

Fifth Annual Building Resilience through Public-Private Partnerships Conference

The Way Forward

**Hilton New Orleans Riverside Hotel
2 Poydras St, New Orleans, LA 70130**

**Thursday, December 10, 2015
8:00 a.m. – 5:00 p.m.**

All sessions in the Jefferson Ballroom unless otherwise noted

- 8:00 a.m. – 9:00 a.m. **Registration / Networking / Partnership Showcase**
- 9:00 a.m. – 9:10 a.m. **Welcome**
- *Joshua Batkin, Director of External Affairs, Federal Emergency Management Agency (FEMA)*
- 9:10 a.m. – 9:40 a.m. **Morning Keynote**
- *Richard Reed, Senior Vice President, Disaster Cycle Services, American Red Cross*
- 9:40 a.m. – 10:00 a.m. **Networking Break**
- 10:00 a.m. – 11:00 a.m. **Beyond Meetings and Newsletters: Innovative Practices to Engage Regional Resilience-Based Public Private Partnerships**
- This session invites audience members to explore the latest ideas in keeping public-private partnerships around the country actively engaged as they mature. Session participants will also discuss recent efforts to strengthen regional engagement between DHS and its private sector partners.
- Moderator:
- *Bob Kolasky, Deputy Assistant Secretary for Infrastructure Protection, U.S. Department of Homeland Security (DHS)*
- Panelists:
- *Lester Millet, III, President, Infragard Port of South Louisiana, Safety Agency Risk Manager / Facility Security Officers Workgroup Chairman*
 - *Dale Herzog, Director, Humanitarian Logistics, UPS Foundation*
 - *Akiko Otani, Managing Director, R3ADY Asia-Pacific*
 - *M. Richard DeVoe, Executive Director, South Carolina Sea Grant Consortium*
- 11:00 a.m. – 11:30 p.m. **Boxed Lunch Selection:** Sandwiches, chips, and beverages will be available for individual purchase outside the Jefferson Ballroom (plenary room.) Pre-orders available. Participants should be back in their seats by 11:30 a.m. for a working lunch panel discussion.

Fifth Annual Building Resilience through Public-Private Partnerships Conference

The Way Forward

11:30 a.m. – 12:30 p.m. **Perspectives on Community Resilience (Working Lunch)**

How do we develop sustainable community resilience? Resilient communities exhibit certain qualities that enable them to withstand, respond, and adapt more readily to shocks and stresses from all-hazards. This lunchtime chat will provide perspectives on the roles and expectations of different community segments – business & industry, non-governmental organizations, and government – to develop long-term resilience. It will also explore a common understanding of what constitutes a resilient community and how it can be achieved through a shared commitment.

Moderator:

- *Roy Wright, Deputy Associate Administrator for Insurance and Mitigation, FEMA*

Panelists:

- *Greg Grillo, Storm Incident Commander, Entergy Corporation*
- *Kay W. Wilkins, Chief Executive Officer, American Red Cross South Louisiana Region*
- *Barry Scanlon, co-founder, DCMC Partners*

12:30 p.m. – 12:50 p.m. **Networking Break**

12:50 p.m. – 1:50 p.m. **Executive Perspectives on Investing in Business Resilience**

How do we build the business case for business resilience and what does a resilient business model look like? What considerations do CEOs keep in mind when they analyze a company's risk and invest time and resources to address that risk? This plenary session will provide insight into the perspectives of business executives in regards to strategic decision making and resilience capacity building within the private sector.

Moderator:

- *Caitlin Durkovich, Assistant Secretary for Infrastructure Protection, Office of Infrastructure Protection, DHS*

Panelists:

- *Rick Murrell, Chief Executive Officer, Tropical Shipping*
- *Richard Zuschlag, Chairman & CEO, Acadian Companies*

1:50 p.m. – 2:10 p.m. **Networking Break**

Fifth Annual Building Resilience through Public-Private Partnerships Conference

The Way Forward

- 2:10 p.m. – 2:20 p.m. **Conference Keynote Introduction**
- *Kevin Davis, Director, Louisiana Governor’s Office of Homeland Security and Emergency Preparedness (GOHSEP)*

- 2:20 p.m. – 2:50 p.m. **Conference Keynote**
- *Craig Fugate, Administrator, FEMA*

- 2:50 p.m. – 4:20 p.m. **Disaster Collaboration Simulation TTX**
- This game-based session places you in the role of a business, non-profit, or government organization working to deliver critical commodities to a community immediately following a disruptive event. You’ll race against time to achieve your objectives, while confronting challenges common to disaster relief. Join in via your smart phone or tablet to receive an assignment that includes your goals and available resources. Data visualizations will show how well you performed, and the player driven hot-wash will explore strategies for addressing the real world gaps reflected in game-play.

Introduction (30 minutes):

- *Kathy Fulton, Executive Director, American Logistics Aid Network*

Disaster Collaboration Simulation Facilitators:

- *Cybersecurity – Dr. Jamison Day, Ecosify; Trent Thompson, NORAD and United States Northern Command (Melrose Room)*
- *Infrastructure/Resilience – Amb. (ret.) David Litt, Center for Stabilization and Economic Reconstruction; Kellie Bentz, Airbnb (Jasperwood Room)*
- *Information Sharing – Aaron Titus, VisionLink/Crisis Cleanup; Suzanne Bernier, SB Crisis Consulting (Rosedown Room)*
- *Non-traditional partners – Katherine Clements, National VOAD; Tom Serio, Verizon Wireless (Magnolia Room)*

- 4:20 p.m. – 4:30 p.m. **Networking Break – Return to Jefferson Ballroom**

Fifth Annual Building Resilience through Public-Private Partnerships Conference

The Way Forward

4:30 p.m. – 4:50 p.m.

Disaster Collaboration TTX Hotwash

This Wrap-Up Session brings back all participants from the Simulation TTX and provides the opportunity for audience members to discuss both challenges and solutions that had emerged during their respective exercises, as well as possible solutions for working through those challenges.

Moderator:

- *Kathy Fulton, Executive Director, American Logistics Aid Network*

4:50 p.m. – 5:00 p.m.

Day One Wrap Up

- *Rob Glenn, Director, FEMA Private Sector Division*

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The Way Forward

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8:30 a.m. – 8:35 a.m.

Welcome \ Action Planning Process

(Jefferson Ballroom)

- *Joshua Batkin, Director of External Affairs, FEMA*

8:35 a.m. – 9:30 a.m.

Harnessing Technology to Positively Disrupt the Status Quo

Over the last few years, the connection between Silicon Valley and Washington, DC is closer than ever as government and the tech sector are challenged with working together on some of the thorniest issues of the day - privacy, cyber-security, resilience, and procurement among the few. One of the clearest opportunities for collaboration is creating capabilities that can positively disrupt prevention, protection, response, and recovery activities in the whole community. This panel focusses on opportunities for government and the tech sector to work together in a new way that enable citizens and companies to react to crisis, before government, resulting in more resilient communities. Hear disruptive ways that tech can be constructive for community resilience.

Moderator:

- *Kellie Bentz, Global Disaster relief, AirBnB*

Panelists:

- *Tony Surma, Cloud Architect at Microsoft and Co-Founder Humanitarian Toolbox, Microsoft*
- *Breanna DiGiammarino, Senior Director of Generosity Outreach at Generosity by Indiegogo*
- *Sara Estes Cohen, Deputy Chief Information Officer, Information Technology and Innovation, City of New Orleans*
- *Ted Okada, Chief Technology Officer, FEMA*

9:30 a.m. – 10:30 a.m.

The Smart City of 2025: Innovations for a Resilient Future

By 2025 major cities will have the largest concentration of residents than ever before, which will put greater demand on critical infrastructure and other resources. Developing a sustainable city reaches beyond simply building an app. This panel will showcase best practices for creating resilient communities through the use of technological innovations.

Fifth Annual Building Resilience through Public-Private Partnerships Conference

The Way Forward

Moderator:

- *Brandon Wales, NPPD Office of Cyber and Infrastructure Analysis, DHS*

Panelists:

- *Dennis Rodriguez, Chief City Executive, LA/SF/SD, Center of Competence, Americas - Siemens Corporation*
- *Matt Frowert, Director, Marketing – Integrated Solutions, Government and Banking, Tyco*
- *Damaune Journey, Vice President of Security Solutions, ShotSpotter*
- *Zachary Williams, Director of Information Systems, Office of Emergency Management and Communications, City of Chicago*

10:30 a.m. – 10:45 a.m. **Networking Break – Move to Action Planning Breakout Sessions**

10:45 a.m. – 12:15 p.m. **Action Planning Breakouts**

These Action Sessions are designed to focus discussions on concrete tools and solutions to address four common challenges. Each breakout group is challenged to develop an Action Plan to resolve one of these issues, identifying actionable steps that participants can immediately implement within their own organizations. Each group will have the opportunity to present their findings to the conference at the wrap-up plenary session.

I. Common Goals to Enhance Information Sharing (Rosedown Room)

Information sharing is critical to ensuring effective coordination between the public and private sectors in support of disaster response and recovery operations. This Action Session will explore common concerns related to information sharing, as well as plans, procedures, and tools that you can use to develop a robust information sharing capability.

Challenge: Define a consistent, relevant, and timely Common Operating Picture that addresses cross-cutting needs; what would it look like, how would it be used, and what limiting factors need to be overcome?

Moderators:

- *Michael Dunaway, Director, National Incident Management Systems and Advance Technologies Institute (NIMSAT)*
- *Rob Glenn, Director, Private Sector Division, FEMA*

Fifth Annual Building Resilience through Public-Private Partnerships Conference

The Way Forward

Panelists:

- *Emily Lord, Executive Director, Healthcare Ready*
- *James Waldrop, Manager, Corporate Crisis & Emergency Operations, Sears Holdings Management Corporation*
- *Brian Baker, Chief of Staff, District of Columbia Homeland Security and Emergency Management Agency*
- *Rachael Tovey, Emergency Management Lead, Business Continuity and Emergency Management, Walgreens*
- *Ira Tannenbaum, Assistant Commissioner for Public/Private Initiatives, New York City Office of Emergency Management*

II. Addressing Cyber Threats Now and into the Future – (Melrose Room)

With cities, businesses, and citizens becoming increasingly reliant upon technology for day-to-day activities, the need to protect these systems becomes increasingly important. This Action Session will begin with highlighting the threats to cyber infrastructure and the repercussions of cyber-attacks on businesses, and will end with a discussion on how your organization can work actively and collaboratively with others to strengthen cybersecurity.

Challenge: What practices and strategies exist or can be created to support and strengthen any organization's cybersecurity resilience?

Moderator:

- *Jonathon Monken, Vice President of U.S. Operations, Electric Infrastructure Security (EIS) Council*

Panelists:

- *Larry Clinton, President and CEO, Internet Security Alliance*
- *Mark Weatherford, Senior Vice President and Chief Cybersecurity Strategist, vArmour*
- *Rick Harris, Policy, Plans and Strategy, Office of Cybersecurity and Communications, DHS*

III. Breaking the Mold with Non-Traditional Partners – (Magnolia Room)

As wellsprings of innovation, both academia and philanthropy can provide tremendous benefits to recovery operations. This facilitated action session will explore the roles that non-traditional partners can play in supporting, informing, and enhancing emergency management practices and how they can better be integrated into the emergency management process to truly tap the full strength of the whole community.

Challenge: Corporate Social Responsibility, local partners, and the whole community; what are the gaps and how do we fill them?

Fifth Annual Building Resilience through Public-Private Partnerships Conference

The Way Forward

Facilitators:

- *José Raúl Perales, Assistant Secretary for the Private Sector, DHS*
- *Tom Serio, Manager, Business Continuity/Disaster Recovery, Verizon Wireless*

IV. Building a More Resilient Community to Meet New and Evolving Risks – (Jasperwood Room)

Major recovery projects can offer a “clean slate” opportunity for communities to build back better and stronger. Infrastructure in particular offers an exciting focal point for introducing new technology and building more interconnected systems—especially as cities around the country adopt a “smart city” approach. We should consider resilience as part of the design process, including incorporating cybersecurity and physical resilience into the infrastructure that supports communities. The session will discuss the concept of designing resilience into infrastructure its importance in the context of changing risks.

Challenge: What are the impediments to building resilience into the design and development of our infrastructure over the next 50 years?

Moderator:

- *Steven Nider, Senior Advisor, Office of Infrastructure Protection, DHS*

Panelists:

- *Charles Rath, President & CEO, Resilient Solutions 21 (RS21)*
- *Bryan C. Lee, Jr. Vice-President National Association of Minority Architects- Louisiana Chapter*
- *Josh Sawislak, Director of Global Resilience, American Institute of Certified Planners (AICP)*

12:15 p.m. – 12:30 p.m. **Networking Break**

12:30 p.m. – 12:45 p.m. **Action Planning Brief-Outs – Conference Summary/Next Steps**
This Wrap-Up Session brings back all individuals from the Applied Workshops and provides the opportunity for audience members to discuss actionable solutions generated by their respective groups. Applied Workshop moderators will provide brief-outs on Key Action Steps and Identify a Lead to follow up throughout the year and brief out at next year’s conference. ***(One concrete action will be presented from each session.)***

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- *Jonathon Monken, Vice President of U.S. Operations, Electric Infrastructure Security (EIS) Council*
- *Michael Dunaway, Director, National Incident Management Systems and Advance Technologies Institute (NIMSAT)*
- *Steven Nider, Senior Advisor, Office of Infrastructure Protection, DHS*

12:45 p.m. – 12:50 p.m. **Thank You from FEMA**

- *Joshua Batkin, Director of External Affairs, FEMA*

12:50 p.m. – 1:00 p.m. **Closing Remarks – 2016 Conference Preview**

- *Randel Zeller, Director, J9 Interagency Directorate, NORAD and United States Northern Command*