



# Public-Private Sector Partnerships Working Together

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# Call to Action

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- The quadrennial homeland security review (QHSR) identifies “Ensuring Resilience to Disasters” as a primary mission for DHS...
  - Goal 5.2 is to “Enhance Preparedness” – this includes home, community, and private sector preparedness
- Private Sector Preparedness program (PS-Prep) is getting traction
  - Three standards approved for **voluntary** certification: NFPA 1600, BS25999 and ASIS SPC.1-2009
  - Request for comments period yielded hundreds of responses that are being adjudicated
  - Strong messages from the beltway to get ahead of this (i.e., PS-Prep certification may be included in RFPs)
- NOAA predicting an above average hurricane season for 2010
- Some of the most significant earthquakes have hit in the last few months
- A volcano in Iceland resulted in over 63K cancelled flights (note: Mt. Redoubt in Alaska still brewing)

# 3 P's of 21<sup>st</sup> Century Resilience

## ■ People

- Need to make preparedness/resilience personal
- Need to assure our people know their roles
- Need to help our people be better prepared at home

## ■ Partnerships

- Need to enhance partnerships at local, state, federal level
- Need to build partnerships with your “competimates”

## ■ PS-Prep

- It's not going away...don't wait for the “voluntary” program to become a “requirement”



**Homeland Security**  
 Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep) Resource Center

**News and Information**  
 FEMA Announces PS-Prep Public Outreach and Comment Period Extension, November 4, 2009  
 DHS Announces Intent to Select PS-Prep Standards, October 16, 2009  
 Facts About the Program

**References**  
 Federal Register Notice, October 16, 2009  
 Federal Register Notice, Dec. 24, 2008  
 Public Law 110-53 Implementing Recommendations of the 9/11 Commission Act  
 ANSI ASQ National Accreditation Board  
 Ready Business

**Standards for Adoption**  
 October 2009 Standards for Public Comment  
 PS-Prep Public Meetings Information  
 Adoption of Initial Standards

**Archived Press Releases**  
 DHS Selects ANSI-ASQ National Accreditation Board to Support Voluntary Private Sector Preparedness Certification Program, July 30, 2008

Contact Us  
 Email Updates

# Keys to Partnerships

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- Mutual Trust
- Reciprocity
  - Help each other solve problems
  - SME sharing
  - Information sharing
  - Not about \$\$ (can't just be sponsorship requests)
- Leverage Technology
  - LinkedIn, Twitter, Facebook, etc.
- Feedback
  - Provide feedback about how it's working
- Communicate Success
  - Share partnership success stories
- Grow
  - Start local and work your way up and out – can never have too many
- Just Ask!

# Partnerships

## ■ Federal

### – Homeland Security

- FEMA National Advisory Council
- US Chamber of Commerce National Security Task Force
- **Homeland Security & Defense Business Council**
- **Overseas Security Advisory Council (OSAC)**

### – DoD

- **Defense Industrial Base Sector Coordinating Council (DIB-SCC)** - collaborating on DIB sector policy documents and assist with event planning



# Partnerships

## ■ State

### – Law Enforcement

- Massachusetts U.S. Attorney's **Anti-Terrorism Advisory Council**
- **Infragard**
- **FBI Citizens Academy**

### – Emergency Response

- **Mass Emergency Management Agency (ESF-18)**
- **NorthEast Disaster Recovery Information eXchange (NEDRIX)**

## ■ Academia

- **National Defense University Information Resources Management College**
- **NYU International Center for Emergency Preparedness** global steering committee
- **Mass Maritime**



**Building and Leveraging Key Relationships**

# No/Low Cost Actions

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- Invite your first responders to visit with you
- Have first responders participate in your tabletops
- Participate in local, state, and federal exercises
- Talk to your neighboring businesses to find out what they're doing
- Take EM training through the [FEMA Emergency Management Institute](#) and [MEMA](#) (it's free!)
  - ICS 300 offered in May (Agawam)
- Join Infragard (<http://www.infragard.net>)
- Use social networking to virtually meet and get intel
  - Join LinkedIn groups and follow key EM twitter users (there are numerous Facebook pages to follow as well)

## Questions?

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# Links

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- ARC Ready Rating: <http://www.readyrating.org>
- FEMA:
  - Ready Program: <http://www.ready.gov/america/index.html>
  - Protect Property/Business:  
<http://www.fema.gov/plan/prevent/howto/index.shtm>
  - PS-Prep: <http://www.fema.gov/privatesectorpreparedness>
- Infragard: <http://www.infragard.net>
- Institute for Business & Home Safety:  
<http://www.disastersafety.org/>
- Mass Emergency Management Agency:  
<http://www.mass.gov/?pageID=eopsagencylanding&L=3&L0=Home&L1=Public+Safety+Agencies&L2=Massachusetts+Emergency+Management+Agency&sid=Eeops>

