

the PS7 REVIEW

Volume 1 · Issue 1 · August 2012

Federal Emergency Management Agency Region VII Private Sector Newsletter

September is National Preparedness Month

Since its inception in 2004, National Preparedness Month is observed each September across the USA. It was created to encourage citizens to take simple steps to prepare for emergencies in their homes, businesses, schools, and communities. FEMA's *Ready Campaign*, at ready.gov, in conjunction with FEMA's Private Sector Division, is urging businesses this year to become a part of the National Preparedness Coalition, where businesses of all sizes can share ideas and best practices.

Businesses are also invited to *Pledge to Prepare*, to affirm they will learn risks, create a kit, create a plan and volunteer to support the effort at large.

This year, businesses in the coalition may be eligible to co-brand with FEMA on posters that highlight the standard items of an emergency preparedness kit. Many of the coalition businesses sell common emergency preparedness kit items

"Disasters can strike without warning," the poster reads. "You may be at work... or at home when it happens. Your family may not be together when disaster strikes, so plan in advance: how you will contact one another; how you will get back together."

The initiative is a major success of FEMA's Private Sector Division, and the first ever initiative within FEMA to co-brand with private sector businesses.

Because retailers have massive public outreach potential, the effort is expected to raise awareness among the general public of the importance of preparedness.

To learn more or to join the coalition visit ready.gov/business and ready.gov/pledge.



FEMA does not endorse any non-Federal Government organizations, entities, or services.

PLEDGE TO BE PREPARED.

ready.gov/pledge

Disasters can strike without warning. You may be at work, out in the community or at home when it happens. Your family may not be together when disaster strikes, so plan in advance: how you will contact one another; how you will get back together.

Make sure you know/prepare the basics:

- ✓ Contact Information
- ✓ Have an out-of town contact memorized.
- ✓ In an emergency, use text messaging or SMS (Short Message Service) rather than relying on calling.
- ✓ Subscribe to alert services for your community.
- ✓ Preparedness Materials
- ✓ Emergency Supply Kit (If you have to stay)
- ✓ Go bag (If you have to go)

Recommended Items to Include in a Basic Emergency Supply Kit for Your Home or Business:

- ✓ Water
- ✓ Food
- ✓ Radio
- ✓ Flashlight and extra batteries
- ✓ First aid kit
- ✓ Whistle
- ✓ Dust mask
- ✓ Personal and bathroom stuff
- ✓ Wrench or pliers to turn off utilities
- ✓ Manual can opener for food
- ✓ Local maps
- ✓ Cell phone with chargers
- ✓ Prescription medications and glasses
- ✓ Infant formula and diapers
- ✓ Pet food supplies
- ✓ Important family documents
- ✓ Money
- ✓ Emergency contact information
- ✓ Clothing
- ✓ Cleaning supplies
- ✓ Fire Extinguisher
- ✓ Matches in a waterproof container
- ✓ Personal hygiene items
- ✓ Books, games, puzzles or other activities for children

GET A KIT. MAKE A PLAN. BE INFORMED.

**READY.GOV
READY.GOV/BUSINESS**

Region VII to Host Preparedness Meeting For States and Tribal Nations

FEMA Region VII is hosting a Tribal-State Preparedness Partnership Meeting August 21-23 at its regional office in Kansas City.

The objectives of the meeting include: expanding knowledge of emergency management programs for Tribal Nations; enhancing coordination and strengthening relationships between FEMA, Tribal Nations, and States; and providing updated guidance on current initiatives regarding risk assessment, emergency service capability building, planning/training/exercising, grants, and other preparedness topics.

The meeting will also enable partners to share successes and good practices for implementing a whole community approach to emergency management. An internal working group at FEMA Region VII has been meeting weekly to plan the event.

State officials, and representatives from all nine Tribes that fall within the geographical boundary of Region VII, have confirmed attendance at the preparedness meeting.

The event will provide a range of information to Tribes on disaster and non-disaster programs, guidance outlined in FEMA's 2010 Tribal policy, as well as explore the whole-community approach to emergency management as well as the National Incident Management System (NIMS).

States and Tribes together will report out on accomplishments, lessons learned and challenges followed by a break-out session consisting of a facilitated discussion on State-Tribal coordination.

In addition, a question and answer session will be provided on the following subjects: Presidential Policy Directive 8 (PPD8), Threat Hazard Identification and Risk Assessment (THIRA), community preparedness activities, training opportunities, the Emergency Management Institute, the National Exercise Program and resources for Tribes. The meeting kicks off at 1PM on Tuesday August 21.

In order to provide a sense of FEMA's organizational structure to Tribal participants, FEMA's program directors will be on hand as well as program staff who provide technical expertise to Tribes through the wide range of FEMA programs and services.

FEMA Private Sector Pilot Project: *Retail Resiliency-Points of Distribution*

FEMA often provides or coordinates the delivery of goods following a disaster: water or generators, for example. What if FEMA partnered with retailers so they too could provide a wide range of essential goods and services to citizens impacted by disasters?

A pilot project introduced by FEMA Region I Private Sector Liaison Bruce Brodoff would identify a retail service-provider as a Resiliency-Point of Distribution (R-POD). FEMA would help ensure these R-PODs have the capacity to re-open

quickly after a disaster, so impacted residents can access critical goods and services like food, gas, building supplies, pharmaceuticals and cash.

The project invites replication in other regions, especially in Region VII where the Kansas City area has numerous retailers involved in emergency preparedness and response activities. Still in development, the initiative has received praise from FEMA Deputy Administrator Rich Serino who, after review, proclaimed: "Now to move forward."

Building Resilience through Public-Private Partnerships

2nd Annual National Conference Provides Perspective on Past, and Year Ahead

This year's second annual national Private Sector conference took place July 23 and 24 at the Crowne Plaza Hotel in Colorado Springs, Colorado. The event was hosted by FEMA's Private Sector Division and the United States Northern Command (USNORTHCOMM).

The event built on much of the groundwork laid over the past year in the area of public-private partnerships, and looked towards opportunities in the coming year to identify common strategic needs and address emerging challenges.

In his keynote address, FEMA Deputy Administrator Richard Serino introduced the creation of the National Business Emergency Operations Center (N-BEOC) within FEMA National Response Coordination Center (NRCC). The N-BEOC is an expansion of the national Private Sector Representative (PSR) program and will provide national guidance and coordination for two-way communication with the private sector.

Lessons learned from major events focused on the formation of partnerships between public and private sector emergency response entities. From Hurricane Irene to the Colorado wildfires, necessity proved to be the birthing-agent of new partnerships between businesses, not-for-profits and public disaster response agencies at all levels.

Strengthening public-private partnerships builds more resilient communities. But communities are even more resilient when those partnerships utilize a Whole Community approach involving faith and voluntary communities as well as groups that have expertise in key disability and other access and functional needs issues. Marcie Roth, Director of FEMA's Office of Disability Integration and Coordination, and David Myers, Director of the Center for Faith-based & Neighborhood Partnerships at DHS, spoke on how this approach can help round out public-private partnerships.

At a special luncheon event, Ronald Rolfsen of the Division of Emergency Medicine at the Oslo University Hospital in Norway provided an overview of the July 2011 bombing of a government facility in Oslo and the active shooter event that occurred shortly after at a summer camp on Utoya Island. There were 69 fatalities of the approximately 600 on the island. Rolfsen explained the killer's motive was to scare youth into swimming from the island so they would perish in the cold ocean water. However, hundreds of the swimmers survived. Only one, who had been shot, perished. Said one Norwegian youth of the killer: "He lost. Norwegian kids can swim."

The conference also featured sessions on international partnerships and small business resiliency.

The event closed with a presentation from Harvard professor, Dr. Leonard Marcus, who applied meta-leadership principles to emergency management. The two-day event ended with a Think Tank, open to callers across the nation, on how to better engage the private sector. The Think Tank was facilitated by Deputy Administrator Serino.



Ambulances assist in Utoya shooting incident, Norway.

Regional Private Sector Liaisons Highlight ‘Wins’

At a recent meeting of FEMA’s regional Private Sector Liaisons (PSLs), each liaison described a major accomplishment of the past year. Here is a summary:

Region I, PSL Bruce Brodoff: Developed a business Resiliency-Points of Distribution (R-POD) pilot program to ensure retail infrastructure remains strong and able to provide goods during the critical 72-96 hour phase of any all-hazards event.

Region II, PSL Terry Winters: Developed a private sector outreach database and approved content for distribution to the private sector, including 150 colleges and universities and 200 big businesses.

Region III, PSL Stephenie Pyle: Hosted several Whole Community workshops to foster a community oriented approach to strengthen local institutions. Also developed a framework for a virtual Business Emergency Operations Center.

Region IV, RPL Phil Strouse: Conducted a workshop for public-private partners to develop ways to deal with a catastrophic event, including a “maximum of maximum” scenario – all of which is replicable in other regions.

Region V, RPL Kim Phillips: Participated in the NW Indiana Homeland Security Information Network (HSIN) to promote communication and coordination among critical sector partners.

Region VI, PSL Winston Barton: Hosted “Doing Business with FEMA” workshop to develop partnerships with small businesses dedicated to disaster-relief services.

Region VII, PSL Scott Weinberg: Established a BEOC within the RRCC to provide two-way communication between public and private sectors during a national exercise and a real response event.

Region VIII, PSL Megan Floyd: For the first time in Region VIII, coordinated with a Private Sector POC and businesses during a major event (CO wildfires); promoted public-private partnerships.

Region IX, PSL Michael Cummings Hosted a Regional Leadership Conference that fostered the creation of State private sector liaisons, whole-community partnerships, and was focused on local issues. This conference format is replicable across all regions.

Region X, PSL Lucianne Phillips: Linked corporate engineers with local governments to be auxiliary post-disaster building inspectors. The benefit is that businesses can reopen sooner by inspecting more quickly. Also, continuing negotiations with Wal-Mart so warehouse space can be used during a disaster.

BEOCs Begin to Emerge at All Levels

A Business Emergency Operation Center (BEOC) is a group of individuals from the private sector engaged in two-way communication with public response officials within an Emergency Operations Center (EOC), Response Coordination Center or Incident Command Center. Consistent with NIMS and ICS, BEOCs help to better integrate private sector assets into response operations.

Discussions on the BEOC began around 2007, and were followed up by efforts in a handful of States to create them. In Missouri, the BEOC is imbedded right within the State EOC. The FEMA Region VII BEOC is the first regional BEOC in the country. FEMA R7 and Missouri BEOCs coordinated to help open roads in the Joplin tornado response effort more quickly so private sector firms could bring in emergency supplies.

FEMA’s Private Sector Division in Washington, DC, recently announced the creation of a National BEOC within FEMA’s National Response Coordination Center (NRCC). With officials from Missouri’s State Emergency Management Agency (SEMA), FEMA Region VII recently met with officials in Independence Missouri to support the creation of a local BEOC.

BEOCs have emerged at all levels: state, regional, local and national.