

# Private Sector Engagement: Before, During, After a Disaster



**KIMBERLY PHILLIPS, REGION V  
STAKEHOLDER RELATIONS  
SPECIALIST**



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# How We Came to Be (History)

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- **FEMA** established the Private Sector Division of External Affairs in October 2007
- The purpose of the division is to communicate, cultivate and advocate for the collaboration between the private sector and FEMA and to support FEMA's capabilities and to enhance preparedness, protection, response, recovery and the mitigation of all hazards
- The Division's vision is to establish and maintain a national reputation for effective support to our private sector stakeholders through credible, reliable and meaningful two-way communication.



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# First: Defining What is a Public/Private Partnership

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- **Is:** A partnership is a relationship. The dictionary defines a relationship as the way in which two or more concepts, objects, or people are connected, or the state of being connected.
- A public /private partnership is the same thing. It's a relationship with your local, state and federal partners.
- All relationships....good, bad or ugly require work.



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# Why put forth the effort?

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- **Active audience in disseminating information**
  - Broad reach, robust networks, captive audiences
  - Know the areas and the communities
- **Primary partner in disaster operations planning and integration**
  - Getting to know about Continuity planning and capabilities within your city and states
  - Helps build resilient communities who can bounce back after a disaster



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# Successes: Before a Disaster

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- Building relationships with regional and state counterparts
- Attending, networking and speaking at conferences/symposiums
- Developing Working Groups within your church and community and businesses
- Increasing distribution list for enhanced two-way communication
- Knowing who's who and who can do what while the sky is blue
- Answering the, "What's in it for me?"
  - Not a self-centered question, a community survival mindset



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# Business Emergency Operations Center

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## What is a BEOC?

- A Business Emergency Operations Center is a centralized private sector organized, managed, and staffed emergency coordination/operations centered focused on all-hazard disaster prevention, preparation, response and recovery.
- The goal of the BEOC is to make the private sector self –reliant and self sufficient during emergencies through information sharing and shared situational awareness.
- FEMA established a National BEOC in 2012. The BEOC was activated during Hurricane Sandy.



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# Successes: During a Disaster

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- **Mass communication**
  - Billboards, hotel welcome channel, athlete/musician PSAs
- **Donations clarification and volunteer services direction**
  - Duracell, Tide Loads of Hope



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# Successes: After a Disaster

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- After a community has been affected by the storm
  - Insurance Industry Information Sharing Sessions. Rebuilding the community
- Work to address the needs of the community
  - (Supplies, food, medical, information booths at stores, etc.)



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# Where we go from here . . .

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- Build upon lessons learned and best practices discovered
- Build contacts databases into steady-state distribution lists
- Enhance partnerships
- Work together to utilize resources
- Coordinate with appropriate local, state and federal partners



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## Private Sector Representative



- Located in the Regional Response Coordination Center
- Day to Day Operations - Steady state operations
- Attend daily meetings, assist in planning meeting
- Detail in various divisions (response, recovery, mitigation, etc.)
- Participate in internal FEMA disaster planning exercises
- Handle Private Sector Operations during an RRCC activation

# Private Sector Resources

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## About FEMA Private Sector Division

<http://www.fema.gov/privatesector/about.shtm>

## Training Opportunities

<http://www.fema.gov/privatesector/training.shtm>

## Events

<http://www.fema.gov/privatesector/events.shtm>

## Emergency Planning Exercise for Your Organization

<http://www.fema.gov/privatesector/exercises.shtm>



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# Private Sector Resources (cont.)

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## Private Sector Preparedness Tip of the Week

<http://www.fema.gov/privatesector/tips.shtm>

## Public Private Partnerships

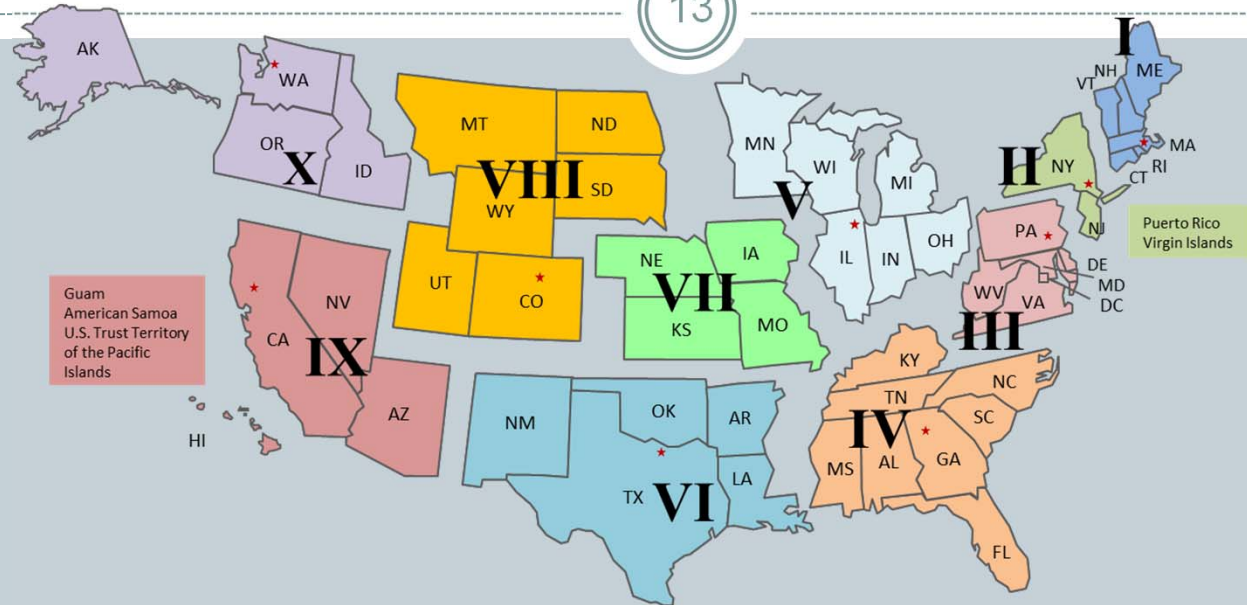
<http://www.fema.gov/privatesector/ppp.shtm>



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# Regional Private Sector Liaisons

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**1** **Bruce Brodoff**  
 (617) 956-7517  
[Bruce.brodoff@fema.dhs.gov](mailto:Bruce.brodoff@fema.dhs.gov)

**3** **Stephanie Pyle**  
 (215) 931-5654  
[Stephanie.Pyle@fema.dhs.gov](mailto:Stephanie.Pyle@fema.dhs.gov)

**6** **Tim (James) Cole**  
 (940) 898-5525  
[James.Cole@fema.dhs.gov](mailto:James.Cole@fema.dhs.gov)

**9** **Michael Cummings**  
 (510) 627-7220  
[Michael.Cummings@fema.dhs.gov](mailto:Michael.Cummings@fema.dhs.gov)

**2** **Ashley Smith**  
 (212) 680-8555  
[Ashley.Smith6@fema.dhs.gov](mailto:Ashley.Smith6@fema.dhs.gov)

**4** **Phil Strouse**  
 (770) 220-5249  
[Philip.Strouse@fema.dhs.gov](mailto:Philip.Strouse@fema.dhs.gov)

**7** **Scott Weinberg**  
 (816) 283-7536  
[Jonathan.Weinberg@fema.dhs.gov](mailto:Jonathan.Weinberg@fema.dhs.gov)

**10** **Lucianne Phillips**  
 (425) 487-2104  
[Lucianne.Phillips@fema.dhs.gov](mailto:Lucianne.Phillips@fema.dhs.gov)

**2** **Yadira Nadal**  
 (787) 296-3500  
[Yadira.Nadal@fema.dhs.gov](mailto:Yadira.Nadal@fema.dhs.gov)

**5** **Kimberly Phillips**  
 (312) 408-4413  
[Kimberly.L.Phillips@fema.dhs.gov](mailto:Kimberly.L.Phillips@fema.dhs.gov)

**8** **Katie Appenrodt**  
 (303) 235-4775  
[Kathleen.appenrodt@fema.dhs.gov](mailto:Kathleen.appenrodt@fema.dhs.gov)



# Business Continuity Planning

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[http://www.fema.gov/media-library/media\\_records/9286](http://www.fema.gov/media-library/media_records/9286)



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## Final thought:

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**There's no way a public/private partnership can work by its self.  
It takes everyone working together to build and sustain a  
positive relationship.**



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# Contact

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Regional Private Sector Contact:  
**Kimberly Phillips**  
[Kimberly.Phillips@fema.dhs.gov](mailto:Kimberly.Phillips@fema.dhs.gov)  
**(312) 408-4413**



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Questions???



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