



Together. Helping Iowans.

2008 Annual Report



SAFEGUARD
IOWA
PARTNERSHIP

Table of Contents

Executive Summary	1
Mission, Vision and Objectives	2
Resources and Preparedness	3
Communication and Coordination	4
Education and Exercises	6
Partnership Development and Outreach	7
Partnership Marketing and Public Awareness	8
Regional Committees	9
2008 Disaster Response and Recovery Efforts	10
Membership	11
2008 Leadership	12

Executive Summary

This has been a rewarding year for Safeguard Iowa Partnership. We have experienced exceptional growth in the number of members since the Partnership was founded in 2007 by the State of Iowa, Iowa Business Council and Business Executives for National Security. Today we have over 100 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 has been heralded as a model for public-private partnerships in the nation.

The Partnership fulfilled its mission by providing critical information, resources and expertise to key public-sector agencies and private businesses during the unprecedented natural disasters to hit the state this year.

Safeguard Iowa Partnership vigorously moved forward to accomplish the goals and initiatives set forth in our 2008 strategic plan in order to make Iowa more resilient. Five initiative teams provided the catalyst for significant accomplishments outlined in this annual report. In addition, the Partnership's Operating Council met monthly to share information and report on progress.

There are a number of milestones for Safeguard Iowa Partnership in 2008, including approval as a 501(c)(3) nonprofit corporation, approval of the organization's bylaws and election of the first board of directors. These milestones provide the foundation for future sustainability and growth of the Partnership.

With a solid foundation in place and experience proving that the Partnership plays a vital role in preparedness, response and recovery, we expect continued progress toward the long-term viability and effectiveness of the Partnership. Together. Helping Iowans.



Sandy Cowie
Safeguard Iowa Partnership Chair



Jami S. Haberl, MPH, MHA
Executive Director

Mission, Vision and Objectives

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.

Objectives

1. Secure statewide commitment of government and business leaders.
2. Prioritize the threats and risks in the state of Iowa.
3. Inventory available business resources for use by emergency management personnel.
4. Develop effective communication systems between public and private sectors.
5. Provide education and training to enhance knowledge, skills and abilities.
6. Conduct exercises with public and private partners to validate operational capabilities.

Resources and Preparedness

Recent 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% of the country's critical infrastructure owned by the private sector, a registry of the pre-identified private-sector assets is essential to reducing response time, saving lives and speeding economic recovery.

In 2008, the Resources and Preparedness Initiative Team identified three initiatives to accomplish:

1. Create an inventory of business resources, equipment and expertise resident in Iowa to enhance preparedness in advance of a crisis.
2. Develop and implement procedures for requesting and coordinating resources.
3. Provide support for recruiting businesses to register emergency response resources.

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 spent the year discussing a number of issues including: legal and liability issues for the private sector; access rights for the business resource registry; business requirements; and the implementation and maintenance plan for the business resource registry. The team members researched several off-the-shelf products but decided to build their own. The 2008 accomplishments include development of:

1. An online business resource registration form located on the Partnership website.
2. Terms and conditions for the business resource registry.
3. User manual for emergency management and other authorized users.
4. Business resource registry database on the Homeland Security Information Network – Safeguard Iowa Partnership portal.

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.

In 2008, the Communication and Coordination Initiative Team identified three initiatives to accomplish:

1. Establish business participation in the State Emergency Operations Center and develop activation procedures.
2. Develop interoperable, redundant and sustainable communication systems infrastructure between public and private sectors.
3. Develop and test incident alert and information sharing systems, develop protocols and procedures for notification, postings and situational reporting.

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

Best practices have shown that communication is vital to the success of any response. The State of Iowa currently uses the Iowa Health Alert Network (HAN) as their alert notification system to contact all local public health, county emergency management coordinators, hospitals, laboratories and state government officials in the event of an emergency. Safeguard Iowa Partnership has adopted this technology to include the private sector for notifications.

The Homeland Security Information Network (HSIN) is a secure Web-based communications system operated by the U.S. Department of Homeland Security. The State of Iowa sponsors a Safeguard Iowa Partnership (SIP) portal on the HSIN to provide centralized access to information and resources concerning emergency preparedness and homeland security in Iowa. Information, including reports, meeting materials and other resources, are posted to the HSIN-SIP portal.

The Fusion Alerting System is a Web-based alerting system operated by the Law Enforcement Intelligence Network (LEIN)/Fusion Center 3 that utilizes cellular phone text messaging and e-mail.

Communication and Coordination continued

The 2008 accomplishments include establishment of:

1. Safeguard Iowa Partnership seat at the State Emergency Operations Center with Iowa Homeland Security and Emergency Management.
2. Training plan for Safeguard Iowa Partnership representatives who volunteer to serve in the State Emergency Operations Center.
3. Application and policy for vetting of interested Safeguard Iowa Partnership volunteer representatives for the seat at the State Emergency Operations Center.
4. Access to the State of Iowa alert and notification system – Iowa Health Alert Network.
5. Safeguard Iowa Partnership portal on the Homeland Security Information Network for collaboration and sharing of information.

Education and Exercises

Education and training can 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 2008, the Education and Exercises Initiative Team identified five initiatives:

1. Increase business participation in education and training opportunities with Iowa Department of Public Health, Iowa Homeland Security and Emergency Management, and Iowa Department of Public Safety to enhance the knowledge, skills and abilities of the public/private participants.
2. Enlist business participation in emergency preparedness exercises with public agencies to validate operational capabilities.
3. Enlist business participation in public grant program development.
4. Design and implement a public health and business collaboration plan for receipt, storage and delivery of the Strategic National Stockpile medicines and supplies.
5. Expand public/private partnership opportunities through participation in public health response teams.

The Education and Exercises Initiative Team accomplished activities which increased awareness of the importance of the private sector in all phases of emergency management. The 2008 accomplishments include:

1. Safeguard Iowa Partnership workshops held in Denison, Cedar Rapids and Altoona with over 390 public and private participants.
2. Private-sector track at the 5th Annual Governor's Conference on Homeland Security.
3. Participation in the Federal Emergency Management Agency Region VII tabletop exercise.
4. Recommendations identified for private sector to assist with the implementation of the Strategic National Stockpile.
5. Sixteen private-sector participants trained for the Iowa Department of Public Health's Logistic Support Response Team to setup their mobile health care facility.
6. Logistic Support Response Team exercised with other Public Health Response Teams, including Disaster Medical Assistance and Environmental Health Response Team members; teams were deployed to a flooded area to setup and implement the mobile health care facility.
7. Distributed over 20,000 Protect Iowa Health guides.
8. Public-private participation in the scenario-based training – Weathering the Storms – sponsored by Iowa Homeland Security and Emergency Management.
9. Business continuity training offered in Sioux City, Cedar Falls and Cedar Rapids.

Partnership Development and Outreach

The Partnership Development and Outreach Initiative Team was formed to develop and implement the foundation on which to achieve a highly effective public-private partnership for disaster preparedness and response. In 2008, the Partnership Development and Outreach Initiative Team identified four initiatives to accomplish:

1. Implement Safeguard Iowa Partnership governance plan.
2. Implement Safeguard Iowa Partnership strategic plan for growth and public outreach.
3. Build on efforts to be inclusive, collaborative and to broaden participation.
4. Develop and implement plan for financial support to fund the initiatives of the partnership.

Safeguard Iowa Partnership became an Iowa nonprofit corporation on July 25, 2008, and applied for 501(c)(3) tax status from the Internal Revenue Service. Additionally, Safeguard Iowa Partnership became registered with the Iowa Register of Accountability as a nonprofit organization committed to continuous improvement through the Principles and Practices for Charitable Nonprofit Excellence.

The Partnership Development and Outreach Initiative Team accomplished a number of milestones, paving the way for the future of the Partnership. The 2008 accomplishments include:

1. Establishment of Safeguard Iowa Partnership governance plan, articles of incorporation and bylaws.
2. Election of a board of directors and establishment of a leadership succession plan and 2009 strategic plan.
3. Increase in public- and private-partner participation of 300% over 2007.
4. Implementation of Safeguard Iowa Partnership regional committees in the northwest, central and east-central regions of the state.
5. Development of a short- and long-term financial sustainability plan.
6. Identified targeted organizations to join the Partnership, including the Iowa Department of Agriculture, Iowa Department of Economic Development, U. S. Small Business Administration, and many small-to-large businesses, key associations, nonprofit and public agencies.
7. 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.
8. Participated in national dialogue on best practices for public-private partnerships.

Partnership Marketing and Public Awareness

We know that 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 was established to develop and promote the message of the Partnership. In 2008, The Partnership Marketing and Public Awareness identified four initiatives to accomplish:

1. Develop and implement strategic marketing plan.
2. Develop and implement media communications plan to publicize public and private cooperative actions to ensure preparedness and resiliency.
3. Introduce Safeguard Iowa Partnership to elected officials and other key stakeholders.
4. Develop and implement communication materials to increase public awareness.

A team of public relations, marketing and public information officers collaborated to develop a brand for Safeguard Iowa Partnership. The 2008 accomplishments include:

1. Developed Safeguard Iowa Partnership communications and marketing materials, including a website (www.safeguardiowa.org), brochure, new-partner informational packet, PowerPoint presentations and recruitment flier.
2. Developed messages for partners to use in organizational newsletters to increase awareness of the benefits and accomplishments of Safeguard Iowa Partnership.
3. Promoted Safeguard Iowa Partnership events and activities to the media, elected officials and key stakeholders.

Regional Committees

Recognizing that disasters strike at the local level, Safeguard Iowa Partnership has engaged businesses, associations and local government by establishing regional committees. The Partnership adopted the Iowa Homeland Security and Emergency Management and Iowa Department of Public Health disaster preparedness regions. The goal is to expand Safeguard Iowa Partnership across the state into the local communities by establishing regional committees in each of the six regions. The regional committees will execute Safeguard Iowa Partnership's strategies within the regions, identify issues to be addressed and provide resources. The committee serves as a venue for networking and communications between regional and local public and private organizations.

In 2008, three regional committees have been established:

1. Region 1, which covers 16 counties in central Iowa, has been meeting since the beginning of 2008;
2. Region 3, which covers 17 counties in northwest Iowa, has been meeting monthly since April 2008; and
3. Region 6, which covers 14 counties in east-central Iowa, will host their first meeting in October 2008.

The first year has been focused on developing the regional structure. The regional committees have been instrumental in bringing together the local partners, sharing information and identifying gaps. As they continue to develop, they will implement the Safeguard Iowa Partnership strategic plan at the local level. The Partnership will establish regional committees in Regions 2, 4 and 5 in 2009.

2008 Disaster Response and Recovery Efforts

Iowa was struck by a series of disasters that have created the most costly and challenging situation in the state's history. During the period of May, June and July 2008, Iowa was struck by deadly tornadoes, record flooding and devastating straight-line winds. While the disaster damage is still being assessed, the damage and loss of life was unprecedented. Seventeen people died due to severe weather and 106 injuries were reported.

Safeguard Iowa Partnership staff and partners worked hundreds of hours to assist in coordinating emergency response and recovery throughout Iowa. The interface between the public and private sectors in this massive disaster was exemplary and has prepared Iowa for future incidents.

Safeguard Iowa Partnership provided State of Iowa situational reports to the partners and coordinated the donation of key resources, such as bottled water and plastic sheeting for sandbagging and the transportation to deliver the materials to affected areas. The two-way communication provided by the Partnership between the public- and private organizations was groundbreaking and set a new standard for effective collaboration in the state.

Safeguard Iowa Partnership partnered with the Iowa Disaster Human Resource Council to implement the Aidmatrix Network, to provide a process for monetary and product donations to the nonprofit organizations assisting in the response and recovery efforts. Aidmatrix helped streamline the method that donations were accepted, processed, tracked and distributed. When offers of donated products were made, these offers were immediately made available online to the participating nonprofit organizations working in Iowa. The day-to-day management of the Aidmatrix system was initially provided by Safeguard Iowa Partnership at the request of state government to fill a major gap that they could not provide at that time due to the overwhelming magnitude of the disasters.

Because the organization is still in its infancy, Safeguard Iowa Partnership had not developed a formal strategy for the organization to have a recovery role prior to the summer disasters. Based on the key coordination role during the response, Safeguard Iowa Partnership played a role in linking multiple recovery programs for the private sector. The recovery activities included: weekly conference calls with Iowa business recovery partners, including federal and state government agencies and state and national business/trade associations; coordination with the Rebuild Iowa Office; participation on the Interagency Long-Term Recovery Committee; compilation and dissemination of weekly business recovery status reports; coordination of the Back to Business workshops; distribution of a statewide business damage assessment survey and participation with the Iowa Volunteer and Donations Management Committee.

Safeguard Iowa Partnership gathered information from partners by surveys and group discussion with the Partnership's Operating Council in July 2008. The surveys and discussion included private- and public-sector partners from across Iowa. A copy of the Safeguard Iowa Partnership After-Action Report is available at www.safeguardiowa.org under reports.

Membership

The Partnership has grown substantially from only 26 members to over 100 partners since it was launched in 2007. Members include:

AEGON USA
Alliant Energy
AlliedBarton Security Services
Allied-Nationwide Insurance
American Home Shield
American Red Cross
Ankeny Fire Department
ASIS International – Central Iowa Chapter
ASIS International – Eastern Iowa Chapter
Assurant
Aviva USA
BOMA Iowa
Carroll County Emergency Management
Center for Siouxland
Central Community Hospital
Community Action Agency of Siouxland
Conley Group, Inc.
Contemporary Services Corporation
Control Installations of Iowa, Inc.
CUNA Mutual Group
Dallas County Emergency Management
DavenportOne
Deere & Company
Des Moines Police Department
Des Moines University
Dickinson County Emergency Management
Flynn Wright
Food Bank of Siouxland
Global Spectrum
GreatAmerica Leasing Corporation
HNI Corporation
Hy-Vee
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 Emergency Management Association
Iowa Health System
Iowa Homeland Security and Emergency Management
Iowa InfraGard
Iowa National Guard
Iowa State University
Iowa Telecom
ITS Inc./SHAZAM Network
Johnson County Emergency Management
Kirkwood Community College
LEIN/Fusion Region 1
Long Lines, LLC
Marion County Emergency Management
Marshall County Emergency Management
Mercy Health Network
Mercy Medical Center - Clinton
Metro Emergency Planners
MidAmerican Energy
Morningside College
NPI Security Services
Osborn Survival Solutions, LLC
Palo Alto County Emergency Management
Pella Corporation
Per Mar Security
Pioneer Hi-bred
Plymouth County Emergency Management
Polk County Emergency Management
Polk County Sheriff's Office
Portable On Demand Storage (PODS)
Principal Financial Group
Quaker Foods – PepsiCo
Qwest
Rockwell Collins
Ruan Transportation
School Administrators of Iowa
Scott County Health Department
Scott County Sheriff's Office
Sioux City Fire
Siouxland District Health Department
St. Luke's Regional Medical Center
Summit Sales & Marketing, Ltd.
Terra Industries
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. Small Business Administration
Vermeer Corporation
Waverly Health Center
Webster County Emergency Management
Wellmark Blue Cross Blue Shield
Wells Fargo & Company
Woodbury County Amateur Radio Emergency Services
Woodbury County Emergency Management

2008 Leadership

Executive Committee

Chair – Sandy Cowie, Principal Financial Group

Vice Chair – Sally Sonnenburg, MidAmerican Energy

Secretary/Treasurer – Greg Brown, HNI Corporation

Board of Directors

Mary Jones, Iowa Department of Public Health

Russ Porter, Iowa Department of Public Safety

David Miller, Iowa Homeland Security and Emergency Management

Mike Sullivan, Rockwell Collins

Elliott Smith, Iowa Business Council

Fred Earley, Vermeer Corporation

John Neldeberg, Wells Fargo & Co.

Russ White, MidAmerican Energy

Jon Miller, Flynn Wright

Jeff McClaran, Wells Fargo & Co.

Jennifer Dane, Iowa Department of Public Health Region 1

Deb Hale, Long Lines

Clint Meadows, LEIN/Fusion Region 1

Francisco Molina, AEGON



Published by Safeguard Iowa Partnership

666 Grand Ave, Ste 500

P.O. Box 657

Des Moines, IA 50306

515.281.2973

515.281.2996 (f)

www.safeguardiowa.org

September 2008



SAFEGUARD
— IOWA —
P A R T N E R S H I P