



# Building Resiliency

*The Imperative for Public-Private Partnerships*

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National Conference on Community Preparedness

June 12, 2007

# How the Pieces Fit

- BENS – the business perspective
- Challenges
- Solutions in public-private partnerships
  - The premise for collaboration
  - How to build
  - What does it look like?
- Building blocks of community preparedness



# Business Executives for National Security

- What is BENS?
- Experience applying successful business models and best practices to national security challenges
- Classic BENS focus
- Impact of 9/11
- Evolution into facilitating regional partnerships

# Roles of Business in Homeland Security



## Commerce

Businesses sell products and services to government



## Business Continuity

Businesses secure and prepare their employees and assets



## Continuity of Community

Business and government partner to fill important gaps

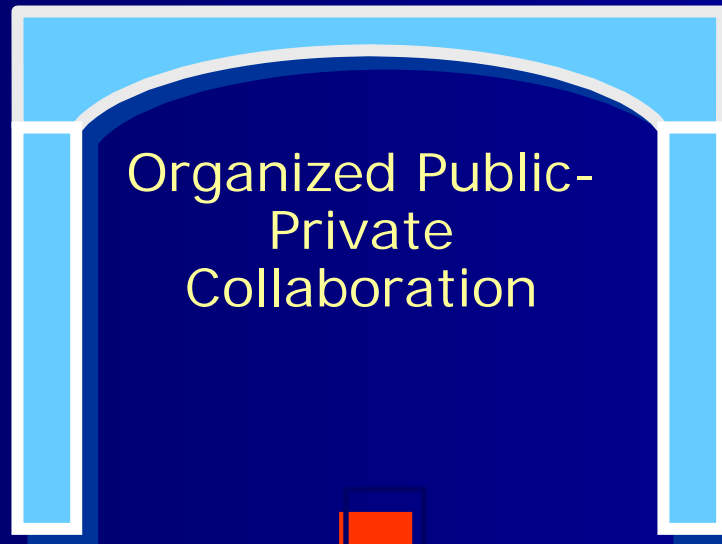


**Partnership focus**

# Bridging the Gap

## STATE/LOCAL GOVERNMENT

- ❖ Limited resources
- ❖ Scope
- ❖ Bureaucracy

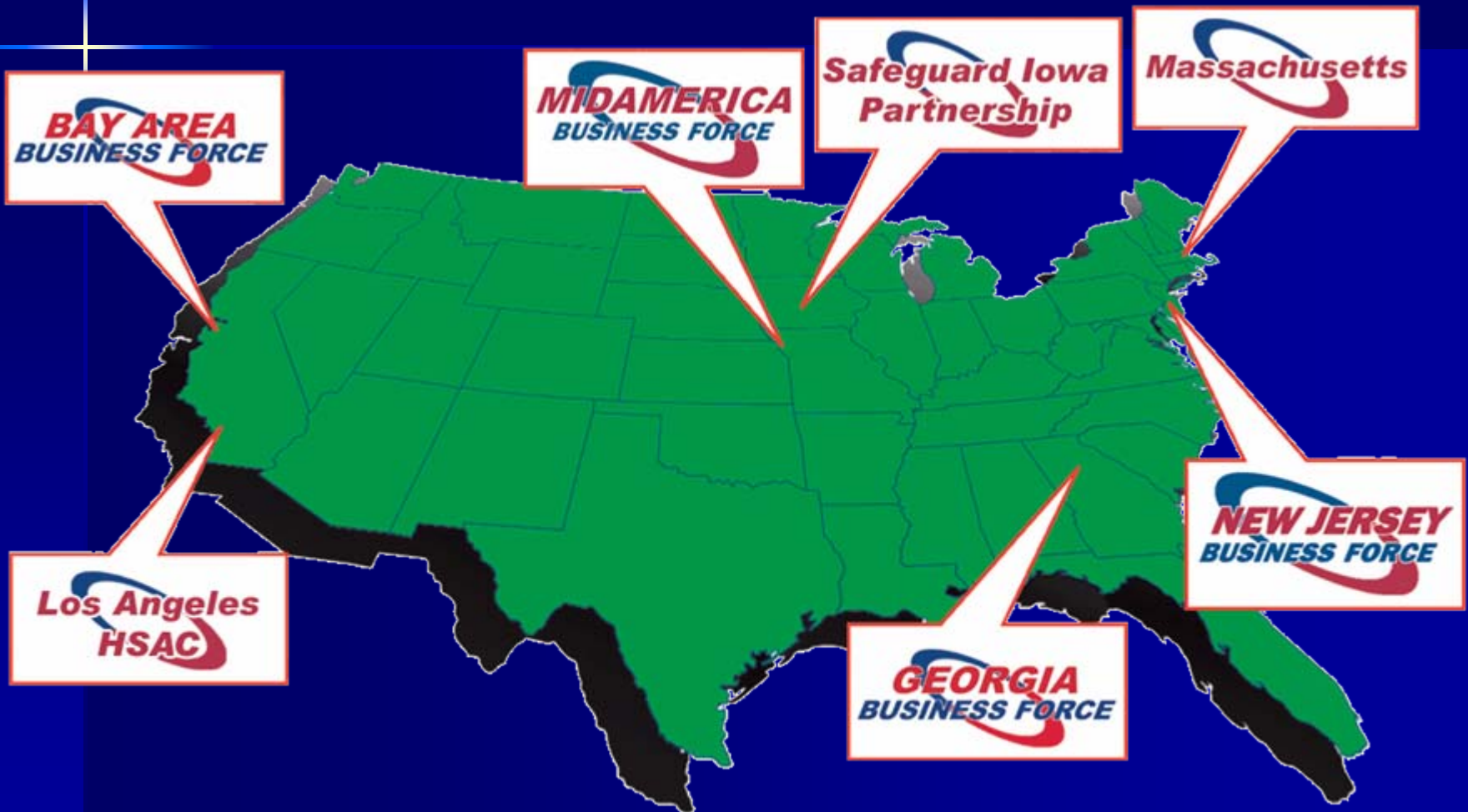


## BUSINESS

- ❖ Expertise
- ❖ Information
- ❖ Assets
- ❖ Volunteers

Prevention Preparedness Response Recovery

# Laboratories of Collaboration



# Illustrative Programs

## Private Sector Expertise

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graph TD; A[Private Sector Expertise] --> B[Assets]; A --> C[Volunteers]; A --> D[Information]; C --> E[Exercises]; C --> F[Lessons Learned]; C --> G[Relationship-building];
```

### Assets

- Regional resource registries

### Volunteers

- SNS Dispensing
  - Pandemic prep
- 
- Exercises
  - Lessons Learned
  - Relationship-building

### Information

- Information Sharing
- Integrate business into state & local EOCs

# Why Should Business Want to Partner with Government?

## Company self-preservation

- Coordinate to build new response capability
- Strengthen working relationships with agencies
- Influence early planning, doctrine, exercise and execution of government response

## Continuity of community

- Cross-sector interdependencies
- Safe, healthy communities are good for business



# Lessons Learned

- Identify strategic partners
- Build trust
- Be flexible – one size does not fit all
- Create value for every stakeholder
- Deliver tangible results quickly
- Exercise every initiative

# Safeguard Iowa Partnership

## High Level Initiatives & Operational Plans

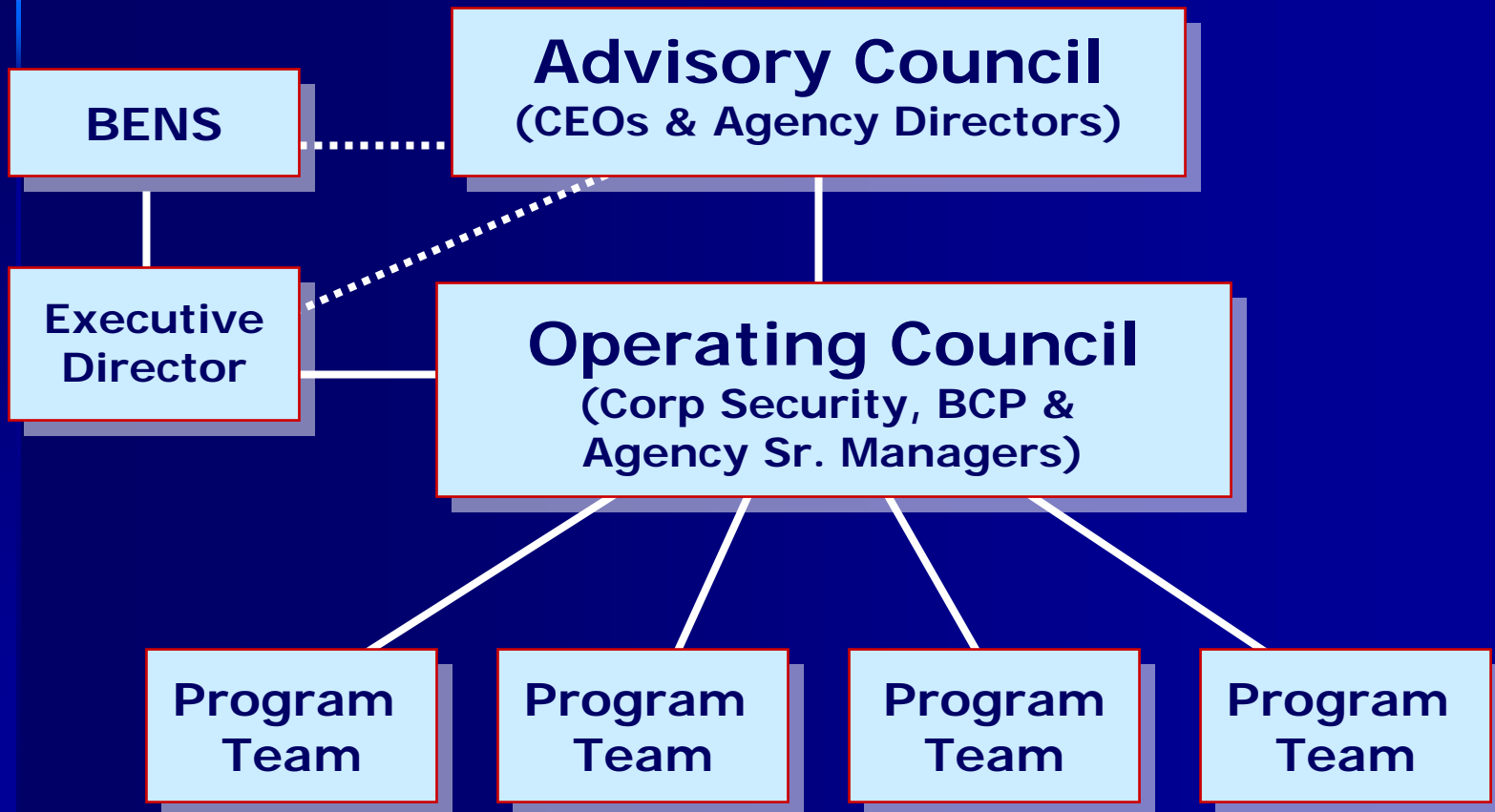


An Initiative of the Iowa Business Council  
Facilitated by BENS

# Safeguard Iowa Partnership

- **MISSION:** To strengthen the state's collective capacity to prevent, protect, respond, and recover from natural and human caused disasters through effective public-private collaboration
- **VISION:** To ensure safe, resilient communities for the residents and businesses of Iowa

# Safeguard Iowa Partnership



# Strategy

- Build strong relationships between government & business
- Deliver measurable capabilities utilizing a multi-hazard approach
- Build upon existing resources
- Seize every opportunity to collaborate & broaden participation
- Place continuity of community above parochial interest

# Key Objectives

- Engender statewide commitment of government & business leaders
- Establish & refine communication between public & private sectors
- Integrate private sector & government resources & capabilities
- Exercise programs with public & private partners to validate new operational capabilities

# How Will the Safeguard Iowa Partnership Deliver?

- Four “teams” will focus on specific deliverables in their respective areas
- Relevant agency staff is assigned to work with each team
- Correlate each initiative to ongoing, funded government programs to leverage maximum impact
- Detailed work plans have buy-in from both business & government

# Initiative I:

## Create Business Resource Registry

- Create an inventory of business resources, equipment & expertise resident in the state
- Recruit businesses to register resources likely to be needed to support public emergency response & recovery efforts
- Develop policies for requesting & managing the resources and exercise jointly with agencies



# Initiative II:

## Formalize business representation in state EOC

- Develop procedures for inclusion & activation of business reps in the EOC
- Build a virtual network of cross-sector business members who can communicate and coordinate with the broader business community during emergencies
- Develop an improved incident alert system for business partners, standardized procedures for situational reporting, emergency contact lists, and procedures for use during emergencies

# Initiative III:

## Expand partnership with state/local public health:

- Explore utilization of Health Alert Network (HAN) emergency communication system for broader application to business community
- Accelerate collaboration between business, state & local public health to design & exercise models for dispensing the Strategic National Stockpile (SNS)
- Solicit broad business participation in spring 2007 pandemic flu exercises with IDPH and HLSEM

# Initiative IV:

## Partnership development & public outreach

- Develop communication plan to inform elected officials and other key stakeholders about the Safeguard Iowa Partnership
- Begin outreach in Q1 2007 to identify strategic partners that can broaden business participation in partnership initiatives
- Identify new opportunities to engage business in planning, exercising and implementation of public HLS and disaster response programs

# Safeguard Iowa Partnership

- Alliant Energy
- Deere & Co
- Hy-Vee
- Iowa State University
- MidAmerican Energy
- Pella Corporation
- Pioneer
- Principal Financial
- Rockwell Collins
- Ruan Transportation
- University of Iowa
- U. of Iowa Hospitals & Clinics
- Univ. of Northern Iowa
- Vermeer Manufacturing
- Wellmark BC/BS
- Iowa Homeland Security/  
Emergency Management  
(HLSEM)
- Iowa Department of Public  
Health (IDPH)
- Iowa Department of Public  
Safety
- Qwest
- Wells Fargo

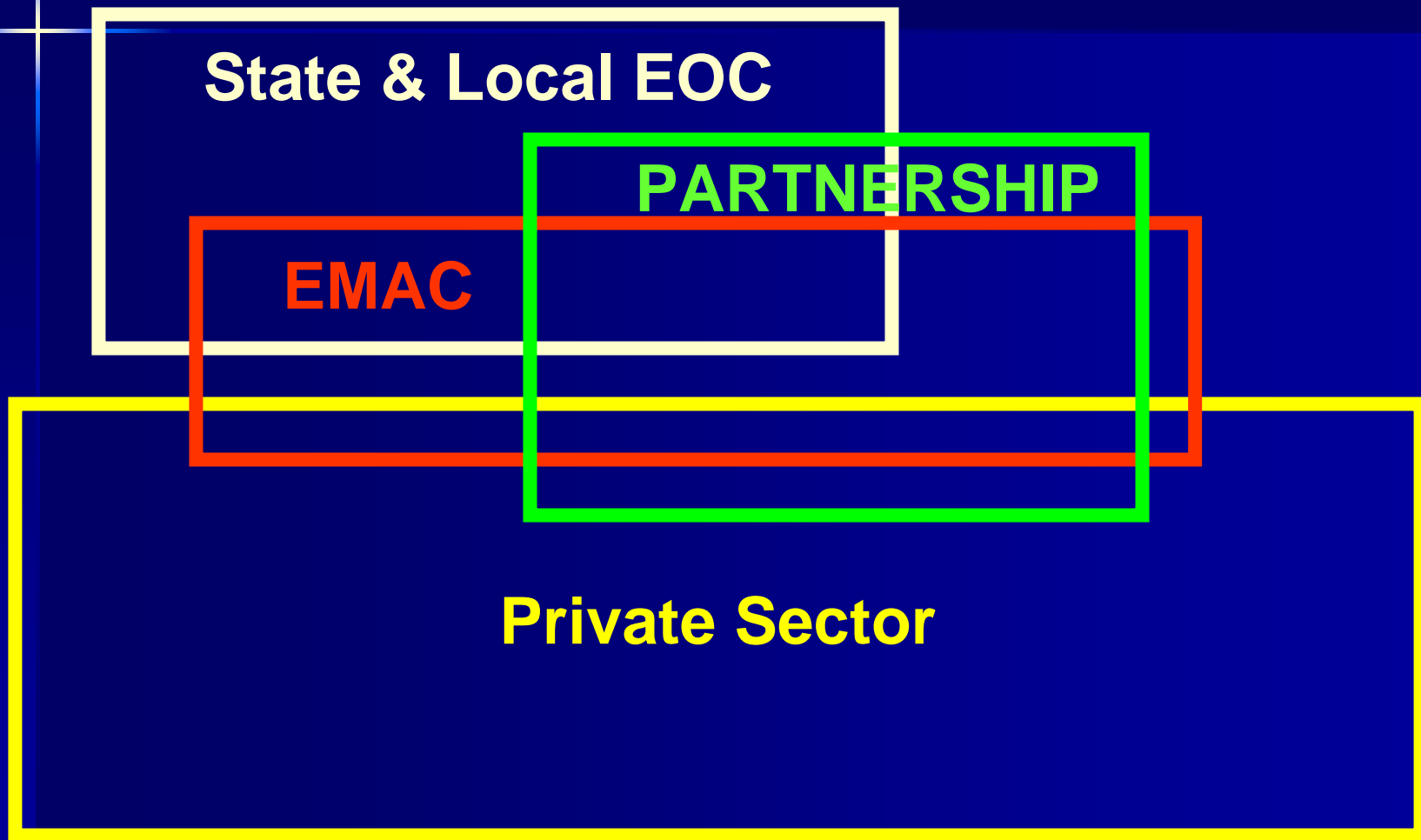
# Without Public-Private Partnership

**State & Local EOC**

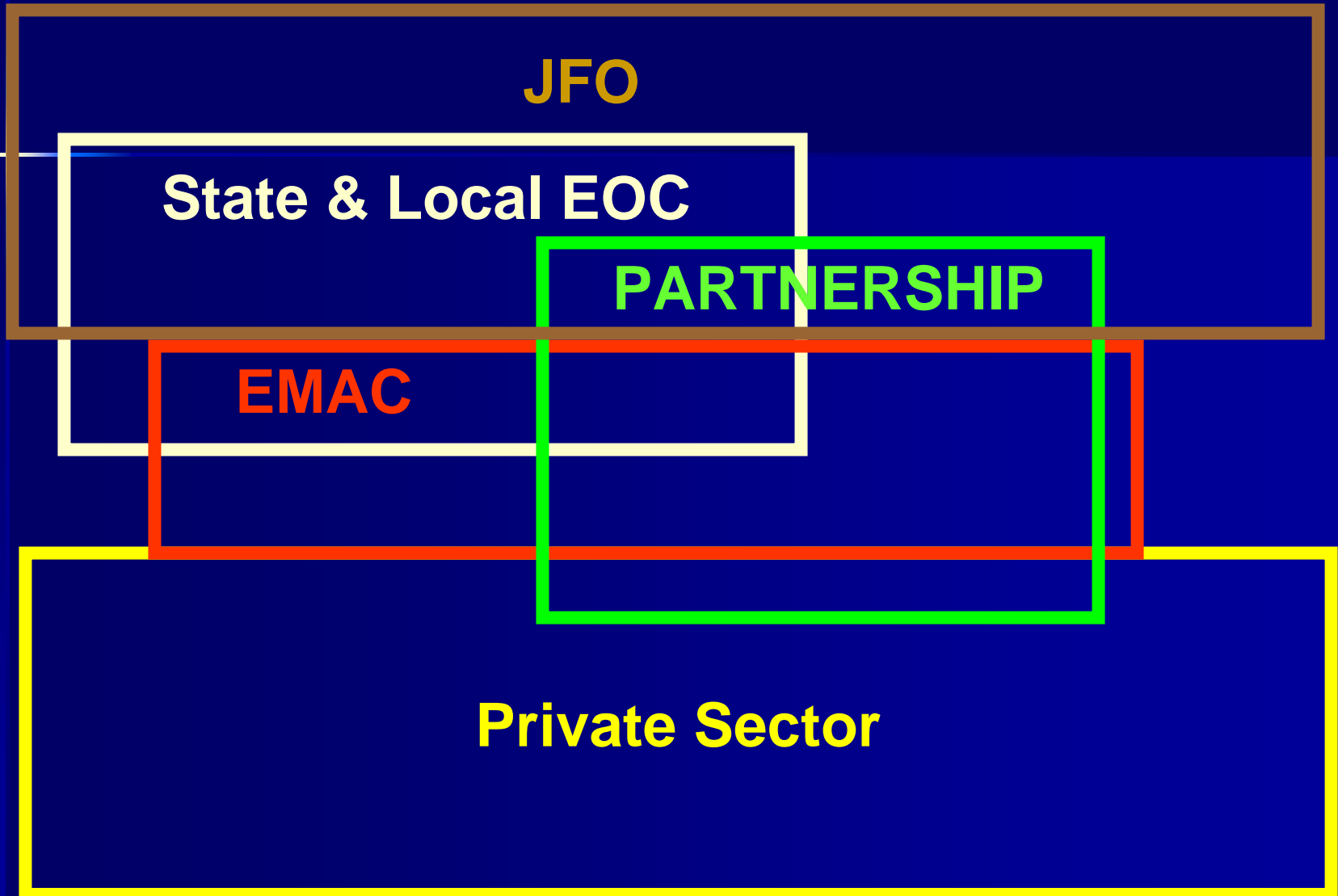
**EMAC**

**Private Sector**

# Integrating Business & Government



# Feds leverage existing value



# Benefits of Effective Collaboration

- Trusted relationships
- Mutual understanding of
  - Interdependencies
  - Capabilities
  - Response models
- Shared frames of reference brought to analysis and problem solving
- Flexibility
- Team approach to building resiliency



# Common Values

- Taking responsibility
- Focus on greater good
- Identifying, coordinating and building on existing resources and capabilities
- Continuity of community
- Scalability



## For further information:

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