



2010 annual report

safeguard iowa partnership

executive summary



2010 proved to be another active year for disasters – ranging from blizzards and snowstorms to spring and summer flooding. Since 2007, Iowa has experienced 10 Presidential-declared disasters. Considering that there have been a total of 44 Presidential-declared disasters in Iowa since 1953, it is noteworthy that just less than a quarter of historical declarations have occurred in the last three years. Now more than ever it is critical to help businesses and communities prepare to survive through and thrive after natural and man-made disasters – this resiliency results in jobs retained, products and services being ordered and used, taxes being paid and local and state economic viability being maintained.

The Safeguard Iowa Partnership remains vital and strong. Currently, there are over 130 private businesses, public agencies, associations and nonprofit organizations working together to strengthen the state's capacity to prevent, plan for, respond to and recover from disasters. Safeguard Iowa Partnership continues to lead the nation as a model for public-private partnerships.

There are a number of milestones for Safeguard Iowa Partnership in 2010 which are highlighted in this annual report, including the well-planned activation of the Safeguard Iowa Partnership Emergency Operations Centers liaisons. The report includes an update on the progress of Safeguard Iowa's five statewide initiative teams and three local chapters. Also of interest is the Partnership's 2010 disaster response and recovery efforts highlighted on page 11.

As we prepare to implement the strategies outlined in our recently developed 2011-13 strategic plan, we will continue to expand Safeguard Iowa and strive to build safer, more resilient communities through public-private partnerships. Together. Helping Iowans.

A handwritten signature in black ink, appearing to read 'Anne Strellner'.

Anne Strellner
Safeguard Iowa Partnership Chair

A handwritten signature in black ink, appearing to read 'Jami S. Haberl'.

Jami S. Haberl, MPH, MHA
Executive Director



vision, mission and three-year vision strategies

vision

Ensure safe, resilient communities for the residents and businesses of Iowa.

mission

Strengthen the capacity of the state to prevent, prepare for, respond to and recover from disasters through public-private collaboration.

three-year vision strategies

- Expand business resource registry to meet community needs.
- Develop communication network.
- Develop educational workshops focused on facilitating business community and leveraging community resources.
- Engage in state and local exercises.
- Expand funding to facilitate growth and value to Iowa businesses and communities.

resources and preparedness



Disasters nationwide and locally have demonstrated the need for improved communication and coordination between government and the private sector before, during and after emergencies. Clearly, more planning and utilization of the private sector has the potential to accelerate and lower the cost of economic recovery.

In an emergency, the affected communities must identify resources needed quickly, but often the resources needed are in short supply or unavailable. With over 85 percent of the country's critical infrastructure owned by the private sector, a registry of private-sector assets is essential to reducing response time, saving lives and speeding economic recovery.

In 2010, the Resources and Preparedness Initiative Team focused on:

Objective: Expand Safeguard Iowa partner participation in the business resource registry.

Project: Finalize the development of the business resource registry database and deploy in Region 6.

Target: Implement the business resource registry and increase participation to 50% of Safeguard Iowa partners in Region 6.

The Resources and Preparedness Initiative Team 2010 accomplishments include:

- Redefined the access and content management of the registry.
- Completed the flow chart for deployment of business resources based on inputs from public agencies and Safeguard Iowa partners.
- Completed a survey of resource needs by emergency management during common disaster scenarios.
- Evaluated the survey results with resources available through Safeguard Iowa partners and noted the gaps. Developed a plan to begin to close the gaps.

communication and coordination



Disaster situations can strike at any time and can affect multiple population bases and a variety of businesses and industry, not to mention the employees of those operations. It is necessary to ensure that disasters are responded to and recovered from quickly through the Emergency Management System, specifically the readiness and deployment of personnel, equipment, materials and supplies. Response to major emergencies involves multiple organizations collecting, collating and communicating data and information to enable better decision making that minimizes social and economic impacts. In 2010, the Communication and Coordination Initiative Team focused on:

Objective: Identify and deploy a communication network to Safeguard Iowa partners.

Projects: Evaluate and implement the Health Alert Network and Homeland Security Information Network as the communication networks for alerting and information sharing, and deploy the Safeguard Iowa Partnership State Emergency Operations Center liaison program as the model for county emergency operation centers.

Target: Achieve 90% Safeguard Iowa partner tested participation in the communication network, and execute the Safeguard Iowa Partnership Emergency Operations Center liaison in Polk and Linn counties.

The Communication and Coordination Initiative Team 2010 accomplishments include:

- Received three additional applicants for the Safeguard Iowa Partnership Emergency Operations Center Liaison Program bringing the total number of liaisons to 16.
- Coordinated with the Resources and Preparedness Initiative Team on flow of Business Resource Registry use and deployment.
- Established a seat at the Polk, Linn and Johnson County Emergency Operations Centers.
- Acquired HAN licenses for activation of the Safeguard Iowa Partnership Emergency Operations Center liaisons.
- Developed training curriculum and schedule for the Safeguard Iowa Partnership Emergency Operations Center liaisons.
- Trained nine Safeguard Iowa Partnership Emergency Operations Center liaisons on roles, responsibilities and tools.
- Activated the Safeguard Iowa Partnership Emergency Operations Center liaisons in response to the August flooding.
- Launched a new communication tool to allow partners to maintain and update contact information and self-identify what information they receive.

education and exercises



Education and training enhance the efforts of public/private partnerships to develop plans and to collaborate on emergency preparedness issues. Public- and private-sector partners can improve understanding of each other's preparedness responsibilities, procedures, priorities and capabilities through education, training and technical assistance. Exercising the plans developed by the public and private sectors is crucial, as they test not only the plans but the procedures, equipment, facilities and training. The business members of the partnership have had the opportunity to exercise with public-sector members to identify areas of success and areas needing improvement.

In 2010, the Education and Exercises Initiative Team focused on:

Objectives: Focus on business continuity and leveraging community resources, and identify opportunities to participate in state and local exercises.

Projects: Hold four workshops in Region 3, and exercise the Safeguard Iowa Partnership emergency operations center liaison procedures in state and local exercises.

Targets: Complete four workshops and participate in four exercises, with one exercise sponsored at the state level.

The Education and Exercises Initiative Team 2010 accomplishments include:

- Hosted training for 60 attendees on "Suspicious Mail: When It Comes to You."
- Co-sponsored a Business Round Table on Disaster Recovery.
- Hosted a free webcast "2010 Flood Predictions" for over 410 public and private partners across Iowa in coordination with Upper Midwest Center for Public Health Preparedness, Iowa Homeland Security and Emergency Management and the National Weather Service.
- Hosted bomb threat seminars for 70 participants in Des Moines, Cedar Rapids and Sioux City.
- Participated in national 9/11 Drill Down for Safety and National Preparedness Month.
- Participated in the Iowa Disaster Recovery and Strategic National Stockpile tabletop exercises.
- Developed a private-sector track at the 7th Annual Governor's Conference on Homeland Security.
- Participated in the Northern Lights Exercise, which brought together public- and private-sector organizations from multiple states.
- Co-sponsored with Iowa Homeland Security and Emergency Management on a Critical Employee Emergency Planning Course.
- Participated in a full-scale exercise for the Iowa Department of Public Health's Logistical Support Response Team with the Iowa Disaster Medical Assistance and Environmental Health Response teams.
- Hosted Business Continuity Seminars for small and medium businesses in Northwest Iowa.

partnership development and outreach



The Partnership Development and Outreach Initiative Team develop and recommend to the board of directors the recruitment, expansion and sustainability plans to ensure that Safeguard Iowa is successful as an organization.

In 2010, the Partnership Development and Outreach Initiative Team focused on:

Objective: Develop long-term funding strategies.

Project: Develop alternative funding solutions – from private, public, grants and fundraising sources – for the administration costs of Safeguard Iowa.

Target: Achieve 100% funding of administration costs of Safeguard Iowa.

The Partnership Development and Outreach Initiative Team 2010 accomplishments include:

- Implemented the 2010 sustainability strategies to fund administration costs.
- Evaluated the 2010 sustainability strategies and adopted new sustainability strategies for 2011 that include: 1) public-sector funding through the application for eligible federal and public grants, such as the Homeland Security Grant Program; 2) private-sector funding through private sponsorships; and 3) other contributions from partners or other entities.
- Developed the Safeguard Iowa Partnership Marketing and Retention Strategy, which includes strategies to retain current private and public partners, to grow in the areas of chapter development, strategic partnerships and recruiting lapsed or new private and public partners.
- Fostered private-sector representation on the Iowa Homeland Security and Emergency Management First Responders Advisory Committee, Iowa Department of Public Health Preparedness Advisory Committee, Iowa Fusion Advisory Committee, Lt. Governor's Homeland Security Executive Group and Regional Consortium Coordinating Council.
- Developed, in coordination with the Partnership Marketing and Public Awareness Initiative Team, the Business Case for Sponsoring Safeguard Iowa Partnership and Sponsorship Opportunities and Benefits marketing materials.

continued partnership development and outreach on next page

continued partnership development and outreach from previous page



- Held annual strategic planning session for board of directors, initiative team and chapter leadership.
- Participated in national dialogue on best practices for public-private partnerships:
 - o American Society of Engineers Iowa Chapter, West Des Moines, IA (January 2010)
 - o Homeland Security Executives Program, Monterey, CA (February 2010)
 - o National Emergency Management Association Mid-Year Conference, Arlington, VA (March 2010)
 - o Region 2 Preparedness Conference, Northwood, IA (March 2010)
 - o National Hurricane Conference, Orlando, FL (March 2010)
 - o ABI Risk Management Seminar, Des Moines, IA (March 2010)
 - o U.S. Department of Homeland Security Regional Consortium Coordinating Council, Arlington, VA (June 2010)
 - o Secure South Dakota Conference, Sioux Falls, SD (June 2010)
 - o National Weather Service Warning Team Workshop, Cedar Rapids, IA (August 2010)
 - o Kentucky Private Sector Workshop, Louisville, KY (September 2010)
 - o Northern Lights Exercise, Bloomington, MN (September 2010)

partnership marketing and public awareness



Taking action to reduce damages goes a long way toward minimizing the physical, psychological and financial impact of disasters, but that is only part of the journey to disaster resistance and resiliency. The other part is to tell the story of Safeguard Iowa Partnership – what it is, how it works and why it makes a difference.

The Partnership Marketing and Public Awareness Initiative Team promotes the message of the Partnership. A team of public relations, marketing and public information officers collaborated to develop a brand for Safeguard Iowa Partnership.

The Partnership Marketing and Public Awareness Team 2010 accomplishments include:

- Distributed MidAmerican Energy Spotlight on “Distributing Active Shooter Brochure.”
- Developed and distributed press releases promoting the bomb incident command training and the work of Safeguard Iowa Partnership Emergency Operations Center liaisons during the August floods.
- Completed media interviews for the Sioux City media outlets regarding the bomb incident command training.
- Supported the Partnership Development and Outreach Initiative Team in the development and review of the Marketing and Retention Strategy.
- Distributed article regarding Safeguard Iowa Partnership’s flood awareness program.
- Developed Safeguard Iowa Partnership communications and marketing materials, including newly designed website (www.safeguardiowa.org) to include contact, event and donation management and Twitter and Facebook accounts.

chapters



Recognizing that disasters strike at the local level, Safeguard Iowa Partnership has engaged businesses, associations and local government by establishing chapters to expand Safeguard Iowa Partnership across the state into the local communities. The chapters will execute Safeguard Iowa Partnership's strategies within the local jurisdiction, identify issues to be addressed and provide resources. The chapter serves as a venue for networking and communications between regional and local public and private organizations. The chapters have been instrumental in bringing together the local partners, sharing information and identifying gaps in disaster preparedness for community resiliency. As the chapters continue to develop, they are implementing the Safeguard Iowa Partnership strategic plan at the local level.

cedar rapids-iowa city corridor chapter accomplishments

- Hosted the U.S. Army Corps of Engineers and the National Weather Service for discussions regarding the 2010 flood season.
- Created a page for the chapter on the Safeguard Iowa Partnership website to include an overview of the partners, meeting minutes, progress reports, chapter news and contact information.
- Hosted bomb seminar training for 20 public- and private-sector partners in eastern Iowa.
- Participated in the Community Emergency Response Team (CERT) train-the-trainer program and scheduled private-sector Corporate CERT pilot program at AEGON.
- Represented Safeguard Iowa Partnership on the Business Disaster Recovery Case Management task force.
- Participated in an exercise with representation from Safeguard Iowa Partnership, AEGON, Linn County Emergency Management and Duane Arnold Energy Center.
- Completed and presented results from the Business Resource Registry survey.
- Became a member of the Linn County Local Emergency Planning Committee.
- Initiated contact to participate in the Linn Area Community Organizations Active in Disaster.
- Participated in Emergency Operations Center liaison training program with Linn County EOC and State EOC liaisons.
- Conducted chapter meetings to exchange information, track chapter activities and present featured speakers.



continued cedar rapids-iowa city corridor chapter accomplishments from previous page

- Participated in the National Weather Service Integrated Warning Team Workshop to identify improvements for severe weather communications.
- Conducted pilot CERT training in conjunction with Linn County EMA.
- Participated in NFPA 1600 workshop in Johnson County, one of the standards selected by the U.S. Department of Homeland Security for the private sector to comply with Public Law 110-53.

central iowa chapter accomplishments

- Hosted a discussion on the 2010 flood season with local partners.
- Hosted bomb seminar training for 20 public- and private-sector partners in central iowa.

northwest iowa chapter accomplishments

- Hosted a Business Continuity Seminar for small and medium businesses in northwest iowa.
- Hosted a presentation by the National Weather Service on the weather tools available for businesses.
- Hosted bomb seminar training for 30 public- and private-sector partners in northwest iowa.

2010 disaster response and recovery efforts



When we all thought our year for disasters was 2008, this year proved to be another devastating year for Iowa. In less than nine months, Iowa was granted four Presidential declarations after the state was hammered with record snowfall, damaging ice, heavy rainfall and flooding. Safeguard Iowa Partnership staff and partners worked many hours to assist in coordinating emergency response and recovery throughout the areas of Iowa impacted by these devastating disasters. The lessons learned from past disasters assisted the response efforts of Safeguard Iowa Partnership as we executed new initiatives differently based on what we had learned in the past.

During the blizzards and ice storms, Safeguard Iowa Partnership provided situational awareness reports to the partners and coordinated generators for communities and Iowans left in the dark. With record snowfall covering Iowa, Safeguard Iowa Partnership – in coordination with the National Weather Service, Iowa Homeland Security and Emergency Management Division and Upper Midwest Center for Public Health Preparedness – hosted a statewide webinar on the spring flooding predictions for over 400 public and private partners. This training provided an opportunity for partners to learn about the tools available from the National Weather Service and would come to be very useful as Iowa experienced flooding throughout much of the year.

Throughout the spring and summer months, Safeguard Iowa Partnership assisted local and state emergency management in identifying resources to assist communities impacted by flooding. On August 12, 2010, Safeguard Iowa Partnership was activated to the State Emergency Operations Center as record flooding impacted central Iowa. This was the first activation of the Safeguard Iowa Partnership Emergency Operations Center liaisons. The liaisons assisted with sharing situation reports among the partners and coordinated the donation of key resources, such as bottled water, refrigerators, pumps and many other supplies to impacted communities. The Partnership proved to be valuable in responding to the needs of the community during these difficult times. Over the course of the year over 60 situation reports related to natural and man-made disasters were distributed to the partners.

A story that demonstrates the power of Safeguard Iowa Partnership was when a call came from local emergency management to assist in the relocation of an elderly family. The family home was deemed unsafe as the ground under the home had eroded after heavy rains. Safeguard Iowa Partnership was able to obtain assistance from local private companies to move and relocate the family and their belongings to safe grounds. This story demonstrates how a community of public- and private-sector partners can come together during a call for help from Iowans being impacted by disasters.

Together. Helping Iowans.

partners

The Safeguard Iowa founding partners are shown in **bold**.



3M
ACES/AMT2
Adair County Emergency Management
AEGON USA
Alegent Health at Home
Alliant Energy
Allied-Nationwide Insurance
American Red Cross
Ankeny Fire Department
ASIS International – Central Iowa Chapter
ASIS International – Eastern Iowa Chapter
Assurant
Aviva USA
BOMA Iowa
Calhoun County Public Health
Carroll County Emergency Management
CDS Global
Cedar County Public Health
Center for Siouxland
Cerro Gordo County Department of Public Health
City of Ottumwa Health Department
Clayton County Visiting Nursing Agency
Clinton County Emergency Management
Community Action of Eastern Iowa
Community Action Agency of Siouxland
Community Health Partners
Conley Group, Inc.
Control Installations of Iowa, Inc.
CUNA Mutual Group
Dallas County Emergency Management
Deere & Company
Des Moines County Public Health

Des Moines Public Schools
Des Moines University
Employers Mutual Casualty Company
EMS Innovations
FDI Consulting
Federal Home Loan Bank of Des Moines
FEMA Region VII
Flynn Wright
Food Bank of Siouxland
Genesis Development
Grand View University
GrapeTree Medical Staffing
GreatAmerica Leasing Corporation
Greater Des Moines Partnership
GuideOne Insurance
Guthrie County Emergency Management
HNI Corporation
Hy-Vee, Inc.
InfoBunker, LLC
ING
Iowa Association of Business and Industry
Iowa Association of Community College Trustees
Iowa Association of Electric Cooperatives
Iowa Association of School Boards
Iowa Bankers Association
Iowa Business Council
Iowa City Area Development Group
Iowa Contingency Planners
Iowa Credit Union League
Iowa Department of Public Health
Iowa Department of Public Safety



Iowa Department of Transportation
Iowa Disaster Human Resource Council
Iowa Emergency Management Association
Iowa Health System
Iowa Homeland Security and Emergency
Management Division
Iowa InfraGard
Iowa National Guard
Iowa/Nebraska Primary Care Association
Iowa State University
ITAGroup, Inc.
ITS Inc./SHAZAM Network
Jackson Recovery Centers
Johnson County Emergency Management
Johnson County Public Health
Keokuk County Public Health
Kirkwood Community College
Lee County Emergency Management
LEIN/Fusion Region 1
LEIN/Fusion Region 5
Linn County Emergency Management Agency
Linn County Public Health
Long Lines, LLC
Marion County Emergency Management
Marsh
Mercy Cedar Rapids
Mercy Health Network
Merit Resources
MidAmerican Energy Company
Mississippi Valley Regional Blood Center
Morningside College
NPI Security Services
Osceola Community Hospital
Orthopaedic Outpatient Surgery Center
Pella Corporation
Per Mar Security
Pioneer Hi-Bred International, Inc.

PODS on Demand
Polk County Emergency Management
Polk County Health Department
Principal Financial Group
Quaker Foods-PepsiCo
Qwest
Rebuild Iowa Office
Region One Homeland Security Board
Rockwell Collins, Inc.
Ruan Companies
Ryan Companies
School Administrators of Iowa
Scott County Emergency Management
Scott County Health Department
Siouxland District Health Department
State Hygienic Laboratory
The Blood Center of Central Iowa
The Weitz Company
Transportation Management Association
University of Iowa
University of Iowa Foundation
University of Iowa Hospitals and Clinics
University of Northern Iowa
U.S. Department of Agriculture
U.S. Department of Homeland Security
U.S. Small Business Administration
U.S. Attorney General's Office, Southern District of Iowa
Vermeer Corporation
Walmart Stores, Inc.
Wapello County Emergency Management
Warren County Health Services
Webster County Emergency Management
Wellmark Blue Cross Blue Shield of Iowa
Wells' Dairy
Wells Fargo & Company
Western Iowa Technical Community College
Wright County Health Department



2010 leadership

officers and executive committee

Chair – Anne Strellner, Iowa Health System

Vice Chair – Mary Jones, Iowa Department of Public Health

Secretary/Treasurer – Jeff McClaran, Wells Fargo & Co.

Past Chair – Sally Sonnenburg, MidAmerican Energy Company

board of directors

Denny Coon, Scott County Health Department

David Miller, Iowa Homeland Security and Emergency Management

Francisco Molina, AEGON

A.J. Mumm, Polk County Emergency Management

Elliott Smith, Iowa Business Council

Rick Werth, Wellmark Blue Cross Blue Shield of Iowa



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