focus on how the public and private sectors can best work together during times of international crisis, taking examples from what has worked in the past as well as discussing what is planned for the future.
- **Moderator:** Michael Marx, Senior Advisor, Civilian-Military Affairs, United Nations Office for the Coordination of Humanitarian Affairs
  - Mark Cooper, Senior Director, Emergency Management, Walmart
  - Chris Jurgens, Director, Global Partnerships Division, Office of Innovation and Development Alliances, USAID (pending)
  - Dave Lusk, Senior Manager, Global Operations Control, FedEx
- 11:50 a.m. – 1:00 p.m. Luncheon Keynote: *Building Resiliency across Communities***  
Dr. Steven Flynn, Kostas Institute Northeastern University, author of [The Edge of Disaster](#)

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- 1:00 p.m. – 2:00 p.m.**     ***Meta-Leadership: Public-Private Connectivity of Effort to Build Community Resilience***  
The United States must remain strategically poised to respond to major, complex catastrophic events, including threats of terrorism, naturally occurring disasters such as hurricanes, earthquakes and pandemics, as well as major industrial accidents, such as the Deep Water Horizon Gulf Oil Spill. The National Preparedness Leadership Initiative (NPLI), a joint program of the Harvard School of Public Health and the Harvard Kennedy School of Government developed and designed the Meta-Leadership strategy to build the connectivity of effort necessary to confront these challenges.
- Dr. Leonard J. Marcus, Co-Director, National Preparedness Leadership Initiative (NPLI), Harvard School of Public Health
- 2:00 p.m. – 2:15 p.m.**     **BREAK**
- 2:15 p.m. – 4:15 p.m.**     **Private Sector Think Tank with FEMA Deputy Administrator Richard Serino**  
This special session will be open to callers across the nation, as we come together with senior leadership and subject matter experts to probe some of the key themes that have run through the conference and examine promising practices. Facilitated by FEMA Deputy Administrator Richard Serino, participants and callers are invited to share insight into their areas of expertise through a facilitated roundtable discussion.
- 4:15 p.m. – 4:30 p.m.**     **Final Remarks:** Tim Cole and Douglas A. Smith, Assistant Secretary for the Private Sector, DHS announces plans for 2013 conference.