

FEMA Private Sector Update (12 Jan 11)



Friends,

Welcome to the New Year. As you know, today is the one-year anniversary of the tragic earthquake in Haiti. As many of you know, I deployed there in the immediate aftermath, days after I was hired for this position delaying my start date to 1 February. The loss of life, destruction of property and human heartache I witnessed there and on other disasters drive the passion I share with you to make a difference. I have resolved among family, friends and colleagues to plow forth in the new year on a kinder, gentler path, but in so doing I don't want to lose the zeal and the courage to push the right issues. And there are many hot issues

Later today, Lori Rivera will send you an invite to the next National Level Exercise (NLE 11) Meeting. Bob Dix, Casey Ateah and others are doing amazing work to represent and include the private sector in the most impressive public-private partnership in an exercise in the history of our nation. There will be a way to participate that works for you and is meaningful for everyone. Please join in the success.

Many of you have heard about the Whole of Community Initiative. Whole of Community is a shift in our operational approach to ensure that our planning matches up with the vision and challenges Administrator Fugate has laid out for our agency from day one of his tenure at FEMA. Whole of Community is a more inclusive approach to emergency management that embraces all facets of society. Being prepared as a nation means moving beyond a federal or "government-centric" approach to emergency management. As a team, we need to implement solutions that serve the entire community while also leveraging the resources that the entire community brings to the table. In the coming weeks I will share more with you on this and how we can work together.

For today, I wanted to highlight our ongoing effort to bring the private sector into our National Response Coordination Center (NRCC). Target and Katie Dempsey have exceeded expectations. Please read my blog below. We are finalizing agreements with the next two rotations, which I hope to announce in the next week or two. We are now seeking to fill the Aug-Oct rotation - peak of the hurricane season. You can't ask for a more compelling and

educational opportunity. I'm ready to lock it in when you are. In the meantime, please read and share the blog. Thank you. Remember Haiti. Remember the other natural and man-made disasters. And let's keep getting better (with a mixture of kindness and courage). - Dan

<http://blog.fema.gov/2011/01/strengthening-emergency-management.html>

January 11, 2011

Strengthening emergency management through public-private partnerships

Posted by: Dan Stoneking, Director, Private Sector

Our team has the great fortune to [work with many private sector partners in the field of emergency management](#). It has been an enriching experience to listen to and learn from those partners as they have helped us to promote public-private partnerships and open new doors that will help all of us - at all levels of government and in the private sector - better serve disaster survivors and communities. Most recently, we created a private sector seat in FEMA's [National Response Coordination Center](#) (NRCC), the monitoring and operations center we use to coordinate all of our emergency response efforts, with all of our partners, during a disaster.

This new position is a big deal for several reasons - it's the first time we have had a member of the private sector embedded directly with our staff and it is another critical step that will help improve communication and coordination with the private sector before, during, and after emergencies. This position will be staffed with different representatives from the private sector, on a rotating basis. Katie Dempsey from Target Corporation is serving as our inaugural representative. Thank you Katie and Target for leading the way.

Katie has achieved much in her short time here. She has a "seat at the table" working with governmental officials to enhance information sharing and collaboration with the private sector. She has worked with FEMA on numerous major initiatives to include the "[National Level Exercise 2011](#)". In addition, Katie has received valuable emergency management training which will benefit her, her team members and Target.

We hope that Katie's experience as a private sector representative here at FEMA is the first of many to come in 2011. We already have candidates lined up for the next few rotations and are working to get more representatives in place for the rest of this calendar year. Like much of our work at FEMA, this new NRCC seat will continue to be successful if we work together as a team, leveraging the resources of our many private sector partners and bringing more to the table. Let's make it work and do amazing things!

If you or someone you know is interested in being a candidate, please [click here](#). Our private sector team is available 24/7 and ready to work with you.

We understand not all private sector entities have the latitude to dedicate an employee for 90 days. For those who cannot, there are other ways to [take action](#). Let's all work together to be part of the emergency management team.

- Dan

If you are a member of the private sector, and want more information on how we can partner together, please visit www.FEMA.gov/privatesector.