

2011 annual report

safeguard iowa partnership

executive summary



In July 2011, media outlets reported that natural disasters across the globe made 2011 the costliest year on record in terms of property damage. Significant disasters included: flooding in Australia; the New Zealand earthquake; the deadly Japan earthquake and tsunami; the fatal twister outbreak in the Southeast U.S. and, as if that wasn't enough, Americans fought flooding along the Mississippi and Missouri Rivers. The effects of these disasters have become more rapid, far-reaching and widespread. Government at all levels must grapple with the limitations of its capabilities. FEMA Administrator Craig Fugate said it well, "We must look beyond the traditional, government-centric approach to emergency management and embrace a philosophy and operational posture that leverages, and serves, the whole community."

Partners of Safeguard Iowa continue to work together to build safer, resilient communities. We cannot control Mother Nature, but we can work together as a Partnership to help individuals, businesses and communities to be resilient. 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 170 private businesses, public agencies, associations and nonprofit organizations working together to strengthen the state's capacity to prevent, prepare for, respond to and recover from disasters.

2011 proved to be another successful year for the Partnership, and our accomplishments are highlighted in this annual report.

Together. Helping Iowans.



Jeff McClaran
Safeguard Iowa Partnership Chair



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



In an emergency, the affected communities must identify resources needed quickly, but often the necessary resources 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. Following a disaster, everyone wants to help, but often, they don't know how. The business resource registry allows businesses to make a real difference to people in communities impacted by disasters. The registry gives businesses a chance to:

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

- Help protect Iowa communities.
- Build mutually beneficial relationships with other organizations, both for profit and nonprofit.
- Develop working relationships with government agencies.
- Prepare businesses for emergencies.

2011-13 Strategic Objective: Populate the business resource registry with a minimum of 25 key resource contacts.

2011 Status Report: in progress

- Finalized the registry documentation including the frequently asked questions and online registration process.
- Distributed to private-sector Safeguard Iowa partners an online survey requesting feedback about participating in the business resource registry.
- Received submission of 18 key resource contacts.
- Reviewed the FEMA Region VII business resource registry pilot program to ensure connectivity with the efforts underway in Iowa.
- Monitored national activities surrounding the business resource registry.
- Completed a Strengths-Weaknesses-Opportunities-Threat analysis on the business resource registry.

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 and with the most resources available. 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. The performance of emergency management is increasingly a result of successful collaboration among public and private partners.

2011-13 Strategic Objective #1: Implement a **functional communication system** to distribute disaster preparedness, response and recovery related information to a minimum of 150 businesses and to ensure coverage in each of the six Iowa Emergency Management Association districts.

2011 status report: in progress

- Over 170 organizations are partners of Safeguard Iowa.
- The current membership includes: 27 association partners, 27 nonprofit partners, 194 public partners and 135 private partners.

2011-13 Strategic Objective #2: Develop and implement a plan and procedures for information sharing between critical infrastructure and key resources and the State of Iowa Intelligence Fusion Center.

2011 status report: in progress

- Distributed situational awareness material provided by the State of Iowa Intelligence Fusion Center to partners throughout the year.
- Launched the pilot of the HSIN-CS Iowa Portal to be used to share information between critical infrastructure and key resources and the State of Iowa Intelligence Fusion Center.
- Hosted a webinar to provide situational awareness on the 10-year anniversary of 9/11.

2011-13 Strategic Objective #3: Expand the **Safeguard Iowa Partnership Emergency Operations Center** liaison program into each of the six Iowa Emergency Management Association districts.

2011 status report: in progress

- SIP-EOC liaison program partnered with Polk, Johnson and Linn counties, covering two of six regions.

continued communication and coordination on next page



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- Approved five new SIP-EOC liaison applicants bringing the total number of liaisons to 18.
- Coordinated efforts to engage liaisons from the Cedar Rapids Area Chamber of Commerce and the Iowa City Area Chamber of Commerce.
- Activated the SIP-EOC liaisons to assist Benton county emergency management after the July derecho storms.
- Attended State Emergency Operations Center Missouri River Flooding briefings and distributed situational reports.
- Updated the Iowa Emergency Management Association executive committee on the liaison program and goal to expand to additional county emergency operations center.
- Provided an overview of the liaison program at the Region 2 Emergency Management coordinators meeting to discuss opportunities to engage counties in the region.
- Conducted annual training for the SIP-EOC liaisons.
- SIP-EOC liaisons participated in a three-day emergency operations center training sponsored by Polk County Emergency Management.

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 partners to identify areas of success and areas needing improvement.

2011-13 Strategic Objective #1: Complete at least four **training opportunities** per year.

2011 status report: completed

- Distributed over 290 training opportunities.
- Hosted following webinars for public and private partners across Iowa:
 - o 2011 Spring Flood Predictions
 - o What is a Tabletop Discussion Exercise?
 - o What is a Functional Exercise?
 - o What is a Full-scale Exercise?

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- Co-hosted the Cedar Rapids Area Chamber of Commerce Business Success Program's two sessions of, "Preparing for the Unthinkable – Disaster Preparedness" seminars.
- Launched the pilot of the Safeguard Iowa Partnership mentor program in coordination with the Cedar Rapids Area Chamber of Commerce Business Success Initiative.
- Recruited 33 businesses and 10 mentors to participate in the pilot mentor program.
- Participated on the 8th Annual Governor's Conference on Homeland Security planning committee.
- Participated as a member of National Preparedness Month.
- Created and launched the 20 Weeks to Preparedness – a personal emergency preparedness program to increase individual and family preparedness within our community.
- Hosted the first annual Prepare Fair in Des Moines.

*2011-13 Strategic Objective #2: Complete at least one **exercise** per year.*

2011 status report: completed

- Participated in the March-ing Warrior Exercise hosted by the Iowa Department of Public Health.
- Collaborated with the Cedar Rapids Area Chamber of Commerce and Linn County Emergency Management on a plan to integrate the private businesses and industry into the Duane Arnold Exercise Program.
 - o On March 29, Safeguard Iowa and the Cedar Rapids Area Chamber of Commerce participated in a Linn County exercise to identify opportunities for improvement of the private-sector liaison program within Linn County emergency operations center.
 - o On May 10, ten businesses were invited to observe the Duane Arnold Energy Center exercise. The observers provided feedback to improve the program going forward.
- Observed the newly established private-sector liaison position within FEMA Region VII regional response coordination center for the National Level Exercise 2011.
- Participated in the National Disaster Management System exercise held in conjunction with National Level Exercise 2011 in Polk and Johnson counties.
- Participated in the National Donations Management System Exercise as a member of the Iowa Volunteer and Donations Management Team.
- Participated in a simulation exercise sponsored by the Wells Fargo Enterprise Incident Management.

partnership development and outreach



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

2011-13 Strategic Objective #1: Increase business and government involvement in disaster preparedness initiatives through 80% retention of current Safeguard Iowa partners and 25% participation of representatives in Safeguard Iowa initiative teams and activities.

2011 status report: completed

- Retained 100% of 2010 Safeguard Iowa partners.
- Engaged more than 25% of representatives in the Safeguard Iowa initiative teams and activities.

2011-13 Strategic Objective #2: Increase business and government involvement in disaster preparedness initiatives by increasing the number of Safeguard Iowa partners by 30%.

2011 status report: completed

- Since January 1, 2011, 76 new public, private, nonprofit or association individual partners have joined the Partnership.

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.

2011-13 Strategic Objective: Expand **business and government** awareness of Safeguard Iowa disaster preparedness initiatives through issuing four quarterly publications and an annual report to current and prospective partners, making at least 12 presentations to organizations annually, and issuing press releases prior to each scheduled event.

2011 status report: completed

- Presented and participated in the following events:
 - West Des Moines Kiwanis
 - Iowa Contingency Planners quarterly meetings
 - Omaha Critical Infrastructure and Key Resources Committee
 - U.S. Chamber of Commerce: Databasing Public and Private Sector Resources of Goods and Services to Aid Emergency Response and Recovery: Advancing the State of the Art
 - Nebraska Meta-Leadership
 - Regional Consortium Coordinating Council
 - Federal Home Loan Bank of Des Moines Business Continuity Workshop
 - National Association of Development Organizations Innovative Approaches to Disaster Recovery
 - West Virginia Department of Military Affairs and Public Safety
 - Iowa Environmental Laboratory Response Network Summit
 - Building Resilience through Public-Private Partnerships Conference
 - Hills Bank and Trust Business Continuity Training
 - Wellmark Safety Fair
 - Iowa Regional Councils of Government
 - Fostering Cooperation with Local, State, Regional and Federal Public-Private Sector Initiatives
- Press Releases:
 - 2011 Prepare Fair
 - Missouri River Business Damage Survey
- Social Media:
 - Twitter followers: 458
 - Facebook friends: 85

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

2011-13 Strategic Objective #1: Recruit at least three partner companies or ten volunteers from Linn County for the Safeguard Iowa Partnership Emergency Operations Center (SIP-EOC) liaison program.

2011 status report: in progress

- Recruited two SIP-EOC liaisons.

2011-13 Strategic Objective #2: Formalize the SIP-EOC liaison program in Johnson County with at least one partner company providing volunteers and completing the training.

2011 status report: in progress

- Recruited one partner for the SIP-EOC liaison program.

2011-13 Strategic Objective #3: Provide at least five critical resources for the business resource registry.

2011 status report: in progress

- One business has been recruited for the registry.

2011-13 Strategic Objective #4: Participate in at least two exercises.

2011 status report: completed

- Participated in the March 29 Duane Arnold Exercise in Linn County.
- Participated in the May 10 Duane Arnold Exercise in Linn and Johnson counties.
- Participated in the May 19 National Disaster Medical System Exercise in Johnson County.

2011-13 Strategic Objective #5: Recruit a minimum of five small businesses to participate in the business mentoring program.

2011 status report: completed

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

- Co-hosted with the Cedar Rapids Area Chamber of Commerce Business Success Program two sessions of “Preparing for the Unthinkable – Disaster Preparedness” seminars on June 14 in Cedar Rapids.
- Recruited 33 businesses and 10 mentors to participate in the pilot of the mentor program.

2011-13 Strategic Objective #6: Increase membership by 10% in the Cedar Rapids-Iowa City Corridor Chapter.

2011 status report: in progress

- Recruited six new partners to Safeguard Iowa Partnership.
- Met with the Iowa City Chamber of Commerce and Cedar Rapids Area Chamber of Commerce to assist with outreach and awareness.

central iowa chapter accomplishments

2011-13 Strategic Objective #1: Identify a minimum of five businesses to register in the business resource registry.

2011 status report: completed

- Recruited seven businesses for the registry.

2011-13 Strategic Objective #2: Recruit a minimum of three new SIP-EOC liaisons from the Central Iowa Chapter.

2011 status report: completed

- Recruited three partners.

2011-13 Strategic Objective #3: Identify a minimum of one exercise for the chapter to participate in.

2011 status report: Completed

- Participated in the Polk County Emergency Operations and Planning training.
- Participated in the National Disaster Management System exercise held in conjunction with National Level Exercise 2011 in Polk and Johnson counties.

2011-13 Strategic Objective #4: Host a minimum of four chapter meetings with trainings/discussion on a specific topic.

2011 status report: in progress

- Hosted chapter meeting at Wells Fargo in West Des Moines on February 10 with a discussion on incident command.
- Hosted chapter meeting at Polk County Emergency Operations Center on April 14 with a discussion on hydrology/weather events.
- Hosted chapter meeting at Wellmark Blue Cross Blue Shield on August 11 with discussion on the Des Moines River Regulated Flow Frequency Study.
- Hosted the first annual Prepare Fair with over 30 exhibitors.

2011-13 Strategic Objective #5: Recruit 10 new partners to participate in the chapter.

2011 status report: in progress

- Recruited 7 new partners.

2011 disaster response and recovery efforts



Over the last four years, Iowans have fought historic floods impacting hundreds of communities, individuals and families, public infrastructure and businesses. 2011 has been no different. Iowans along with our neighboring states of South Dakota, Nebraska and Missouri began the fight against the Missouri River in May and continued through September. Now they work to recover from a disaster unlike any our state has seen. According to the National Weather Service in the second half of the month of May 2011, almost a year's worth of rain fell over the Missouri River basin. Extremely heavy rainfall, in conjunction with an estimated 22 percent of normal snowpack in the Rocky Mountains, created the exact ingredients for a devastating disaster.

Based on lessons learned of the past, the response partners executed new strategies to share information between public and private partners. The Threat Information and Infrastructure Protection Program pulled together a critical infrastructure workgroup with public and private critical infrastructure owners and operators to address infrastructure impacts along the Missouri River. The partners were able to address issues early, preventing further damage or significant disruptions.

The Missouri River flooding presented a different scenario and challenge for the local communities as the flood, rather than being a short-term event, lasted over three months. The state emergency operations center used technology to share information between the local communities and the state agency response partners, including Safeguard Iowa. This allowed state agency response partners to continue to assist in the response to the flood but also maintain their normal duties. The use of briefings, WebEOC and distribution of situation reports kept the partners informed and engaged in the flood fight. Safeguard Iowa shared information about the local and state resources through a dedicated website page and distributed the daily situation reports in order to keep partners informed of the situation.

With any disaster of this magnitude, the state of Iowa requested a Presidential declaration, including public assistance to assist in repairing significant damage to the public infrastructure and individual assistance for individual homeowners and businesses. In order to truly understand and appreciate the impacts to a community following a disaster, we must step back and look at the community as a whole. This includes understanding the impacts to individual homeowners, the public infrastructure and the business community. If any one of the three fails, the other two will soon fail. To assist with understanding the impact to the business community, Safeguard Iowa launched a survey for the businesses to share their stories, data and impacts. The survey data was incorporated into the response to FEMA for individual assistance to reinforce the impacts to the community as a whole.

As the communities move forward with recovering from the Missouri River flooding, the Governor's office has created the Missouri River Flood Recovery Coordination Task Force. The task force is responsible for coordinating the recovery efforts from the state level and will work closely with impacted communities. Recovery from the Missouri River flooding will take a partnership of public, private, nonprofit and community organizations from across the region. Safeguard Iowa will continue to support the recovery efforts through coordination, collaboration and communication between and among our partners.

Together. Helping Iowans.

partners

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



103rd Expeditionary Sustainment Command
U.S. Army Reserve

3M

A&M Industrial Supply

ACES/AMT2

Adair County Emergency Management

ADP

AEGON USA

Alegent Health at Home

Alliant Energy

Allied-Nationwide Insurance

American Red Cross

Ankeny Fire Department

Archer Daniels Midland

ASIS International – Central Iowa Chapter

ASIS International – Eastern Iowa Chapter

Assurant

Aviva USA

Best Buy Council Bluffs

Blackwatch Investigations

BOMA Iowa

Calhoun County Public Health

Carroll County Emergency Management

CDS Global

Cedar County Public Health

Cedar Rapids Area Chamber of Commerce

Center for Siouxland

CenturyLink

Cerro Gordo County Department of Public Health

Chamness Technology

City of Ottumwa Health Department

Clayton County Visiting Nursing Agency

Clinton County Emergency Management

Community Action Agency of Eastern Iowa

Community Action Agency of Siouxland
Community Health Partners

Conley Group

Contemporary Services Corporation

Continental Western Group

Continuity Tech

Control Installations of Iowa

Council Bluffs Area Chamber of Commerce

Crossroads Village

CUNA Mutual Group

Dallas County Emergency Management

Deere & Company

Des Moines County Emergency Management

Des Moines County Public Health

Des Moines Public Schools

Des Moines University

Elder Services

Employers Mutual Casualty Company

EMS Innovations

FCFH-Iowa

FDI Consulting

Federal Home Loan Bank of Des Moines

FEMA Region VII

Floyd County Emergency Management

Flynn Wright

Food Bank of Siouxland

Genesis Development

Grand View University

GrapeTree Medical Staffing

GreatAmerica Leasing Corporation

Greater Des Moines Partnership

GuideOne Insurance

Haven Protection

Hills Bank and Trust



HNI Corporation

Hy-Vee

InfoBunker

Information Systems Audit and Control Association
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 Speedway

Iowa State University

Iowa State University Extension CIRAS
Iowa/Nebraska Primary Care Association
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 Center Region 1

LEIN/Fusion Center Region 3

LEIN/Fusion Center Region 5

LifeServe Blood Center

Linn County Emergency Management Agency

Linn County Public Health

Long Lines

Madison County Emergency Management

Mahaska County Emergency Management

Marion County Emergency Management

Marsh

Merchants Bonding Company

Mercy Cedar Rapids

Mercy Health Network

Merit Resources

MidAmerican Energy Company

Midwest Computer Forensic Lab

MidwestOne Bank

Mills County Public Health

Mississippi Valley Regional Blood Center

Morningside College

National Weather Service

NPI Security Services

Optimae Life Services

Orthopaedic Outpatient Surgery Center

Osceola Community Hospital

Pella Corporation

Pheasant Creek Enterprises

Pioneer Hi-Bred International

PODS on Demand

Polk County Emergency Management

Polk County Health Department

Pottawattamie County Emergency Management

Principal Financial Group

Quaker Foods-Pepsico

Region One Homeland Security Board

Rockwell Collins, Inc.

Ruan Companies

Ryan Companies

School Administrators of Iowa

Scott County Emergency Management

Scott County Health Department

Sears Holding Corporation

Sioux City Foundry Co.



Siouxland District Health Department
Southern Iowa Councils of Government
Sysco Iowa
The Weitz Company
Transportation Management Association
Turtle & Hughes
U.S. Army Corps of Engineers, Rock Island
U.S. Attorney General's Office, Southern District of Iowa
U.S. Department of Agriculture Rural Development
U.S. Department of Homeland Security
U.S. Department of Transportation Federal Highway Administration
U.S. Small Business Administration
U.S. Department of Agriculture
United Way of Johnson County
United Way of the Midlands/211

University of Iowa
University of Iowa Foundation
University of Iowa Hospitals and Clinics
University of Northern Iowa
U.S. Cellular
Vermeer Corporation
Walmart Stores
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 Community College Southwest Small Business Development Center
Western Iowa Technical Community College
Wright County Health Department

2010 leadership

officers and executive committee

Chair and Vice Chair – Jeff McClaran, Wells Fargo & Co.
Secretary/Treasurer – A.J. Mumm, Polk County Emergency Management Agency
Past Chair – Anne Strellner, Iowa Health System

board of directors

Elliott Smith, Iowa Business Council
Denny Coon, Scott County Health Department
Francisco Molina, AEGON USA
Mike Goldberg, Linn County Emergency Management Agency
Joe Raso, Iowa City Area Development Group
Peter Grandgeorge, MidAmerican Energy Company
Dave Bogle, Principal Financial Group
Jim Saunders, Iowa Department of Public Safety



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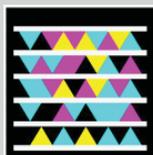
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