

# IAEM Public-Private Partnership Caucus IAEM Annual Meeting & Conference Call

Sunday, November 1, 2009  
1:00 – 2:30 PM EST  
Rosen Centre Hotel, Salon 5  
Orlando, Florida

## Meeting Minutes

### I. Roll Call

*Attendees:*

Stephen Krill, Booz Allen Hamilton (Co-Chair)  
Shane Stovall, City of Plano, Texas (Co-Chair)  
Mariah Armitage, City of Plano, Texas  
Bob Bankey, Raytheon  
Ethan Beckcom, Institute for Corporate and Public Safety  
Stephen Davis, All Hands Consulting  
Mike Fagel, University of Chicago  
Ed Gabriel, Walt Disney World Company  
Frank Giotis, Northrop Grumman  
Joe Gordon, Previstar  
Liz Granger, Visa  
Jake Haggerty, TechRadium  
Angela Jackson, IAEM  
Leslie Luke, San Diego County, California  
Twyla Mitchell, Link Staffing  
Avagene Moore, EM Forum  
Len Pagano, Safe America Foundation  
Lisa Perry, State of Virginia  
Deon Pfenning, City of Plano, Texas  
Steve Prier, Tyndall AFB  
Julie Pugal, Walt Disney World Company  
Lori Rivera, FEMA Private Sector Division  
Joe Schollaert, IMAC Services  
Dennis Schrader, DRS International LLC  
Pascal Schuback, King County, Washington  
Nan Silverman, Schafer Corp / DHS-DNDO  
William Simpson, Honeywell  
Jackie Snelling, FEMA Community Preparedness Directorate  
Hui-Shan Walker, City of Chesapeake, Virginia  
Jeff Walker, Licking County, Ohio

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**II. FEMA Private Sector Division / Office of External Affairs Update (Jeanie Moore / Lori Rivera / Jackie Snelling)**

- A.** FEMA Private Sector Division has been analyzing how other national organizations integrate private sector preparedness and response operations. The purpose is twofold:
- To avoid duplication of efforts, and
  - To see that organizations are able to get their operations back up and running and able to identify gaps.
1. FEMA Private Sector Division is working with the National Retail Federation to encourage dialogue in determining the coordination of logistics matters.
- B.** Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep)
1. The PS-Prep is a voluntary program to establish standards, certification, and accreditation for private sector emergency preparedness.
- a. The lead agencies in the PS-Prep program are:
- FEMA Private Sector Division
  - DHS CIKR Office
  - DHS Science & Technology
  - DHS Private Sector
- b. Other governmental and organizational entities have been included in the establishment of PS-Prep, including the Small Business Administration (SBA) to come up with alternate methods for dealing with the scope and scale of small businesses in the program.
2. Criteria have been established for how to review and select standards for accreditation.
- a. There are three standards that are ready for adoption:
- NFPA 1600 (Standard on Disaster/Emergency Management & Business Continuity Programs)
  - British Standard 25999 (Business Continuity Management)
  - ASIS (Organizational Resilience)
- b. Comments are now being solicited on the three standards. Go to the FRN website at [www.regulations.gov](http://www.regulations.gov) to voice your comments
- Direct link:  
<http://www.regulations.gov/search/Regs/home.html#documentDetail?R=0900006480a433b9>
- c. Visit [www.fema.gov/privatesector/preparedness/index.htm](http://www.fema.gov/privatesector/preparedness/index.htm) to familiarize yourself with the standards.
3. Beginning in November, each FEMA region will host meetings with private sector partners to solicit comments and ideas.

4. Many questions among caucus members concerning the PS-Prep program focused on:

- specific participation in the program,
- corporations' investment in preparedness prior to the standards,
- the legal standing of the standards, and
- the understanding of the standards and accreditation by smaller businesses or other individuals who may not be familiar with common preparedness and business continuity practices.

These are questions that cannot be addressed at this time; however, they are appropriate questions to submit to the FRN website during the open comments phase.

- C. The PS-Prep open comments period may provide an opportunity for this caucus to assist in collecting and organizing comments from our public and private sector partners.

### III. **SafeAmerica Foundation (Len Pagano)**

Mr. Pagano presented on the success of this year's "9/11 Drill Down for Safety" program. The program's vision is to engage individuals in personal preparedness, encourage businesses to develop and regularly practice emergency plans, and for all to participate in an annual national drill on September 11<sup>th</sup>.

- A. The success of this year's drill included an estimated 400,000 active participants in 127 drill sites. The drill was also exercised within each of FEMA's ten regions.
- B. Looking ahead to 2010 for the second year of the drill, one of the areas of focus will be on successfully integrating telecommunications.
1. Texting and SMS messages played a noticeably large roll in this year's drill and will be examined more thoroughly for 2010.
  2. There will be a goal on standardizing the language of emergency communications for the public.
  3. A safety application for Smart Phones is in the works for 2010.
- C. This year's drill integrated media partners like the USA Today and NBC. The goal for 2010 will be to begin a widespread PSA campaign in July or August.
- D. Next year's drill will include a research element that will examine the kind of impact Drill Down has on individual preparedness.
- E. An additional goal for 2010 and beyond is to develop a preparedness curriculum to teach children and to further involve schools in preparedness and practicing the drill.
- F. If you are interested in participating on the National Task Force or if you have any questions about "9/11 Drill Down for Safety" you may email Len Pagano at [len.pagano@safeamerica.org](mailto:len.pagano@safeamerica.org)
- G. More information can be found at <http://safeamericaprepared.org>

#### **IV. Task Forces**

- A.** At the IAEM Mid-Year Meeting in July, three task forces were developed to direct certain projects:
1. Establish a Best Practices e-journal for distribution across the country. Task force led by Gabe Marcus.
  2. Develop a “How to” guidebook for establishing public-private partnerships. Task force led by Joe Gordon and Chris Terzich.
  3. Create a database for private sector entities to monitor jurisdictions that may be impacted by disaster events. The information provided in the database will enable organizations to proactively predict and act upon the supply and demand needs of an impacted community. They may then begin to push needed supplies and resources into the affected area. Task force led by Jeff Walker.
- B.** As discussed earlier in the meeting, the PPP Caucus could be an integral resource for reviewing and interpreting PS-Prep standards, collecting and organizing comments and input, and moving forward after the comments deadline. Task force to be developed and led by Stephen Krill.
- C.** For consideration, a future task force may look at involvement in CIKR initiatives.
- D.** Regular Task Force meetings / conference calls will begin before the end of the year.
- E.** Please contact a Task Force Lead if you are interested in serving on one of the teams.

#### **V. FEMA Private Sector Round Table (Shane Stovall / Stephen Krill / Lori Rivera)**

The purpose of the Round Table is to increase the level of engagement of the Private Sector.

- What does private sector engagement look like?
- How do we engage the private sector operationally?

#### **VI. Other Reports / Items for Discussion**

- A.** UASI Conference (Stephen Davis)
1. The UASI Conference steering committee has agreed to conduct a National Grants Conference in partnership with DHS and the National UASI Conference.
  2. The conference will be held June 21-24, 2010 in New Orleans
  3. Conference organizers will soon be sending out a call for papers / presentations and are looking for sessions and/or a full track based on public-private partnerships.
  4. If anyone is interested in this conference, please keep a lookout for a call for presentations, or contact Stephen Davis for more information.

**B. Question: How is the U.S. tracking H1N1 worldwide?**

1. Currently, the U.S. has stopped counting cases. However, some sources that may help in following the prediction or incidence of the flu include:

- World Health Organization
- Center for Disease Control and Prevention
- Department of Education
- Google Maps applications

**VII. Adjournment**

*Next Meeting (Conference Call):* January 2010 – TBD

*End of Minutes*

Deon Pfenning, Secretary