

**FEMA**

Private Sector E-News Update

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A MESSAGE FROM FEMA'S REGION II ADMINISTRATOR

Dozens of federally-declared disasters have struck our nation since 2007, including blizzards, ice storms, extensive flooding, fires and utility disruptions.

These disasters have the potential to cripple or even destroy businesses of any size that are unprepared for such events; ***studies show that 40% of businesses that do not have emergency plans in place do not re-open after a major incident.*** Being unprepared for emergencies can have catastrophic consequences for your business, your investment and income, and the lives of your employees and associates. I strongly encourage all business owners and executives to incorporate emergency management into their corporate culture.

Assessing and strengthening your company's emergency plans and taking the appropriate, proactive steps will help ensure the safety and survival of your business and employees during and after an emergency. The Federal Emergency Management Agency and its federal partners provide free and comprehensive information and resources that will help your company prepare. Visit

www.fema.gov/business/guide for step-by-step advice on how to create and maintain a comprehensive emergency management program, visit www.ready.gov/business for common sense ways to start getting *ready*, and easy-to-use templates and links to create detailed business continuity and disaster preparedness information.

Local businesses play a critical role in disaster response and recovery efforts. FEMA is now working with the private sector across the country to engage and fully leverage the resources and capabilities of local businesses so they are better able to provide critical good and services to their communities during the initial hours and days following a disaster.

To learn more about how your business can get involved in this private sector initiative I encourage you to read the sections about our ["Small Business is Big" Campaign](#), and [Doing Business with FEMA](#).

Preparing for emergencies makes good business sense. The better prepared your business and employees are, the faster your operations can recover – helping not only your business but your community as well. Working together, we can help you get ready now and plan for your company's future.

Lynn Canton is the Regional Administrator of FEMA's Region II office (serving New York, New Jersey, Puerto Rico and the U.S. Virgin Islands).



Lynn Canton
FEMA Region II
Administrator

"SMALL BUSINESS IS BIG" CAMPAIGN

Long after the news cameras and reporters broadcast the outcomes of disasters, communities face the tough job of disaster recovery. Residents and businesses pick up the pieces and return to normal – or strive to find a new “normal.” Sometimes this takes weeks or months; but it can also take years.

As you all know, the private sector is central to any recovery, and at the local level that primarily means small businesses. The sooner businesses can reopen their doors; the better it is for the wage earners who work there. The sooner businesses can provide goods and services again; the better it is for the customers who rely on those goods and services. And the sooner businesses can regain full operation; the better it is for the company’s bottom line and for the local economy.



Working with and through our national, tribal, state and local partners, we at FEMA want to reach more small businesses with information that can help reduce or prevent much of a disaster’s impact and build resiliency that maintains operational continuity. Recognizing the enormous importance of the private sector in communities that are struck by hurricanes, tornados, environmental disasters, earthquakes, and other crises, we are launching a bold campaign with the theme **“Small Business is Big.”** Aimed at sharing a wealth of emergency management, response, and recovery information from a variety of sources, the campaign will highlight how disasters can adversely affect local businesses, resulting in lost wages, lost revenue, and lost profits.

Once we complete our special section dedicated to small businesses, one stop at FEMA’s Private Sector website will connect business owners to sample business continuity planning templates as well as tips on how businesses reduce their vulnerability to disasters and speed operational recovery. Businesses will be able to sign up to receive situational reports about disasters in their area and the status of response and recovery so they can plan accordingly.

FEMA’s **“Small Business is Big”** campaign includes these elements:

- Currently employing our first small business representative as part of our 90-day rotation program at FEMA HQ. Hollis Stambaugh, System Planning Corporation, is our current representative and the champion behind this effort. I encourage you to share your ideas with her at FEMA-PSR@fema.dhs.gov.
- Reaching small business with helpful information through social media, websites, list serves, and directories of relevant Federal departments and agencies; state agencies; and small business, business continuity, and emergency management trade associations.
- Placing articles in key trade publications on topics such as how to continue business operations when disaster strikes, what businesses can do to protect their assets, and case studies of successful public-private partnerships.
- Publicizing information on how businesses can learn more and participate in training and exercises locally.
- Producing a business disaster preparedness awareness CD for distribution and use by local associations such as the Chamber of Commerce, Better Business Bureau, merchants’ associations, civic organizations, and the like.

FEMA plans to engage many partners for the campaign to spread the information as widely as possible. To share your ideas and/or for more information on how you and your organization can get involved, please email FEMA-private-sector@dhs.gov or visit www.FEMA.gov/private sector.

DOING BUSINESS WITH FEMA



Many of you know that contract opportunities with FEMA work through the [FEMA Industry Liaison Office](#). The FEMA Industry Liaison Office is streamlining the processes for small businesses and providing clear and concise resources for doing business with the government. FEMA supports small, minority, women and veteran-owned businesses. We are pleased to connect the dots and share with you a link to their updated web page.

The [FEMA Industry Liaison Web Page](#) has been updated, in response to many of your requests, by providing a single point of access for vendor information.

In addition, the FEMA Industry Liaison Web Page was recently re-launched to provide you with readily accessible information regarding:

- FEMA Industry Liaison Fact Sheet
- How FEMA Procures IT
- Current FEMA Contracts
- Central Contractor Registration
- As well as a variety of additional vendor resources for you to use and share.

Visit the FEMA Industry Liaison web page at the following link for more information:
<http://www.fema.gov/privatesector/industry/index.shtm> .

You may also contact the FEMA Industry Liaison Office using the information below:

Industry Liaison Support Center
Phone: 202-646-1895
Email: FEMA-Industry@dhs.gov

PLEDGE TO BE PREPARED RETAIL CO-BRANDING INITIATIVE

Working together with many of our retail partners, we can now offer a great opportunity! In response to numerous requests, FEMA has made the historic decision to co-brand with retail stores only in support of our nation's preparedness.



For those retail stores that sell items found in emergency supply kits such as bottle water, flashlights, etc., are willing to use FEMA's design and layout for posters promoting the emergency kits, and are agreeable to pay for any costs relating to the production and distribution costs of the posters you are invited to direct inquiries to our general inbox fema-private-sector@dhs.gov so we can send you all the information.

As part of this campaign, we are also inviting each of you to [Pledge to Prepare](#). It only takes a few seconds to affirm that we will **(a)** learn risks, **(b)** create a kit, **(c)** create a plan, and/or **(d)** volunteer. The metrics from these pledges will help us collectively learn where we are succeeding as a whole community and where gaps still remain. The few seconds to Pledge will highlight your organization as one that stands tall, as a leader, in making a difference in the preparedness of individuals, our communities and our nation. This process is much faster than last year and automatically signs you up as National Preparedness Coalition member, with access to all the tools! So, go ahead, [Pledge to Prepare](#) today.

FEMA'S COLLABORATION COMMUNITY



This community is for FEMA stakeholders to have a dialogue about emergency preparedness, disaster response and recovery, and other emergency management topics. By entering the site: <http://fema.ideascale.com/> you are able to participate in on-going conversations on topics such as Presidential Policy Directive 8, Whole Community, and Strategic Foresight Initiative.

Follow FEMA online at <http://blog.fema.gov>, www.twitter.com/fema, www.facebook.com/fema, and www.youtube.com/fema

If you would like to receive regular notices and updates on a variety of emergency management related topics, register for FEMA's E-Alerts at [e-mail updates](#). Monthly private sector preparedness tips also can be sent to you by registering at www.fema.gov/privatesector/tips.shtm

FEMA URGES GREATER PUBLIC-PRIVATE COOPERATION IN DISASTER RESPONSE

Speaking at the International Disaster Conference and Exposition, Craig Fugate, the head of the Federal Emergency Management Agency (FEMA), urged emergency planners to take a broader view of disaster response and include the private sector.

“Why is it one minute after the disaster, we think government is going to do everything?” Fugate asked the audience of public and private sector emergency managers. “The more goods and services that the private sector is able to provide to meet the needs, then (government) can focus on the most needy and vulnerable areas.”



Craig Fugate
FEMA's Administrator

To illustrate his point, Fugate discussed what he called the “Waffle House indicator.” Prior to serving as FEMA's chief administrator, Fugate was the director of Florida's emergency management agency, which is where he and his staff noticed that whenever they visited an area hit by a disaster a Waffle House diner would always be open for business while other businesses would still be crippled. Upon further examination, Fugate learned that the Georgia-based chain had a robust emergency plan in place, immediately sending in generators, food, water, ice, and staff from areas outside the disaster zone to ensure no discontinuity in service. The diner's policies are all done regardless of the government's response efforts, a key lesson Fugate said other emergency planners should take into account.

Instead of trying to handle every aspect of emergency response, the government should focus on a few key areas like public safety, rescuing the injured, and collecting the dead. “I think this is a hard lesson for us to learn in government: The bigger the disaster is, the less likely you're going to control much of anything,” he said. “It takes a team. It doesn't take a dictator.”

Fugate also said local officials should do all they can to make it easier for retailers to resume operations as businesses and the community will benefit. To that end, officials should relax curfews so stores can restock at night or temporarily suspend zoning rules so businesses can operate in parking lots. Such policies will help the entire community ease back into a normal routine. Meanwhile in the long term, officials should work with local businesses to build an economic base and tax structure to ensure a sustainable recovery.

“FEMA ain’t going to be there forever,” Fugate said.

Follow Administrator Craig Fugate’s activities at www.twitter.com/craigatfema

FEMA’S REGION II PRIVATE SECTOR OFFICE

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