

**NEMA 2010 Annual Conference  
Private Sector Committee Meeting Report**

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The committee chair, Bryan Koon opened the meeting, welcomed everyone and introduced NEMA Vice President and Board Liaison, Dave Miller.

Miller stated that he was happy to be there and hoped that the Committee would take their role beyond being a resource to being a full partner so that the public sector could gain a true understanding of business and how they survive during and after a disaster. Miller would like to see an increase in information and intelligence sharing and a search for innovative solutions.

The chair thanked Miller for his comments and introduced Lori Rivera to update the committee on FEMA's private sector work and NLE 2011.

Rivera noted that ANSI has announced that standards certifying bodies will be trained and available in the spring for the Private Sector Preparedness Program.

NLE 2011, lead by Bob Didicks, has organized a structure to elevate private sector engagement in emergency planning and response. There will be 4 regional working groups coordinating with the FEMA Regions and with states. The working groups will create a tool kit, offer training and technical support and other coordination to facilitate public/private engagement. The next meeting will be November 15.

Rivera gave an update on FEMA's Private Sector Office's engagement with the Response and Recovery Directorate.

- Beginning in November there will be a private sector representative in the NRCC. This will be a rotating 3 month session with the first session being served by Katie Dempsey of Target.
- The office of Infrastructure Protection is working with trade industry groups to secure data on store locations and distribution centers. FEMA is integrating private sector components into "no notice" exercises.
- Bill Carwile has begun half day leadership sessions to encourage candid idea exchanges with industry leaders.
- FEMA has created 10 regional and tribal coordination positions which will be filled in the next 60 days. The regional support office will develop support packages, projects, partnership models, web-based initiatives and tabletop exercises for the regional coordinators so that the impact of those positions is immediate.
- A database is being developed to capture data on existing public/private partnership programs for state and locals to use in creating their own programs.

Questions: On the public/private partnership program database – How will the information be used? Some information states will not share without knowing what it will be used for. Also, who will the regional private sector coordinators work for? The regional administrator? State need to know what those individuals are doing because it could affect plans, agreements and programs already in place at the state level. Those coordinators should be advised about programs in their regions so that there are no misunderstandings or overlap.

Answers: The information collected by FEMA on the partnership program will be used for reference only. The case studies will describe how the partnerships were created and sustained but no sensitive

information will be included. Elizabeth Harmon is working on writing better language supporting the effort.

The regional coordinators will report directly to the regional administrators but coordinate with FEMA headquarters.

Question: What is being done about grant language to make it easier for states to create and fund new and existing public/private partnership programs?

Answer: FEMA is working on new grant language so that public funds can more easily be used for public/private partnership program development and expansion.

The chair introduced Micki Valente and Ramash Kolluru to discuss NIMSAT.

Program Summary:

"Public-Private Partnerships: A 'How-To' Handbook for Emergency Managers," is a collaborative initiative of the National Association of Emergency Management (NEMA), the International Association of Emergency Management (IAEM) and the National Incident Management Systems and Advanced Technologies Institute (NIMSAT) at the University of Louisiana at Lafayette. Respondents may have previously completed a similar survey from the Private Sector Office of FEMA. While FEMA's survey results will be referenced, essential information provided by the results of this survey will be the foundational source for the development of the handbook.

The survey will collect essential information that will assist communities of all sizes learn how to launch and sustain stronger government-industry relationships that are essential to better prepare for, respond to and recover from all types of emergency events.

When complete, the handbook will identify and profile best practices, common issues and creative solutions to challenges presented to communities and states that are engaged in integrating businesses and the broader private sector in every phase of emergency management. Once all questionnaires have been submitted, we will be conducting follow-up telephone interviews with some of the respondents.

The chair introduced Tim Cole with the Private Sector office of NORTHCOM. Cole gave a summary of NORTHCOM's overall mission and how the private sector office was created to foster collaboration, synchronization, advocate partnership and participation between NORTHCOM and the private sector.

The chair thanked all the presenters, offered congratulations to Target for being named to serve in the NRCC and requested that the committee members please communicate questions, needs and comments to him, NEMA President Dave Miller, committee Vice Chair Hans Kallam or NEMA staff.

With no new business the chair asked for a motion to adjourn, so moved by Ernie Abbott, seconded by Hans Kallam.