



Doing Business with FEMA

April 24, 2012



FEMA

Agenda

- **Technical Overview**
- **Welcoming Comments: Marcus Coleman, FEMA ICPD**
- **Doing Business with FEMA**
 - FEMA Industry Liaison: Kimberly Brown
 - FEMA Small Business Office: Pamela McClam
- **Engaging with FEMA's Private Sector Division: Tracey Batacan**
- **PS-Prep Presentation: Roberta Breden, FEMA NIC**
- **Resources for Private Sector Organizations: Marcus Coleman**
- **Question and Answer Session**



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Welcoming Comments

Marcus Coleman
FEMA Individual and Community Preparedness
Division



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FEMA 101

**How to do Business
with FEMA**

“ FEMA’s mission is to support our citizens and first responders to ensure that as a nation we work together to build, sustain, and improve our capability to prepare for, protect against, respond to, recover from, and mitigate all hazards.”

Vendor Relations Programs

Key programs involved in vendor relations when doing business with FEMA

- ❖ Industry Liaison Program (ILP)
 - ❖ Strategic Relationships
 - ❖ Information Provider
 - ❖ Connectivity with Program Offices

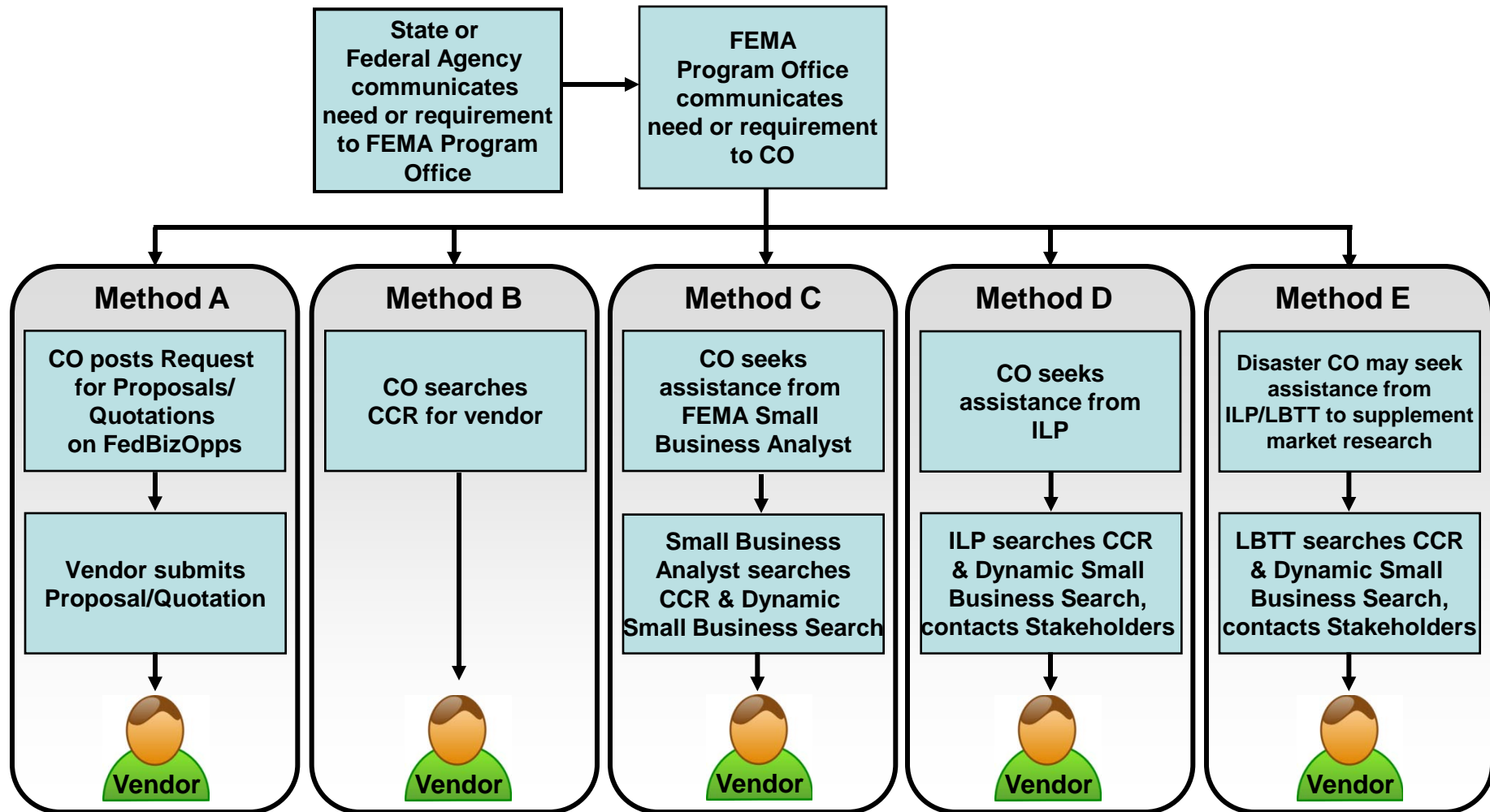
Vendor Relations Programs

- Key programs continued,
 - ❖ Local Business Transition Team (LBTT)
 - ❖ Deployable
 - ❖ Facilitates Transition of Requirements
 - ❖ Establishes Local Relationships
 - ❖ Small Business Program
 - ❖ Facilitates Maximum Socio-Economic Participation

Business Outreach Activities

- ❖ Industry Day Events
- ❖ Vendor Outreach Meetings/Sessions
- ❖ Networking
- ❖ Vendor Profiles

How FEMA Locates Local Vendors



Stakeholders: Small Business Administration, Small Business Development Centers, Procurement Technical Assistance Centers, City Council, Economic Development Councils, Chambers of Commerce, minority organizations, and professional and trade groups

Vendors interested in doing business with FEMA should follow the steps below:

1. **Register** in the Central Contractor Registration (CCR) at www.ccr.gov. CCR is the primary registrant database for the Federal government. Contracting Officers at FEMA extract vendor profile information from CCR to identify potential vendors.

2. **Contact FEMA:**
 - a. Industry Liaison Support Center
<http://www.fema.gov/business/contractor.shtm>
 - b. Small Businesses
FEMA-SB@dhs.gov.
 - c. Debris Removal Businesses
<https://asd.fema.gov/inter/nerr/home.htm>
 - d. Housing Solution Businesses
<https://asd.fema.gov/inter/hat>

Vendors interested in doing business with FEMA continued,

- 3. Find Opportunities:** The single point-of-entry to search, monitor, and retrieve Federal procurement opportunities over \$25k is Federal Business Opportunities (FedBizOpps) at www.fbo.gov.

Additional Tips for Vendors

- ❖ **Promote your services in government-wide databases.** FEMA uses the CCR database. Register with this database and FEMA will be able to locate your business. Identify your company as a disaster contractor. (www.ccr.gov)
- ❖ **Watch the Web.** Federal and state agencies are placing more procurement opportunities on their web sites. FEMA posts its procurement opportunities on FedBizOpps. (www.fbo.gov)
- ❖ **For Small Businesses.** Consult with your local SBA for assistance and specialized opportunities
- ❖ **Federal Procurement Data System (FPDS).** Contact the companies who have been awarded contracts for subcontractor, supplier or teaming opportunities. (www.fpds.gov)

Additional Tips for Vendors

- ❖ **Get listed in electronic catalogs.** GSA Advantage and other electronic commerce initiatives will let you list your product for government browsing.
- ❖ **Get listed on a schedule.** GSA establishes long-term government-wide contracts that allow customers to acquire a vast array of supplies (products) and services directly from commercial suppliers.
- ❖ **Accept the government credit card.** The government buys more than \$5 Billion in goods and services annual with the purchase card. Many Contracting Officers prefer the purchase card to paperwork for purchases.
- ❖ **Teaming and partnering.** If you are strong in one business area, but inexperienced in another, find a subcontractor or teaming partner who can fill in the areas where you're weak. The Federal government encourages teaming.

Additional Tips for Vendors

- ❖ **Seek additional FEMA opportunities.** Public Assistance Programs provide supplemental financial assistance to state, local and tribal governments, and certain private non-profit organizations for response and recovery activities.
- ❖ **Seek additional Federal opportunities.** Other Federal agencies providing disaster assistance under their own authorities / funding independent of the Stafford Act.
- ❖ **Stay connected.** Follow FEMA through Social Media outlets to keep abreast of potential opportunities. Sign up and monitor updates when available.

Contact Information

Please send correspondence and inquiries to:

Industry Liaison Support Center

Phone: (202) 646-1895

Email: FEMA-Industry@dhs.gov

Small Business Resources

April 24, 2012

Pamela M. McClam

Small Business Specialist

Federal Emergency Management Agency

(202) 212-1975

Pamela.McClam@dhs.gov



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How to Market Your Business to the Federal Government

There are a few ways to market your business to the Federal government.

- Federal Agency Websites
- Federal Agency Small Business Office
- Conferences and Seminars
- One-on-One Small Business Meetings



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How to Market Your Business to the Private Sector

Marketing your business to the private sector is similar to marketing to the Federal government.

- Networking Sessions
- Small Business Liaison Officer
- Subcontracting



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Small Business Resources

There are a number of resources available to assist small businesses.

- Procurement Technical Assistance Centers (PTAC)
- Small Business Development Centers (SBDC)
- Surety Bond Guarantee Program
- Small Business Administration Office of Advocacy



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Small Business Access to Capital

Small businesses can find ways to finance their business by contacting the Small Business Administration (SBA). While SBA does not make loans directly, you can find a local lender who can help you with your loan application. You may also speak directly with a local SBA representative by calling 202-272-0345.



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Acquisition Planning and Forecast System

The Acquisition Planning and Forecast System is available to the public to view procurement forecasts for the Department of Homeland Security and component agencies such as FEMA, ICE, and the Coast Guard.

<http://apfs.dhs.gov/>



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DHS Monthly Vendor Outreach

DHS hosts monthly Small Business Vendor outreach sessions for vendors seeking to do Business with DHS and its components.

Information regarding upcoming sessions can be found on DHS website at:

<http://www.dhs.gov/xopnbiz/events/>



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DHS Contracting Vehicles

The Department of Homeland Security and its component agencies procure products and services through a number of contracting vehicles known as Strategic Sourcing.

Strategic sourcing allows DHS to increase procurement efficiency and balance cost.



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DHS Contracting Vehicles con't

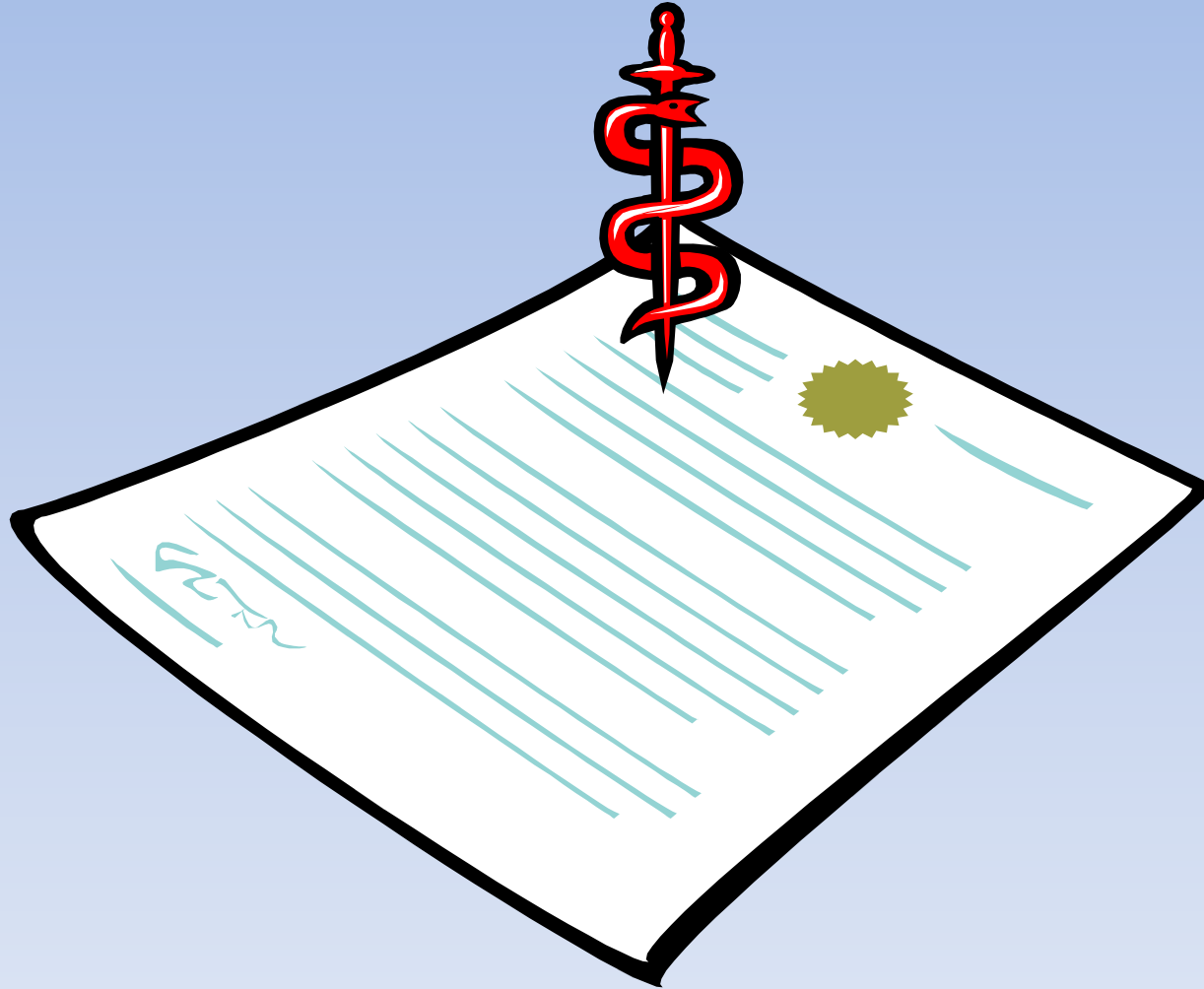
DHS's Strategic Sourcing guide lists contracts used by DHS to procure products and services. The list includes but is not limited to:

- Federal Supply Schedule Blanket Purchase Agreement for Office Supplies
- Multifunctional Machines (copier, printer, scanner)
- Eagle IT Solutions – IT Services
- Enterprise Software Solutions
- First Source IT Hardware and Software



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Small Business Policy Updates



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Small Business Jobs Act of 2010

The Small Business Jobs Act of 2010 prompted several revisions to the Federal Acquisition Regulations relevant to Small Businesses and Small Business Programs. Revisions include:

- Parity – Women Owned Small Business included effective April 2, 2012
- Accelerated Payment to Small Businesses
- FAR Part 8 Required Sources of Supply- Federal Supply Schedule
- Small Business Size and Status Integrity



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Small Business Jobs Act con't

Thirty-Seven (37) small business Size Standards increased for 34 Industries and 3 sub-industries for small businesses in Sector 54 (Professional, Technical and Scientific Services).

- One Size Standard in Sector 81, Other Services will also increase.
- Increases are all receipt based
- SBA POC is Dr. Khem Sharma, Chief, Size Standards Division, (202) 205-6618 or sizestandards@sba.gov



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Small Business Size Standards Con't

New Size Standards for 22 Industries in Sectors 48 – 49 Transportation and Warehousing will be effective March 26, 2012. The new Size Standards are receipt based.



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New Bills – Small Business

House Small Business Committee introduced three (3) new bills to strengthen small business contracting.

- Small Business Opportunity Act of 2012
- Small Business Protection Act of 2012
- Building Better Business Partnerships Act of 2012



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Small Business Goals



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FY 2011 Accomplishments in FEMA's Small Business Program

Small Business \$\$\$\$	Goals	FY2011 Achievements
Small Business	31.90%	28.1%
SDB [non 8(a)]	4%	5.9%
8(a) Prime	4%	3.1%
Overall SDB Prime	8%	9.0%
SDVO Small Business	3%	2.7%
Women Owned Small Business	5%	7.7%
HUBZone Small Business	3%	3.7%



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FEMA's Small Business Program

FY 2012 and FY 2013 Small Business Prime Contractor Goals

Small Business \$\$\$\$	Goals FY 2012-2013
Small Business	32%
SDB [non 8(a)]	3%
8(a) Prime	3%
Overall SDB Prime	6%
SDVO Small Business	3%
Women Owned Small Business	5%
HUBZone Small Business	3%



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FEMA's Subcontracting Goal Achievements FY 2011

Subcontracting Goals	FY2011	FY2011 Achievements
Total Small Business	40%	TBD
SDB	5%	TBD
Woman-Owned Small Business	5%	TBD
HUBZone Small Business	3%	TBD
Service-Disabled Veteran Owned Small Business	3%	TBD



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FEMA's Subcontracting Goals for FY 2012 and FY 2013

Subcontracting Goals	FY 2012 -2013	
Total Small Business	45%	
SDB	5%	
Woman-Owned Small Business	5%	
HUBZone Small Business	3%	
Service-Disabled Veteran Owned Small Business	3%	



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FEMA Private Sector Division Office of External Affairs

Doing Business with FEMA *Webinar*



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Overview

- We are engaging with the Private Sector in a number of ways at FEMA.
- I will focus on some of the resources that we are actively working on now with the Private Sector .



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Private Sector Representative



Thanks very much Katie, Doug, LaNile, Bill, Hollis and Joe for your service!

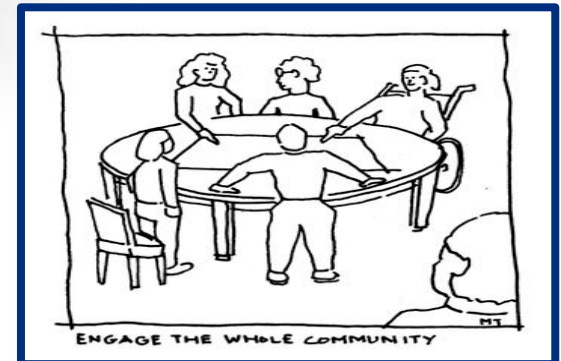
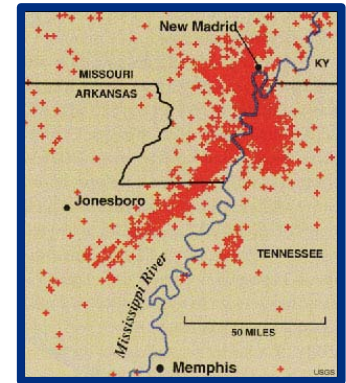
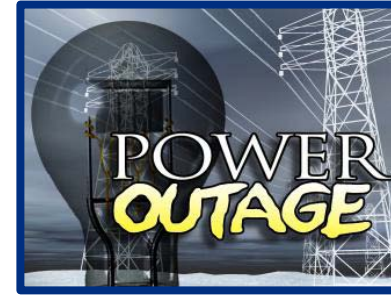
Data and Data Feeds

Available Feeds

TITLE	RSS	METADATA	KML/ KMZ	WMS	PDF	JPG	TXT/ CSV	XLS	LEARN MORE
Media Resources and Releases		Select ... <input type="button" value="Go"/>							
FEMA Regional Offices									Learn More
FEMA Blog									Learn More
FEMA PROGRAMS DATA									
Disaster Declared by State		Select State <input type="button" value="Go"/>							
Disaster Declared Counties - National View									
Disaster Declarations Summary									Learn More
Disaster Recovery Centers									Learn More
Hazard Mitigation Program Summary									Learn More
Historical Declared Disasters									
Mitigation Best Practices									Learn More
National Flood Hazard Layer									Learn More
Public Assistance Funded Projects Summary									Learn More
Stay Dry									Learn More
EXTERNAL DATA SOURCES									
Hurricane Evacuation Routes (HSIP Gold 2010)									



Downloadable Tabletop Exercises



One-Stop Shopping



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FEMA Private Sector Focus



The FEMA Private Sector Division cultivates public-private collaboration and networking in support of the various roles the private sector plays in emergency management, including: impacted organization, response resource, partner in preparedness, and component of the economy. [Read more.](#)

[Get Involved](#)

- [E390 - Integrating Emergency Management Education into Your Institution, March 2012](#) ([PDF](#) 278KB, [TXT](#) 8KB)
- [Serve a 90-Day Rotation at FEMA](#) ([PDF](#) 128KB, [TXT](#) 9KB)
- [Share your Data and Data Feeds with FEMA](#) ([PDF](#) 129KB, [TXT](#) 8KB)
- [Click here for more information](#)

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www.fema.gov/privatesector

Web-based Courses



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IS-660 - Introduction to Public-Private Partnerships

Course Date

20 December 2011

Course Description

This course provides an introduction to the role of public-private partnerships in emergency preparedness and planning. The goal of this training is to establish a common vocabulary for public sector agencies and private sector organizations interested in utilizing partnerships to improve response, recovery, and resilience.

Course Objectives

Upon completing this course, you will be able to:

- Describe the importance of public-private partnerships to emergency preparedness and planning.
- Identify roles and responsibilities in public-private partnerships.
- Identify how to establish and sustain partnerships by communicating a common mission.

TAKE THIS COURSE

- ▶ [Interactive Web-based Course](#)

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NOTICES

- ▶ Test questions are scrambled to protect test integrity, therefore, downloadable tests and online tests may vary.
- ▶ Opscan 064-0-9 form requests are now

Web-based Courses



The screenshot displays the FEMA Emergency Management Institute website. At the top left is the FEMA logo, and to its right is the text "FEMA | Emergency Management Institute". A search bar with a "Go!" button is located at the top right. Below the search bar are links for "Blog", "Photos", "Videos", and "Email Updates". A navigation menu contains "EMI Courses & Schedule", "EMI Students & Instructors", "How to Apply", "Programs & Activities", and "FEMA Independent Study". A "Contact Us" button is also visible. The main content area features a breadcrumb trail: "EMI Home → Independent Study Program Home → Course Overview". The course title is "IS-662 Improving Preparedness and Resilience through Public-Private Partnerships". The course date is "17 April, 2012". The course description states: "Public-private partnerships enhance all aspects of emergency management: preparedness, protection, response, recovery, and mitigation. They do so by engaging in activities such as information sharing, emergency planning, emergency communications, and resource sharing. This course describes how to establish and sustain public-private partnerships, as well as how to communicate and share resources in a partnership." The course objectives are listed as follows: "By the end of this course, you will be able to:" followed by a bulleted list: "List the steps required to establish a public-private partnership", "Explain methods for communicating with partners", "Describe methods for sharing resources among partners", and "Identify activities used to sustain existing public-private partnerships". On the right side, there are three sections: "TAKE THIS COURSE" with a link to "Interactive Web-based Course"; "TAKE FINAL EXAM" with links to "Take Final Exam Online" and "Download Final Exam Questions PDF (04/2012)"; and "NOTICES" with two bullet points: "Test questions are scrambled to protect test integrity, therefore, downloadable tests and online tests may vary." and "Opscan 064-0-9 form requests are now available online under the Featured Topics section of the Independent Study website."

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IS-662 Improving Preparedness and Resilience through Public-Private Partnerships

Course Date
17 April, 2012

Course Description
Public-private partnerships enhance all aspects of emergency management: preparedness, protection, response, recovery, and mitigation. They do so by engaging in activities such as information sharing, emergency planning, emergency communications, and resource sharing. This course describes how to establish and sustain public-private partnerships, as well as how to communicate and share resources in a partnership.

Course Objectives
By the end of this course, you will be able to:

- List the steps required to establish a public-private partnership
- Explain methods for communicating with partners
- Describe methods for sharing resources among partners
- Identify activities used to sustain existing public-private partnerships

TAKE THIS COURSE

- ▶ [Interactive Web-based Course](#)

TAKE FINAL EXAM

- ▶ [Take Final Exam](#) Online
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On-line Resources

- FEMA & The Private Sector ([PDF](#) 203KB)
- Executive Brief ([PDF](#) 276KB)
- Call To Action ([PDF](#) 272KB)
- Public Private Partnerships ([PDF](#) 253KB)
- Regionalization ([PDF](#) 305KB)
- Private Sector Representative Program ([PDF](#) 272KB)
- Data Feeds ([PDF](#) 248KB)
- Table Top Exercises ([PDF](#) 219KB)
- Grants ([PDF](#) 198KB)
- Small Business Is Big ([PDF](#) 245KB)
- National Business Emergency Operation Center (NBEOC) ([PDF](#) 2) 55KB)



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Tracey Batacan, FEMA Private Sector Liaison

E-mail inquiries: FEMA-Private-Sector@dhs.gov B)



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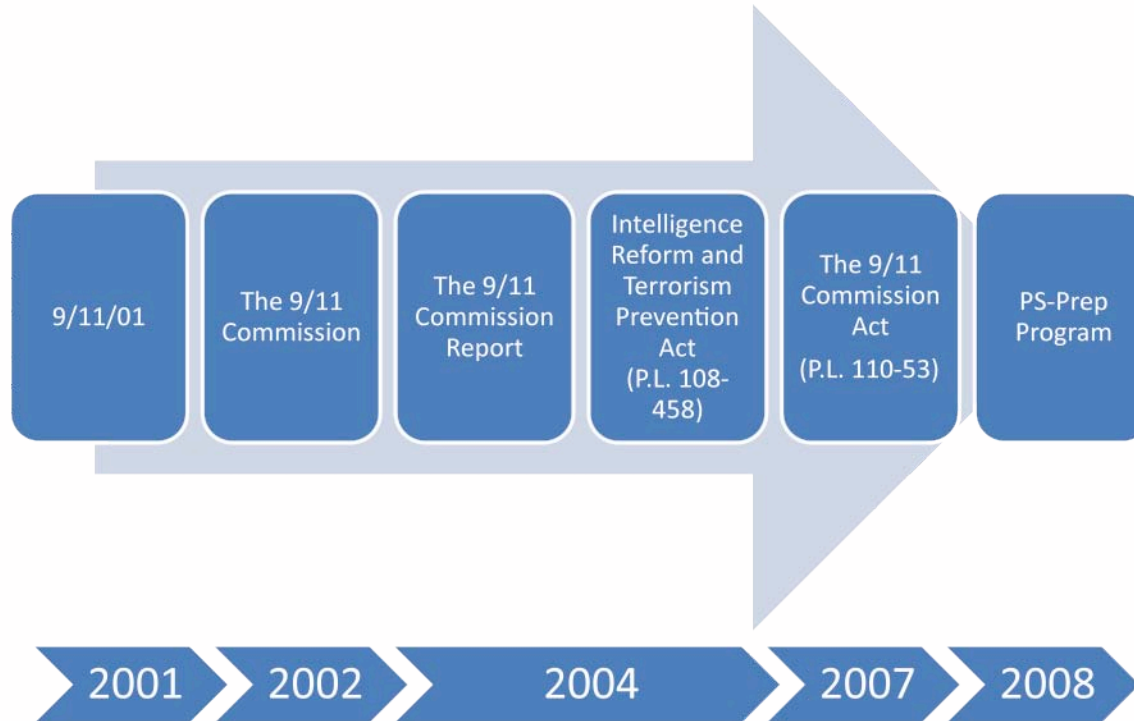
The Voluntary Private Sector Preparedness
Accreditation and Certification Program (PS-
Prep™)



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History of the PS-Prep™ Program



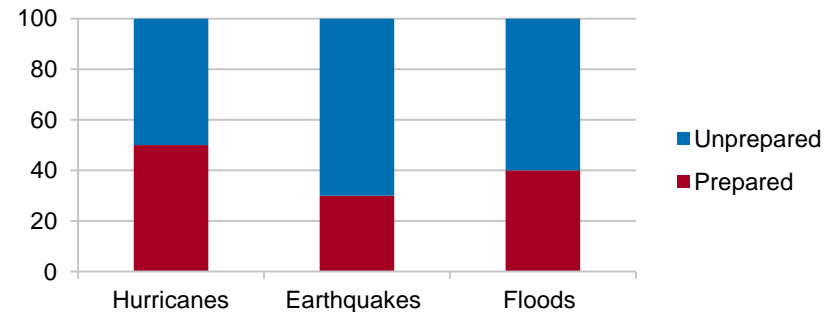
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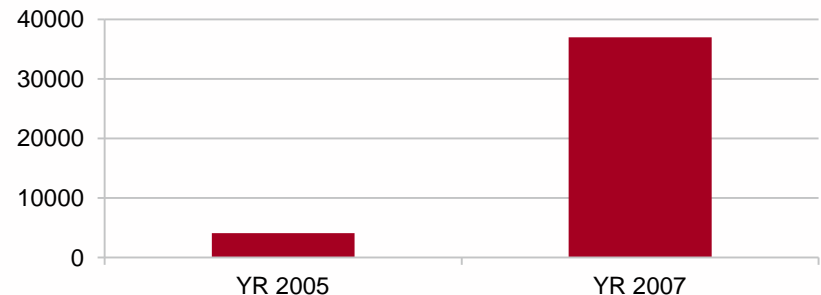
Need for Preparedness

- While 80% of companies have North American operations located in regions exposed to hurricanes, nearly 50% reported they are not well-prepared for a hurricane.
- While 90% of companies have North American operations located in regions exposed to floods, more than 60% indicated they are not well-prepared for a flood.
- While more than 80% of companies have North American operations located in regions exposed to earthquakes, more than 70% revealed they are not well-prepared for an earthquake.
- Small businesses account for 99.95% of companies with employees, 50% of all private-sector workers, and nearly 45% of the nation's payroll.

Percentage of Organizations Prepared for the Disaster Most Prone to Their Area



Number of Cyber Attacks per Year



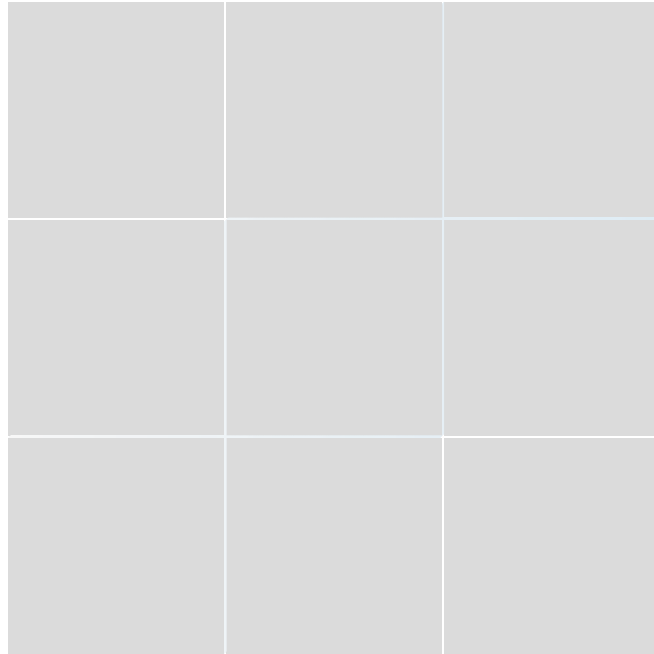
(Source: 2008 National Disaster Business Risk Study.
Commissioned by FM Global)



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The Preparedness Continuum



- PS-Prep™ can provide tools, contacts, and connections, no matter the size of your business. The intent is to see improvement in preparedness.

Best Practices → Standard Conformity → Third Party Certification



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Public-Private Partnerships & Business Preparedness/Continuity

Courses:

- **IS-660** - Introduction to Public-Private Partnerships (Awareness Course)
- **IS-662** - Improving Preparedness and Resilience through Public-Private Partnerships (Advance Course)
- **IS-6XX** – *(Not Available Until Mid-May 2012) This is a planning practitioners course*

Course Description

These courses are designed to provide an introduction-to-implementation on the roles in public-private partnerships within domain of emergency preparedness and planning. The goal of these training courses are to establish a common vocabulary for public sector agencies and private sector organizations interested in utilizing partnerships to improve response, recovery, and improve community resilience.

Course Objectives

Upon completing these three courses, you will be able to:

- Describe the importance of public-private partnerships to emergency preparedness and planning.
- Identify roles and responsibilities in public-private partnerships.
- Identify how to establish and sustain partnerships by communicating a common mission.



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PS-Prep™

Building resiliency against the consequences of a full range of possible catastrophes is becoming the norm for many Americans. Any hazard can cause operational disruptions, such as unanticipated costs, data loss, impaired facilities, impacted business relationships, and even fatalities among employees. Private sector entities need attainable and comprehensive processes to better ensure continuity and recovery. PS-Prep™ can offer an organization several options toward preparedness, whether it's following best practice programs, aligning to a standard, or certifying to a standard. [Learn More](#)

Small/Medium Businesses



Protect Your Investment
To protect all that you have invested, plan for and consider how your business will survive and recover in the event of a disaster.

[Latest News](#)

Corporate Entities



Prepare to Prosper
You are a leader in a large corporation. Protect those around you. Now is the time to make the decision to prepare for the inevitable: disaster.

[Latest News](#)

Non-Profit Organizations



Make Preparedness Your Mission
What if you were not able to continue your mission through no fault of your own? Make the decision today to protect your mission tomorrow!

[Latest News](#)

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Contact

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A Whole Community Approach to Preparedness



To locate your local Citizen Corps Partners please visit www.citizencorps.gov



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Ready Business.®

Prepare. Plan. Stay Informed.

***Ready* Business**

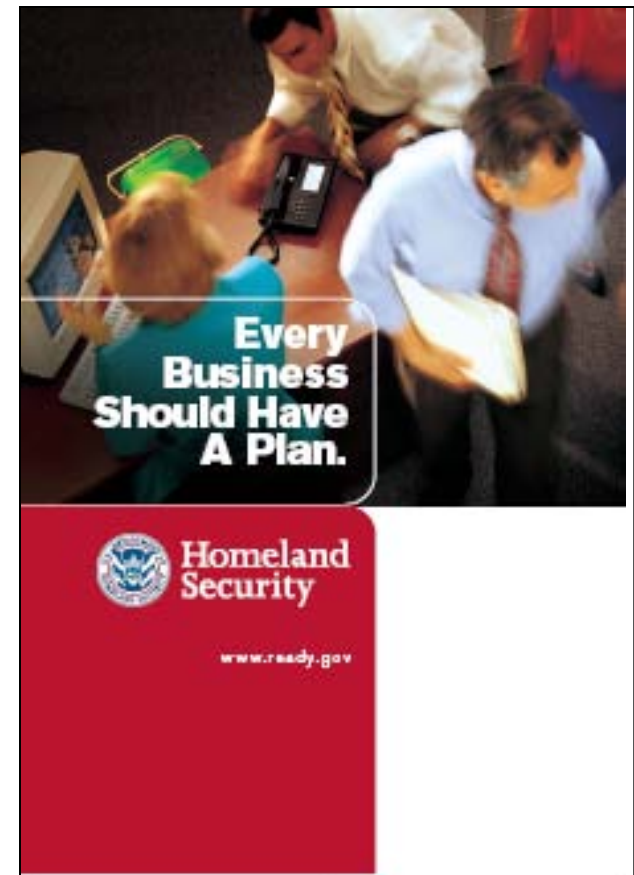
The ***Ready*** Campaign encourages businesses to take 3 steps to prepare for emergencies:

1. Plan to stay in business
2. Talk to your employees
3. Protect your investment

Ready Business Additional Resources

On www.ready.gov/business
you can also find a template for:

- ✓ Emergency Response Plan
- ✓ Business Continuity Plan
- ✓ Free on-line business preparedness assessment



Preparedness Resources for Businesses

- Visit our [Money Matters](#) & [Invest in Preparedness resource webpages](#) on CitizenCorps.gov:
 - Includes links to resources found on:
 - [FEMA Private Sector Division](#)
 - [Ready Business](#)
 - [Prepare My Business](#)
 - Past webinars:
 - [Resources for Business Preparedness](#) - Sept 13, 2010
 - [Ready Rating: How Prepared is Your Business or School?](#) – October 11, 2011
- Join us May 1st at 3:00 PM EDT for a webinar entitled Monthly FEMA Update Call



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Preparedness Activities for Communities Everywhere (P.A.C.E)



Community Preparedness: Simple Activities for Everyone

Program Leader Guide

September 2011



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What is P.A.C.E.?

- Interactive Web-based Course
- Preparedness Activities
- **Downloads**
 - English
 - Program Leader Guide
 - Facilitator Guide
 - Handout Masters
 - Spanish
 - Program Leader Guide
 - Facilitator Guide
 - Handout Masters



Preparación ciudadana: Actividades sencillas para todos

Guía del facilitador

September 2011



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P.A.C.E Activities

The 16 modular activities are broken down into the following topical areas:

- Core topics (such as, preparedness on a budget, developing personal neighborhood support networks)
- Hazard-reduction topics (including putting out fires and identifying hazards in the home), and
- Specialized preparedness topics (pet/service animal preparedness, the whole community concept)



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Who is using P.A.C.E.?

- Operation Hope contributed to the development of the PACE tools including the [Safeguarding Your Valuables Activity](#).
- P.A.C.E. can be used by:
 - Private Sector Organizations
 - Non-Profit and Voluntary Organizations
 - Faith-based Organizations
 - Citizen Corps Partners and Affiliates (i.e. CERT, Medical Reserve Corps, USAonWatch, Volunteer in Police Service, Fire Corps)



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For More Information

- **National Citizen Corps website:**
- **<http://www.citizencorps.gov>**
 - Information for your local Citizen Corps Partners
 - Resource Catalogue
 - Smart practices and other guidance
 - Subscribe to GovDelivery to receive Citizen Corps alerts and news
- **Contact national Citizen Corps office:**
 - **CitizenCorps@dhs.gov**



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Additional Announcements

- If there is a topic you would like to see addressed on a future month's call, if there is a best practice in your state that you would like to see featured, contact us at citizencorps@dhs.gov. Please feel free to add us to your distribution list as well.
- Check to see if a topic you're interested in has been covered on one of our webinars at <http://www.citizencorps.gov/news/webcasts.shtm>. All previous webinars are archived there, available for download and review.



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