January 9, 2014

To: Potential Small Business Participants for SBRP Pilot Study

Re: Invitation to Participate in Small Business Recognition Program Pilot Study

The Small Business Recognition Program (SBRP) is a new component of the voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep™) developed by the Federal Emergency Management Agency (FEMA), which is intended to assist the U.S. business community to better prepare for disasters. This program is currently at the “pilot test” phase by the International Association of Emergency Managers (IAEM) - USA.

The purpose of this email is to invite your small business to consider being a participant in the Pilot Study. Essentially you are helping us build this program based upon your participation and recommendations.

This study involves up to 80 small businesses testing a self-declaration of conformity tool that validates them having in place a credible business continuity management program. Study participants provide a narrative response to specific questions about their organization’s business continuity processes, which is then validated through an independent review by a qualified assessor. During the Pilot Study, small businesses are required to attach a pdf. copy of their business continuity plan, which will serve as a reference if needed in clarifying the responses you make to the questions. IAEM respects your right to privacy and does not expect you to offer specifics about the content of your business continuity management system. Rather, you will be asked about the actions taken during its development.

Actual Program recognition will not be awarded during the Pilot Phase, but rather, participants will be given expert feedback and recommendations regarding their business continuity management program.

Please review the details describing the Pilot Study. Your participation in this pilot study is voluntary. Please complete the Prequalification Form no later than Friday, January 31, 2014 in order to be considered as a participant in the Pilot Study.

If you have any questions or if you would like further information, please contact Julie Husk at jhusk@iaem.com, (703) 538-1795 ext. 1789 or me by email at marg@globalemergencyconsulting.com.

Many thanks for your consideration and I look forward to working with you.
Best regards,

Marg Verbeek, CEM
Principal Investigator, Small Business Recognition Program
IAEM-USA