



Together. Helping Iowans.

2009 Annual Report



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Executive Summary

During the challenging economic times, it is critical to help businesses and communities prepare to survive and thrive through natural and man-made disasters. That resiliency results in jobs being retained, products and services being ordered and used, taxes being paid and local and state economic viability being maintained. As we learned during the floods and tornadoes of 2008, every business, nonprofit association, educational institution and government entity has a stake in each others' resilience. The collaboration between business and government becomes even more important during an economic crisis because we all are trying to do more with less.

The Safeguard Iowa Partnership remains vital and strong. We continue to experience growth with approximately 160 private businesses, associations, nonprofit organizations and public agencies working 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.

Safeguard Iowa's five statewide initiative teams are making significant progress on high-level initiatives. Three major initiatives completed are: 1) The development and pilot of the business resource registry; 2) Training of Partnership liaisons to serve in the State Emergency Operations Center; and 3) Participation in the Vigilant Guard emergency response exercise. Three chapters are expanding the Partnership in local communities. In addition, the Partnership's Operating Council and Board of Directors meet quarterly to share information, report on progress and conduct official business.

There are a number of milestones for Safeguard Iowa Partnership in 2009, including successful transition from the Business Executives for National Security to a stand-alone 501(c)(3) nonprofit corporation, approval of tax exemption status from the Internal Revenue Service and the implementation of the financial sustainability plan.

2009 was a year of progress, and appears to be the starting point of lifting the Partnership to a higher level of building safer, more resilient communities through public-private partnerships. We look forward to a promising future, both in the near and long terms.
Together. Helping Iowans.



Sally Sonnenburg
Safeguard Iowa Partnership Chair



Jami S. Haberl, MPH, MHA
Executive Director

Mission, Vision, Strategy and Initiatives

Mission

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

Our Vision

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

Strategy

- Foster relationships between public and private entities to achieve collaborative results.
- Facilitate and improve communication among public and private entities.
- Ensure effective resource management.
- Provide education and development opportunities in support of our mission.

High-level Initiatives

- Implement resource registry in a pilot area and expand after it is functional.
- Recruit and train Safeguard Iowa Partnership representatives for the state emergency operations center seat.
- Ensure comprehensive, effective and tested communication system.
- Conduct exercises that validate the functionality of Safeguard Iowa Partnership.
- Develop and implement an education plan for Safeguard Iowa Partnership members and non-members.
- Implement a funding strategy for Safeguard Iowa Partnership.
- Develop and implement a marketing and recruiting plan for Safeguard Iowa Partnership.

Resources and Preparedness

Disasters nationwide 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 2009, the Resources and Preparedness Initiative Team focused on a high-level initiative to:

Implement the business resource registry in a pilot area and expand the registry after it is functional.

The goal is to develop a secure Web-based catalog of the private-sector resources that businesses may agree to make available to emergency management officials, on either a voluntary or paid basis, in the event of a disaster. The resource registry will allow businesses to help maintain continuity of community and ensure a viable and secure future for our region.

The Resources and Preparedness Initiative Team 2009 accomplishments include:

- Developed and programmed the online platform for the online business resource registry on WebEOC.
- Developed a user manual with policies and procedures for authorized users of the registry, including but not limited to county emergency management, businesses and state emergency management officials.
- Developed training materials and educational offerings to increase awareness and use of the registry.
- Piloted the business resource registry in the Cedar Rapids – Iowa City chapters.

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.

In 2009, the Communication and Coordination Initiative Team identified high-level initiatives to:

Recruit and train Safeguard Iowa Partnership representatives for the State Emergency Operations Center seat; and to develop and implement a comprehensive, effective and tested communication system.

To ensure the continuation of community activities, including the restoration of critical infrastructure services, the State Emergency Operations Center now includes representation from the private sector through Safeguard Iowa Partnership. The private-sector participation at the State Emergency Operations Center supports the state's ability to respond to disasters by facilitating voluntary collaboration and information sharing among the public and private sectors.

The Communication and Coordination Initiative Team 2009 accomplishments include:

- Established Safeguard Iowa Partnership seats at the State Emergency Operations Center and Iowa Department of Public Health Emergency Coordination Center.
- Developed an application and policy for vetting Safeguard Iowa Partnership liaison applicants for the seat at the State Emergency Operations Center.
- Created the Safeguard Iowa Partnership Emergency Operations Center Liaison User Manual including policies and procedures.
- Completed training for 14 Safeguard Iowa Partnership liaisons that have volunteered to serve in the State Emergency Operations Center or Emergency Coordination Center.
- Obtained access to the State of Iowa alert and notification system – Iowa Health Alert Network.
- Implemented Safeguard Iowa Partnership portal on the Homeland Security Information Network for collaboration and sharing of information. Over 160 public and private partners have access to the Homeland Security Information Network-Safeguard Iowa Partnership portal.

Education and Exercises

Education and training enhance the efforts of public/private partnerships to develop plans and 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 2009, the Education and Exercises Initiative Team identified a high-level initiative to:

Develop and implement an education plan for Safeguard Iowa Partnership members and non-members.

The Education and Exercises Initiative Team 2009 accomplishments include:

- Participated in the design and execution of the military-sponsored Vigilant Guard emergency response exercise.
- Implemented private-sector logistics assistance with distribution of the Pandemic Influenza Stockpile of the novel influenza A – commonly referred to as the H1N1 virus – vaccine supplies.
- Trained and exercised private- and public-sector representatives for the Iowa Department of Public Health's Logistic Support Response Team in setting up a mobile health care facility.
- Established a work group to develop a statewide training plan for business continuity for small, medium and large businesses to build on the business continuity training provided in 2008 to more than 200 public and private participants.
- Developed a private-sector track at the 6th Annual Governor's Conference on Homeland Security.
- Distributed more than 20,000 Protect Iowa Health guides in 2008-2009.

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. In 2009, the Partnership Development and Outreach Initiative Team identified a high-level initiative to:

Implement a funding strategy for Safeguard Iowa Partnership.

On July 25, 2008, Safeguard Iowa Partnership became an Iowa nonprofit corporation and received approval for tax exemption Feb. 18, 2009, from the Internal Revenue Service. Safeguard Iowa successfully separated from the Business Executives for National Security in April 2009.

The Partnership Development and Outreach Initiative Team 2009 accomplishments include:

- Implemented a long-term financial sustainability plan.
- Applied for foundation grants and held the first Safeguard Iowa fundraising event, a golf outing.
- Identified and recruited organizations to join the Partnership, including small-to-large businesses, key associations, nonprofit groups and public agencies.
- Increased public- and private-partner participation 33 percent over 2008.
- Implemented Safeguard Iowa Partnership chapter guidelines.
- Implemented Safeguard Iowa Partnership chapters in the northwest, central and east-central regions of the state.
- 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 and the Lt. Governor's Homeland Security Executive Group.
- Participated in national dialogue on best practices for public-private partnerships.
 - Critical Infrastructure and Key Resources Capabilities for Fusion Centers Workshop, Phoenix, AZ (May 2009)
 - FEMA External Affairs Conference, Broomfield, CO (June 2009)
 - Region VII Local Emergency Planning Conference, Kansas City, MO (August 2009)
 - National Research Council Workshop on Private-Public Sector Collaboration to Enhance Community Disaster Resiliency, Arlington, VA (September 2009)
 - National Governor's Association Public Health Preparedness and Private Sector Round Table, Annapolis, MD (October 2009)
 - Institute of Medicine Forum on Medical and Public Health Preparedness for Catastrophic Events – *Preparedness Response Capabilities in the National Health Security Strategy*, Washington, DC (October 2009)

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's 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. In 2009, The Partnership Marketing and Public Awareness identified a high-level initiative to:

Develop and implement a marketing plan for Safeguard Iowa Partnership.

A team of public relations, marketing and public information officers collaborated to develop a brand for Safeguard Iowa Partnership. The 2009 accomplishments include:

- Developed Safeguard Iowa Partnership communications and marketing materials, including a newly designed Web site (www.safeguardiowa.org), brochure, twitter account and recruitment packet.
- Developed messages for partners to use in organizational newsletters to increase awareness of the benefits and accomplishments of Safeguard Iowa Partnership.
- Promoted Safeguard Iowa Partnership events and activities to member of the news media, elected officials and key stakeholders.

Chapters

Recognizing that disasters strike at the local level, Safeguard Iowa Partnership has engaged businesses, associations and local government by establishing chapters. The goal is to expand Safeguard Iowa Partnership across the state into the local communities by establishing chapters. 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.

In 2009, three chapters were established:

- Central Iowa Chapter
- Northwest Iowa Chapter
- Cedar Rapids-Iowa City Chapter

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.

2009 Disaster Response and Recovery Efforts

The recent novel influenza A – commonly referred to as the H1N1 virus – outbreak demonstrated how rapidly a new strain of flu can emerge and spread around the world. The sudden outbreak of the H1N1 virus has tested the world’s public health system preparedness. The outbreak provided a real-world test that showed the strengths and vulnerabilities in the abilities of the United States and the rest of the world to respond to a major infectious disease outbreak. The outbreak tested the plans developed by the private sector bringing to light the challenges of public health.

Safeguard Iowa Partnership was activated to the Iowa Department of Public Health’s internal emergency coordination center April 30, 2009. Although there were no confirmed cases in Iowa on April 30, the state had been working diligently to activate plans developed for a potential pandemic. Safeguard Iowa provided daily information sharing reports to the partners via e-mail and posting to the Homeland Security Information Network-Safeguard Iowa Partnership portal. More than 150 documents were posted to the portal in 10 days, demonstrating the massive amount of information about the evolving virus. Safeguard Iowa representatives worked closely with the Iowa Department of Public Health to create business specific information based on the current situation in Iowa, assisted businesses with addressing their questions and concerns – especially related to employee health concerns – and provided guidance on travel restrictions for Iowa businesses with international operations. The public-private collaboration proved to be a success with updates and modifications to the policies and procedures based on lessons learned during the 2008 floods and Parkersburg tornado.

Safeguard Iowa gathered information from partners by survey and group discussion. The survey and discussion included private- and public-sector partners from across Iowa. The Safeguard Iowa Partnership After-Action Report will be published at www.safeguardiowa.org under resources.

As we move into the fall and winter months, Safeguard Iowa continues to work with partners to prepare for the re-emergence of the novel influenza A (H1N1) into our communities. The Partnership’s ongoing activities include weekly updates on new guidance and available tools, reports and training opportunities. Safeguard Iowa coordinated with the Iowa Department of Public Health to launch the business planning guidance for pandemic influenza and a series of webcasts targeted for business. Employers play a key role in protecting employees’ health and safety, as well as limiting the negative impact of influenza outbreaks on the individual, the community and the nation’s economy. Safeguard Iowa will continue to assist with the coordination of information between government and the business community.



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Partners

The Partnership has grown substantially since it was launched in 2007. The Safeguard Iowa founding partners are shown in bold. Members include:

- 3M
- ACES
- AEGON USA
- Alliant Energy**
- AlliedBarton Security Services
- Allied-Nationwide Insurance**
- American Home Shield
- American Red Cross
- American Security and Investigations/Marsden Building Services
- Ankeny Fire Department
- ASIS International – Central Iowa Chapter
- ASIS International – Eastern Iowa Chapter
- Assurant
- Aviva USA
- Bank of America
- Bankers Trust – Cedar Rapids
- BOMA Iowa
- Buchanan County Public Health Department
- Cargill, Inc.
- CDS Global
- Center for Siouxland
- Central Community Hospital
- City of Des Moines
- City of Pella
- City of Rolfe
- Community Action Agency of Siouxland
- Conley Group, Inc.
- Contemporary Services Corporation
- Continental Western Group
- Control Installations of Iowa, Inc.
- CUNA Mutual Group
- Dallas County Emergency Management
- DavenportOne
- Deere & Company**
- Des Moines County Emergency Management
- Des Moines Police Department
- Des Moines Public Schools
- Des Moines University
- Dickinson County Emergency Management
- EFCO Corporation
- Employers Mutual Casualty Company
- Federal Home Loan Bank of Des Moines
- FEMA Region VII
- Flynn Wright
- Food Bank of Siouxland
- Genesis Medical Center
- Gentiva
- Global Spectrum
- Grand View University
- GreatAmerica Leasing Corporation
- GuideOne Insurance
- HNI Corporation**
- Hy-Vee, Inc.**
- InfoBunker, LLC
- Iowa Association of Business and Industry
- Iowa Association of Community College Trustees
- Iowa Association of Electric Cooperatives
- Iowa Association of Independent Colleges and Universities
- Iowa Association of School Boards
- Iowa Bankers Association**
- Iowa Business Council**
- Iowa Contingency Planners
- Iowa Credit Union League
- Iowa Department of Agriculture and Land Stewardship
- Iowa Department of Economic Development
- 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**
- St. Luke’s Hospital
- Iowa Health – Des Moines
- St. Luke’s Regional Medical Center
- Iowa Homeland Security and Emergency Management Division**
- Iowa InfraGard
- Iowa National Guard
- Iowa/Nebraska Primary Care Association
- Iowa State University**
- Iowa Telecom
- ITAGroup, Inc.
- ITS Inc./SHAZAM Network
- Johnson County Emergency Management
- Johnson County Public Health
- Kirkwood Community College
- Lee County Emergency Management
- LEIN/Fusion Region 1
- LEIN/Fusion Region 5
- Linn County Emergency Management Agency

Partners (continued)

Linn County Public Health
Long Lines, LLC
Marion County Emergency Management
Marshall County Emergency Management
Mercy Health Network
 Mercy Medical Center – Clinton
 Mercy Medical Center – Des Moines
Mercy Medical Center – Cedar Rapids
Meredith Corporation
Merit Resources
MidAmerican Energy Company
Mississippi Valley Regional Blood Center
Mitel DataNet
Morningside College
National Weather Service
Novartis Animal Health, US, Inc.
NPI Security Services
PAETEC
Palo Alto County Emergency Management
Pella Corporation
Pella Police Department
Per Mar Security Services
Pioneer Hi-Bred International, Inc.
Pleasantville Chamber of Commerce
Plymouth County Emergency Management
Polk County Emergency Management
Polk County Health Department
Polk County Sheriff's Office
Portable On Demand Storage (PODS)
Principal Financial Group
Quaker Foods – PepsiCo
Qwest
Rebuild Iowa Office
Region One Homeland Security Board
ResCare, Inc.
Rockwell Collins, Inc.

Ruan Transportation Management System
School Administrators of Iowa
Scott County Emergency Management
Scott County Health Department
Scott County Sheriff's Office
Sioux City Fire
Sioux City Foundry
Siouxland District Health Department
Siouxland Interstate Metropolitan Planning Council
Story County Emergency Management
Summit Sales & Marketing, Ltd.
Terra Industries
The Blood Center of Central Iowa
The Members Group
The Weitz Company
Transportation Management Association
Turtle & Hughes, Inc.
United Equipment Accessories, Inc.
University Hygienic Laboratory
University of Iowa
University of Iowa Hospitals and Clinics
University of Northern Iowa
Upper Midwest Center for Public Health Preparedness
U.S. Attorney's Office, Southern District of Iowa
U.S. Department of Homeland Security
U.S. Security Associates
U.S. Small Business Administration
Vermeer Corporation
Wal-Mart Stores, Inc.
Waverly Health Center
Webster County Emergency Management
Wellmark Blue Cross Blue Shield of Iowa
Wells Fargo & Company
Western Iowa Technical Community College
Woodbury County Amateur Radio Emergency Services
Woodbury County Emergency Management

2009 Leadership

Officers and Executive Committee

Chair – Sally Sonnenburg, MidAmerican Energy Company

Vice Chair – Anne Strellner, Iowa Health System

Secretary/Treasurer – Mary Jones, Iowa Department of Public Health

Past Chair – Sandy Cowie, Principal Financial Group

Board of Directors

Rebecca Curtiss, Iowa Department of Public Health

Jennifer Dane, Iowa Department of Public Health Region 1

Joyce Flinn, Iowa Homeland Security and Emergency Management

Deb Hale, Long Lines

Jeff McClaran, Wells Fargo & Co.

Clint Meadows, LEIN/Fusion Region 1

David Miller, Iowa Homeland Security and Emergency Management

Francisco Molina, AEGON

John Neldeberg, Wells Fargo & Co.

Elliott Smith, Iowa Business Council

Russ Porter, Iowa Department of Public Safety

Allan Urlis, Iowa Association of Electric Cooperatives

Rick Werth, Wellmark Blue Cross Blue Shield of Iowa



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SAFEGUARD

IOWA

PARTNERSHIP