

## Private Sector in the NRCC

The Federal Emergency Management Agency (FEMA) is taking another step forward in our efforts to include the private sector in federal response and recovery efforts. We have created a private sector seat in the National Response Coordination Center (NRCC). **We are looking at the next 90-Day tour.** We are also prepared to plan, schedule and commit to future rotations.

The NRCC, when activated, monitors potential or developing incidents, supports the efforts of regional and field components of the agency, provides overall emergency management coordination of the federal incident response, maintains situational awareness, conducts operational planning, deploys national-level teams and assets, and collects and disseminates incident information as it builds and maintains a common operating picture. Through the NRCC, FEMA and other federal agencies coordinate closely with and support state and local emergency management partners that have primary responsibility for coordinating local response efforts. The NRCC private sector seat will be one of coordination, communication, and collaboration with industry and retailers to fulfill the following objectives:

1. Leverage private sector coordination and collaboration capabilities to contribute to the overall response and recovery during an event;
2. Maintain visibility over the status of private sector facilities in impacted areas in terms of inventory levels and facility damage reports, etc.; and
3. Maintain visibility over private sector requirements, e.g. emergency power, security, access (road clearance) in terms of what it will take to get them up and running.

When not activated for disaster response, representatives will work as part of the FEMA Private Sector Division, Office of External Affairs, to seek and share information with the private sector on planning, training, exercising, and mitigation activities.

We understand this is a substantive request, yet trust that you agree that this is a unique opportunity not only for FEMA, but also for the participating individuals and companies. Community resiliency is a shared responsibility and the government cannot do it alone. Through this collaboration with private industry, the federal government and its state and local partners will be better equipped to help disaster survivors.

Interested candidates should email Ashley Small in FEMA's Private Sector Division at [Ashley.Small@dhs.gov](mailto:Ashley.Small@dhs.gov) or [FEMA-NRCC-Private-Sector@dhs.gov](mailto:FEMA-NRCC-Private-Sector@dhs.gov)

**If you would like more information on the position from a private sector point-of-view, please contact:**

Current Private Sector Representative, Doug Selby- [Douglas.Selby@associates.dhs.gov](mailto:Douglas.Selby@associates.dhs.gov)

Current Sponsoring Company, Big Lots, Kevin Wolfe- [KevinWolfe@biglots.com](mailto:KevinWolfe@biglots.com)

**INFORMATION SHEET**  
**PRIVATE SECTOR PARTICIPATION IN FEMA NRCC**

### **Logistics**

Salaries and expenses are to be paid by the employers. Desk space and automation will be provided by FEMA. The private sector representative will report to FEMA headquarters at 500 C Street, S.W. in Washington, D.C. While serving in the NRCC private sector position, company representatives will serve as a liaison and will represent all of industry.

### **Conditions for Participation**

- Candidates with operational experience are preferred.
- During their rotation, candidates must be able to deploy to the NRCC within 90 minutes of notification.
- Candidates will complete an orientation and training program before their rotations begin, and will participate in operational training programs and exercises as needed during their rotation.
- No security clearance is required; however, candidates must submit to a background credit check and criminal history check (via fingerprinting).
- Candidates will be required to complete (1) a Standard Form (SF) 450 financial disclosure; (2) a screening agreement; (3) a non-disclosure agreement; and (4) an Organizational Conflict of Interest Avoidance and Mitigation Plan.
- Candidates agree to participate in a compliance review during their rotation, as well as after-action reviews if deemed necessary by FEMA.

### **Roles and Responsibilities**

The private sector representative's responsibilities will include, but are not limited to, the following FEMA-directed activities:

- Serving as a conduit for information and data between Private Sector partners and the FEMA decision makers in the NRCC.
- Distributing FEMA-approved information through and from the NRCC.
- Setting up and coordinating (as required) necessary teleconferences.
- Assisting in preparing any necessary reports.
- Performing other activities/actions, as required.

### **Justification**

1. **To have a “seat at the table”**- FEMA and the private sector are working together to create joint solutions to improve the emergency management field, and enhance information sharing and collection. The private sector is not just a resource for the federal government, but a true partner.

2. **Public Recognition** - Through national press releases published by both FEMA and your company. The FEMA press release will be distributed to over 200 major national and regional media outlets and affiliates.
3. **Be a part of a Cutting Edge Program** - The Private Sector Representative role does not exist at any other federal agency. Participation in this role would further position your company as an industry leader in both the private sector and federal government.
4. **Enhance your Reputation with Congress** - Your participation in this program can be shared with members of Congress while meeting on policy agendas to show that as a company you are a mover and shaker in this arena.
5. **Internal Emergency Management Initiatives** – Enhance or boast your own internal efforts through this partnership and knowledge gained during this process.
6. **Valuable Training**- Your candidate will have an opportunity to get FREE training in various aspects of emergency management through our Emergency Management Institute, during their tour, and will bring these credentials back to your organization. These courses carry college credits. Some of the most beneficial courses have been highlighted below:
  - a. Introduction to Incident Command System
  - b. Introduction to Single Resources and Initial Action Incidents
  - c. Emergency Support Function 15- External Affairs
  - d. Introduction to National Incident Management System
  - e. Introduction to National Response Framework
  - f. Continuity of Operations Awareness Course
7. **Educate the Federal Government** – Be a voice on the inside making the difference you really seek.
8. **Visibility** - On the private sector’s capabilities and needs in disaster preparedness, response, and recovery (and how you fit in).
9. **Build the Framework for this Revolutionary Position** - Your candidate will have an opportunity to help shape the policies and procedures for the Private Sector Representative role.
10. **Enhance your Candidate’s Personal Career Development** – Take care of your people and help grow professionally.
11. **Site Visits**- Potential opportunity during your tour for FEMA staff to visit and learn more about your organization.