

# the PS7 REVIEW

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Federal Emergency Management Agency Region VII

Private Sector

## FROM SANDY'S FRONT LINE WITH NATIONAL BUSINESS EMERGENCY OPERATIONS CENTER DIRECTOR KENNY WILKINS

### \* SPECIAL HURRICANE SANDY EDITION \*

*On loan from Dominion Virginia Power, the current Director of FEMA's NBEOC, Kenny Wilkins, deployed to DR-4086 New Jersey, takes a moment to answer a few questions on business recovery.*

#### 1) QUESTION: What is the role of the NBEOC Director?

**WILKINS:** As the NBEOC Director, my role is to provide a seamless transfer of information between the members. I also collaborate and coordinate the flow of information and requests businesses and to the local, state, and federal partners.

#### 2) QUESTION: What are some of the best practices you have seen for businesses following Hurricane Sandy?

**WILKINS:** Some of the best practices that I've seen are the ability to provide information directly to the stakeholders that are on the ground during a disaster. We provide timely information that the business community can utilize to make informed decisions. Being the conduit of information and building partnerships allowed us to take information provided by one company and transform it to GIS coordinates and post to maps for the benefit of the survivors. This process utilized four business partners from across the country to assist the community.

#### 3) QUESTION: What are some of the lessons learned?

**WILKINS:** I've learned to maintain an open mind and be flexible and open to change. Working within the federal framework, it appears that we shift gears and directions very quickly and almost effortlessly. The NBEOC can help prepare each stakeholder for that shift and make the transition much easier for the businesses.

#### 4) QUESTION: How do you see the role of private sector expanding in the future?



Toms River, N.J., Nov. 21, 2012 -- Lowes and Boston Chicken distributed over 22,000 turkey dinners to survivors of Hurricane Sandy in New Jersey and New York.

*Photo by Patsy Lynch/FEMA*

**WILKINS:** I can see the private sector expanding greatly into a much larger group that could assist the communities standing back up. We could spend a good bit of time with each stakeholder assisting them build business resiliency into their business plan for the future.

## OH THE WEATHER OF SANDY WAS FRIGHTFUL, BUT THE MIDWEST GIVING, DELIGHTFUL!

By Amanda Bicknell, FEMA



Missouri Task Force 1 Rescue Specialist Jeff Schaefer, Canine Search Specialist Lynn Ballard and Search Canine "Daisy" searching in Long Beach, Long Island, NY in the aftermath of Hurricane Sandy on Nov. 5, 2012.  
*Photo courtesy MO-TF1.*

Watching and waiting didn't mean idly sitting for those in the Midwest who got organized and mobilized as predictions rattled around television sets, the Internet and radio broadcasts from coast-to-coast leading up to the landfall of Hurricane Sandy.

As the storm approached, and after—immediately following its devastation, volunteers associated with not-for-profit organizations, mutual aid teams, state and local governments, businesses and individuals from Iowa, Kansas, Missouri and Nebraska reached out and went out to help impacted survivors on the East Coast.

In what can best be described as a Whole Community approach, the Midwest supplied a before, during and after wave of in-kind donations

and other assistance in the form of food; water; blankets, clothing; emergency generators; emergency medical providers, supplies and services; grief counselors; electricians, linemen and other power company employees; emergency housing and sheltering personnel and equipment; emergency managers and much more to Sandy survivors. All this was done despite record-breaking floods and the devastating Joplin tornado last year, as well as severe droughts this year that damaged local economies.

For years, FEMA Region VII has been advocating for, building, supporting and maintaining partnerships with individuals, governments, businesses and organizations of all shapes and sizes in the region, to support local, state and, generally, American disaster resiliency. Hurricane Sandy proved without a doubt the important role they, we all, play as emergency managers when devastation visits.

According to regional news coverage of Hurricane Sandy, here are just some of the many specific ways our Whole Community supported Hurricane Sandy survivors by demonstrating leadership, organizational excellence and generosity.

### IOWA

- In Muscatine, a fundraiser sponsored by ARC and a community service program raises money to help Sandy survivors.
- Muscatine Power and Water employees responded to a call for mutual aid, sending a three man team and truck to support efforts to restore power and water services.
- More than 60 Red Cross volunteers and five response vehicles from all over Iowa went to New Jersey to help. The volunteers have been, and many still are, providing food, drinks, clean up supplies, emotional and spiritual support.
- A 14-man crew from MidAmerican (*Continued*)

Energy from Des Moines, Council Bluffs and Oskaloosa, left Iowa City together to work 16-hour days helping restore power in New York.

- 100 Alliant Energy crews from eastern Iowa were dispatched to the East Coast to assist.
- The Iowa Homeland Security and Emergency Management Division (HSEMD) deployed one staff member through the Emergency Management Assistance Compact (EMAC) to New Jersey's State Emergency Operations Center to facilitate the security, documenting and tracking of needed resources from EMAC member states. HSEMD's operation personnel worked with other member states to identify and fill resource needs for the impacted states. Additionally, eight members of the Iowa Commission on Volunteer Service were deployed under FEMA mission assignment to support the City of New York Office of Emergency Management with shelter operations.

## KANSAS

- Pittsburg Community Middle School collected donations to help Sandy survivors clean up as they return home.
- 9 ARC volunteers from Kansas went to help survivors.
- Emergency responders from the Kansas Department of Emergency Management were sent to assist with incident management. The state also sent a state incident management team and a Kansas Air Guard team.
- National Guard troops from across the country went to help on the East Coast after Hurricane Sandy. Among those deployed, were five medical personnel of the Kansas Air National Guard. Their mission was to look after the health of the other troops.

## MISSOURI

- FEMA's Missouri Task Force 1, based in Columbia, MO., deployed more than 80 volunteers and 100,000 pounds of equipment to help with search operations.
- Dozens of volunteers and several response vehicles from Missouri ARC chapters throughout the state drove to the East Coast to assist.
- A team from the State Emergency Management Agency (SEMA) deployed to New York to help

manage volunteers and donations coming in for Sandy survivors.

- An incident support team from Southwest Missouri, along with other members from the St. Louis area, went to New York to support operations in the Nassau County Emergency Operations Center.
- Ameren dispatched about 150 linemen and field support workers from Missouri to assist.
- Operation BBQ Relief, a non-profit, served more than 31,000 meals to those impacted by Sandy, by November 6<sup>th</sup>. The organization was originally founded to help survivors in the aftermath of the Joplin tornado.
- The Jewish Federation of Greater Kansas City, in concert with other branches of the federation around the country, raised and gave more than a half-million dollars, to help survivors.
- 40 Utility workers who are part of the Missouri Public Utility Alliance dispatched to support electricity restoration.
- Volunteers from Columbia Water and Light Department also deployed to assist with restoring electricity.

## NEBRASKA

- 16 line technicians from Nebraska Public Power District worked 16 hour days to help restore power to those suffering in the wake of Hurricane Sandy destruction.
- Seven Lincoln Electric System employees assisted with restoring power.
- Four emergency response vehicles and 19 volunteers from the Nebraska and Southwest Iowa Red Cross chapters joined the *(Continued)*

Missouri's Task Force One assisted on the East Coast after Hurricane Sandy. *Photo by MO-TF1*



relief efforts.

- Parishioners from the Assembly of God Church in Nebraska sent handmade blankets to keep survivors warm.
- Ten students and staff from Union College drove to the East Coast when flights were grounded. They were ready to help with rescues, feeding, or whatever needed to be done.

## KANSAS CITY

- A four year old Kansas City girl collected money, bought and helped distribute more than 1,800 stuffed animals to replace the toys children who went through the hurricane lost.
- Two volunteers from Kansas City drove their medical response vehicle into the devastation to help with injuries—physical and emotional.

**FEMA IS LISTENING:** Tell us what your organization did or is doing to help Hurricane Sandy survivors: email [Jonathan.Weinberg@fema.dhs.gov](mailto:Jonathan.Weinberg@fema.dhs.gov). Chosen articles/stories may be published in the December PS7 Review.

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## HOBOKEN, NEW JERSEY: RECOVERY IN FAST MOTION

By Scott Weinberg, FEMA

FEMA’s Private Sector Division mobilized eight private sector specialists to New Jersey to assist in business recovery following Hurricane Sandy after it slammed the East Coast on Oct. 31.

Assessments to quantify the total business impacts are currently ongoing, but early reports indicate massive business impacts along the Jersey Shore and more acutely in Hudson County which runs west of New York City in the densely populated urban business zones. More than twelve thousand businesses are huddled in Hudson County’s 62 square miles—including the Port Authority’s shipping enterprises where one auto-transporter lost \$300 million in inventory.

In Hoboken, the high water mark lines row after row of brick store fronts like a ring around a bathtub.



Nov. 29, 2012, Newark, NJ—FEMA NBEOC Director Kenny Wilkins (right) informs Essex County Office of Small Business Manager, Wes Coleman, of upcoming meetings on business recovery.

FEMA Private Sector specialists are being called to town hall meetings to help shed light on assistance for self-employed workers whose businesses were interrupted, debris removal and housing assistance for families. FEMA Industry Liaisons attend outreach events and meetings to explain contract regulations for local businesses interested in working on federal government Public Assistance projects. Much of what they discuss and inform about falls under the umbrella of the new National Disaster Recovery Framework (NDRF, pursuant to PPD-8) which provides a support system for coordinated recovery.

The NDRF incorporates a structure for addressing all components of recovery, including economic recovery, the recovery of infrastructure systems, natural and cultural resources, Health and Social Services, as well as housing. Read more online at <http://www.emd.wa.gov/plans/documents/NationalDisasterRecoveryFramework.pdf>.

Using the guidance of the NDRF, with the U.S. Department of Commerce as the lead agency, FEMA’s private sector and its National Business Emergency Operation Center are building partnerships and coordinating to fill recovery gaps for local businesses within urban economic zones impacted by Hurricane Sandy. (Continued)



Moonachie, N.J., Nov. 17, 2012 -- A sign outside the Moonachie First Aid and Rescue Station proclaims that even after Hurricane Sandy caused the station to be flooded out, emergency personnel will not be stopped from carrying out their duties. FEMA is working in conjunction with the U.S. Army Corps of Engineers (USACE) and local officials in an effort to assist residents and businesses that were impacted by Hurricane Sandy. *Photo by Sharon Karr/FEMA*

Newspapers, retailers, Chambers of Commerce and business associations are all spreading the word about disaster assistance registration. Very soon after Sandy made her mark, platoons of FEMA foot-soldiers, in the form of Community Relations Specialists and FEMA Corps employees, began combing through neighborhoods, knocking on doors and visiting businesses. Within a few days, External Affairs messaging reached millions.

As of the end of November, more than 200,000 individuals have registered for federal disaster assistance, and approximately \$500,000,000 has been provided to individuals impacted by Hurricane Sandy. A partnership with the New Jersey Realtors Association has led to the rental of vacant listings as temporary housing for displaced individuals. Much of the recovery we've seen has been because of the cooperation between the public and private sectors and innovation that has resulted.

Businesses will reopen better and stronger to support the towns, cities and neighborhoods they once did, so families now living out of hotel rooms will have something to go home to and rebuild their lives around—hopefully for generations to come.



## HOW TO DO BUSINESS WITH FEMA:

FEMA's Industry Liaison is a contracting officer within the Industry Liaison Program at FEMA. The position is becoming increasingly prominent during disaster recovery. Here is a summary of the basic information needed to do business with FEMA:

- Register their business with the System for Award Management (SAM) at [www.sam.gov](http://www.sam.gov). Please direct questions regarding the registration process to the Federal Help Desk at 866-606-8220.
- Submit a completed FEMA Profile to the Industry Liaison Support Center. All Vendor Profile requests submission and inquiries may be directed to [FEMA-Industry@fema.dhs.gov](mailto:FEMA-Industry@fema.dhs.gov). Vendor information will be forwarded to the appropriate program office(s) and/or Contracting Officer(s), when applicable. Submission of a Vendor Profile is strictly voluntary.
- Search the Federal Business Opportunities website at [www.fbo.gov](http://www.fbo.gov) for Federal procurement opportunities.

## MORE ABOUT THE INDUSTRY LIAISON PROGRAM:

The **Industry Liaison Program** is the one point of entry for vendors seeking to do business with FEMA. Vendors seeking to do business with FEMA should be registered in System for Award Management (SAM), previously known as Central Contractor Registration (CCR) database. The program coordinates vendor presentations with program offices and Industry Days, conducts market research, responds to informal Congressional requests, and performs vendor analysis reporting.

The Industry Liaison also maintains an enterprise-wide repository – used to supplement market research for Contracting Officers – of vendors who potentially contract with FEMA. Staffed with a help desk, the program processes and routes vendor profile data to the appropriate FEMA program offices, including the Small Business Office, for follow-up.

Some of the program's goals include:

- Implement business provider alliances between vendors and the acquisition community that will assist FEMA in the preparedness, protection, response, recovery and mitigation of disasters;
- Leverage vendor capabilities and industry best practices, to assist FEMA in providing timely support to constituents impacted by a disaster;
- Provide vendor-supporting industry partners greater visibility into FEMA's requirements;
- Foster knowledge sharing between FEMA acquisitions and vendors; and
- Provide greater opportunities for local businesses, in accordance with the Stafford Act, in support of FEMA's mission.

For more information, visit <http://www.fema.gov/about-industry-liaison-program>.

