

PUBLISHED BY SAFEGUARD IOWA PARTNERSHIP

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October 2013



2013 ANNUAL REPORT

EXECUTIVE SUMMARY



As the 2013 Chair of Safeguard Iowa Partnership, I continue to be impressed with the level of commitment and effort between the public and private-sector partners to work together to protect our communities from devastating disasters. We have all come to realize and recognize that communities are built on government services, private businesses – big and small, nonprofit organizations and most importantly, our individual citizens. As resources continue to dwindle, now more than ever, we must all work together to prepare for, respond to and recover from disasters impacting our state.

As the board of directors and sponsors looked into the future of where the Partnership might be in 20 years, I was in awe as the vision looked consistent. This vision is told from partners representing government, private businesses and nonprofit organizations. The board of directors released a new strategic plan for January 2014 with the vision that Safeguard Iowa Partnership becomes the leader in empowering businesses and government to collaborate around disaster efforts. Over the next three years, Safeguard Iowa Partnership will embark on accomplishing three critical strategic goals:

1 • GROWTH

To increase Safeguard Iowa Partnership's statewide membership annually, while sustaining and engaging current partners and relationships.

2 • SERVICES

To ensure core services are defined, marketed and implemented.

3 • FUNDING

To ensure sufficient and sustainable funding to fulfill the vision of Safeguard Iowa Partnership through maintaining dedicated staff to support daily business operations and core services.

In order to meet these strategic goals, we need each and every one of you to continue to support and participate in programs offered by the Partnership. These programs are the outcome of lessons learned from the many disasters that have impacted Iowans over the last seven years. Disasters will continue to impact Iowans, but through the work of the Partnership, we can reduce the damage to our communities, ultimately protecting your employees, customers and families.

Together. Helping Iowans.

A handwritten signature in black ink, appearing to read "A.J. Mumm".

A.J. Mumm
Safeguard Iowa Partnership Chair

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

Jami S. Haberl, MPH, MHA
Executive Director

PRACTICE MAKES PERFECT

During disasters, when decisions are made about prioritizing the use of overextended resources and ensuring that critical infrastructure and resources are protected is a key mission of public and private responders. The Safeguard Iowa Partnership has been actively working to ensure that key infrastructure and resources are identified before disasters strike, and that public and private organizations have a clear understanding of the steps to take to protect these items.

Safeguard Iowa Partnership and Iowa Homeland Security and Emergency Management teamed up to present a series of critical infrastructure and key resources trainings across the state. Safeguard Iowa Partnership kicked off the first training "CIKR Awareness" in Le Mars on January 8, 2013 with stops in Mason City and Burlington. In February, Safeguard Iowa Partnership hosted a two-day "Enhanced Threat and Risk Assessment" training in Council Bluffs, Des Moines and Cedar Rapids. The series ended with a tabletop exercise in Council Bluffs, Des Moines and Cedar Rapids. The exercise was the culmination of a series of training exercises to help responders identify key resources and develop a better understanding of their interdependence.

"This is at the very heart of the mission and vision of the Safeguard Iowa Partnership," explained Executive Director Jami Haberl. "The exercise and workshops helped to link and bridge local and state public sector agencies with private business and, by doing so, protect Iowans."

During disasters, local and state emergency operations centers now have a better understanding of the critical infrastructure that needs to be protected to ensure that public safety is preserved. This is just one more step taken by the Safeguard Iowa Partnership to protect Iowans and help public and private organizations work together.



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**JAMI HABERL
EXECUTIVE DIRECTOR
SAFEGUARD IOWA PARTNERSHIP**

ENGAGING BUSINESSES TO REDUCE PUBLIC HEALTH OUTBREAKS

It is Safeguard Iowa Partnership's mission to strengthen Iowa's capacity to prevent, prepare for, respond to and recover from disasters. This includes preventing outbreaks of disease that can compromise the health of every Iowan. Unnecessarily, thousands of people still become ill, are hospitalized or die every year of diseases for which vaccines are available.

Influenza is one such disease. In addition to compromising the health of every Iowan, influenza seriously impacts the workplace by adversely affecting the lives of employees and costing companies an estimated \$87.1 billion in reduced productivity.

Because of the rising prevalence of influenza and its economic burden, Safeguard Iowa Partnership and the Iowa Department of Public Health have begun a concerted effort to improve vaccination rates among Iowans through the Employer Vaccination Project. Its projected goal is to help employers establish worksite vaccination programs to increase vaccination rates among the workforce population. This will be achieved by the creation of a toolkit that provides instructions for interested businesses to implement a Employer Vaccination Program. Specifically, the toolkit includes information on policies, procedures and guidance on billing insurance.

To begin this project, Safeguard Iowa Partnership surveyed Iowa businesses to better understand current vaccination practices, billing capacity, clinic staffing and local partnerships. In examining survey responses, common themes among businesses that provide vaccines to their employees were identified. The most successful programs are usually accompanied by a worksite health program, offer vaccines at an onsite location, offer them free of charge to employees, offer incentives, and have an evaluative component to support continuous improvement.

Conversely, the survey revealed barriers preventing employers from offering a vaccination program, and a negative attitude toward vaccinations. The most commonly cited barrier was cost, followed by a lack of information about vaccination programs. Respondents also mentioned there was no real need to provide vaccinations. The next most common barriers were lack of resources, time constraints, and reported apathy on the part of both employees and businesses. In addition, there are many employers who believe vaccinations are not effective, safe or useful.

The toolkit is now available for businesses to download and implement within their own businesses. This is just one more step taken by the Safeguard Iowa Partnership to protect Iowans and help public and private organizations work together.

PROVING THAT GOVERNMENT AND PRIVATE BUSINESSES CAN WORK TOGETHER DURING DISASTERS

The strong public-private partnership that exists within Iowa once again was tested and proven to be responsive and essential during the state's 2013 floods.

After a very dry and droughty 2012, the spring of 2013 brought the state of Iowa the wettest conditions it had experienced in 141 years of weather recordkeeping, according to state climatologist Harry Hillaker.

As creeks and rivers across the state began to swell, the town of New Sharon was one of many to be affected by flooding. The excessive water closed down the town's pump house, resulting in the city's water tower – and only supply of drinking water – emptying quickly.

On the morning of May 27, 2013, the state duty officer contacted the Safeguard Iowa Partnership to see if assistance would be possible, specifically, bringing bottled water to the residents of New Sharon. After contacting private sector partners, Safeguard Iowa received over 4,000 gallons of potable water donated by Walmart in Pella, Hy-Vee and the Dr. Pepper/Snapple Group, which were immediately delivered and distributed.

New Sharon Fire Chief Steve Gerard stated, "The response of Safeguard Iowa kept New Sharon residents with drinking water. Their turnaround time between the call for help and when we had the water ready to distribute was incredible. I truly believe that Safeguard Iowa's response kept local authorities from having to deal with serious problems that come with not having enough drinking water to serve the public's needs. They are truly an integral part of responding to disasters that impact our communities."

Mahaska County Emergency Manager Jamey Robinson remarked, "The partnerships that Safeguard Iowa has established within the public and private sectors led to the swift response and coordination for the request of bottled water within Mahaska County, and proved to be critical to our response. Safeguard Iowa will always be one of the first calls I make when help is needed."

The connection between the private and public sectors is the driving force and mission behind the Safeguard Iowa Partnership. Recognizing that government cannot provide all of the resources needed by a community during a disaster, Safeguard Iowa works with public and private sector partners across the state to connect the dots and meet the needs of communities during disasters.



PROVING SIZE DOESN'T MATTER

The term "employee vaccination program" tends to frighten many small businesses. Cost and time are commonly cited by smaller businesses as reasons why they don't offer their employees a vaccination program; however, one Iowa business is proving that neither objection has to apply. Community Savings Bank's employee vaccination program is setting an example that all small businesses should know about.

Community Savings Bank has locations throughout Delaware, Dubuque and Linn Counties, ranging from 25 to 4 employees per its 7 locations. Despite having this decentralized workforce, the bank developed its own immunization program, driven by the benefits that vaccinating its employees would bring.

"Our Employer Immunization Program has been an additional benefit we can provide to our employees at a minimal cost. By partnering with our current health insurance plan, community on-site vaccination clinics and area nurses, we've been able to offer the vaccine to all our employees whether they are insured through our employer plan or not, and reduce the risk of spreading influenza," states Becky Friedmann, the Human Resource Director at Community Savings Bank.

Faced with a relatively small number of employees and many immunization vendors' requirement of a minimum number of employees before providing on-site vaccinations, Community Savings Bank devised an innovative solution: partnering with other employers in the area. As a tip to other small businesses or businesses from a small town, Friedmann suggests that, "If you have more than one office, group people. Communicate with other employers in the area to see when they are offering immunizations and schedule for the same time they are offering vaccinations."

Vaccinations remain the cornerstone of disease prevention, which is why getting as many employees as possible vaccinated makes sound business sense, as it can lower direct and indirect employer costs. Influenza costs businesses billions of dollars nationally in employee absenteeism, poor on-the-job performance and medical claims.

OUR EMPLOYER IMMUNIZATION PROGRAM HAS BENEFITED US AS AN ORGANIZATION IN LESS ABSENTEEISM, AND IS PART OF OUR BUSINESS CONTINUITY PLAN IN CASE OF A PANDEMIC FLU SITUATION.

FINDING THE RETURN ON INVESTMENT

One the major concerns employers face is absenteeism due to illness and drop in productivity, especially during flu season. Each infected employee may miss up to six days of work and need as many as two weeks to recover full productivity. Worse are employees who try working while sick with the flu, whose impaired performance increases the probability of error and injury, and possibly spread the disease to healthy workers. Nationwide, more than 75 million lost working days annually are attributed to the flu alone, a loss of \$16.3 billion in earnings.

One Iowa business, the Sioux City Foundry Company, has reversed this trend by offering vaccinations to its employees. Although many businesses cite a lack of time for not providing vaccinations to their employees, the Sioux City Foundry has found that time is not an issue; in fact, all 200 of the company's employees can be vaccinated in less than one hour. In addition, vaccination clinics are conveniently offered before and after shifts so that no employee misses time away from the job. To further save the company time, the health vendor immunizing employees sets up and takes down the clinic, requiring no assistance from Sioux City Foundry personnel.

Having found the time to vaccinate its employees, the Sioux City Foundry has also found that it no longer has to worry about employees missing work, even during the most active weeks of influenza season. This saves the company a substantial amount of money, prevents it from having unexpected staff absences, and allows it to stay on track with their workload.

"Our flu vaccination program has almost made our absences due to the flu nonexistent, allowing us to continue our production on schedule throughout flu season. It's definitely paid off for our facility," says Valerie Corbin, Director of Human Resources, Safety and Environmental Compliance for Sioux City Foundry.

With its immunization program, Sioux City Foundry demonstrates the effectiveness of staff vaccinations, with benefits that far outweigh their costs. With such little time, effort and cost required to achieve such positive results, immunizing employees makes a sound business case why every employer should have an employee vaccination program.

BECKY FRIEDMANN
THE HUMAN RESOURCE DIRECTOR
COMMUNITY SAVINGS BANK



HELPING COMMUNITIES IMPACTED BY FLOODING...AGAIN



The main mission of Safeguard Iowa Partnership is to support relationships between private and public organizations before, during and after disasters. A prime example of accomplishing this mission occurred during the spring of 2013 when liaisons from the Safeguard Iowa Partnership Emergency Operations Center (EOC) liaison program played a key role during the activation of Johnson County's EOC.

The story actually goes back to the epic floods of 2008, when the Iowa River rose to record heights, flooding large parts of Iowa City and the University of Iowa. Safeguard Iowa Partnership EOC liaisons served in the Johnson County EOC during the disaster, and Dave Wilson, the emergency management coordinator for Johnson County, saw the importance and value of the Partnership.

Since then, Wilson has helped to improve partnerships with local private companies by offering a variety of training that includes EOC operations and incident command. Wilson says that the Safeguard Iowa Partnership "is a good partner because of the other partners they can bring to the table who have resources and tools that we normally wouldn't have access to."

During the spring 2013 activation, Safeguard Iowa Partnership EOC liaisons assisted with logistics within the operations center. With sandbag reserves dwindling, Johnson County needed to replenish its supply to continue to fight the rising waters and protect critical infrastructure and key resources. One mission involved arranging trucking for a sizeable supply of sandbags to be transported from New Jersey to Iowa City. Wilson stated that when initial plans for transportation fell through, within hours Safeguard Iowa Partnership EOC liaisons had coordinated with CH Robinson to secure another truck that could deliver the sandbags within the time constraints. Wilson says these sandbags were used to protect infrastructure and small businesses; the rest were set aside for the next flood.

Jessica Eash, who lives in Iowa City and works at Hills Bank and Trust Company, went through the Safeguard Iowa Partnership EOC liaison training just two weeks prior to being activated. She was positioned at the logistics table during her activation, helping to order a number of support items for the EOC and responders. In doing so, Jessica saw firsthand the difference the additional staff Safeguard Iowa Partnership made in helping Wilson and Johnson County. "I think it is really beneficial," Eash says. "If we need

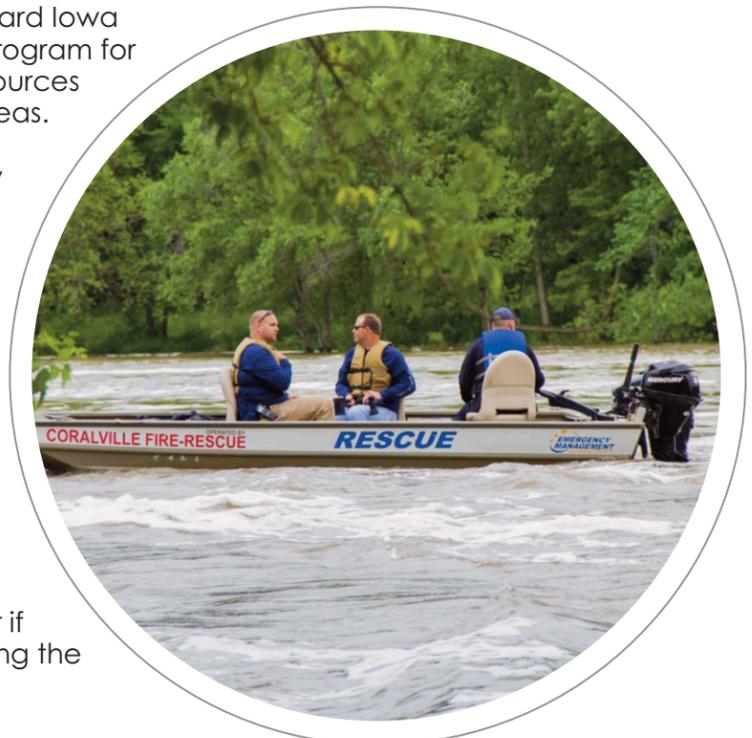
additional information, now we have the contacts at the EOC and know how the process works."

Dave Wilson says the big benefits of the program involve sharing information and building partnerships. "It is very advantageous to share information on risks and threats with local businesses, and work together to protect key infrastructure," he says. It also helps to know the steps they are taking to protect key items.

Trent Mull, a Safeguard Iowa Partnership EOC liaison volunteer from UnityPoint Health - Trinity Hospital in the Quad Cities, arranged to secure a number of logistical needs, including life vests for the public safety dive team. Mull explains that the morning situation briefings in the EOC were "eye-opening" and helped him gain a situational awareness of the disaster. "It really helped me better understand what was going on and what they were preparing for," Mull says. "This gave me a broader spectrum of response, both at the scene and from the EOC." For Mull, building relationships was a key component of the activation.

Wilson praises the Safeguard Iowa Partnership EOC liaison program for providing specialized resources and knowledge in key areas. He notes "so much infrastructure is owned by private businesses."

Johnson County is just one of several counties to have partnered with the Safeguard Iowa Partnership to activate the EOC liaison program. Contact Safeguard Iowa Partnership to learn more about how your county can play a role in the Emergency Operation Center liaison program or if you are interested in joining the elite group of liaisons.



TACKLING PREPAREDNESS

Every year, Iowa recognizes September as Preparedness Month in conjunction with National Preparedness Month. Since its inception in 2004 by the Federal Emergency Management Agency (FEMA), National Preparedness Month has been observed to encourage Americans to take steps to prepare for emergencies in their homes, businesses, schools, and communities.

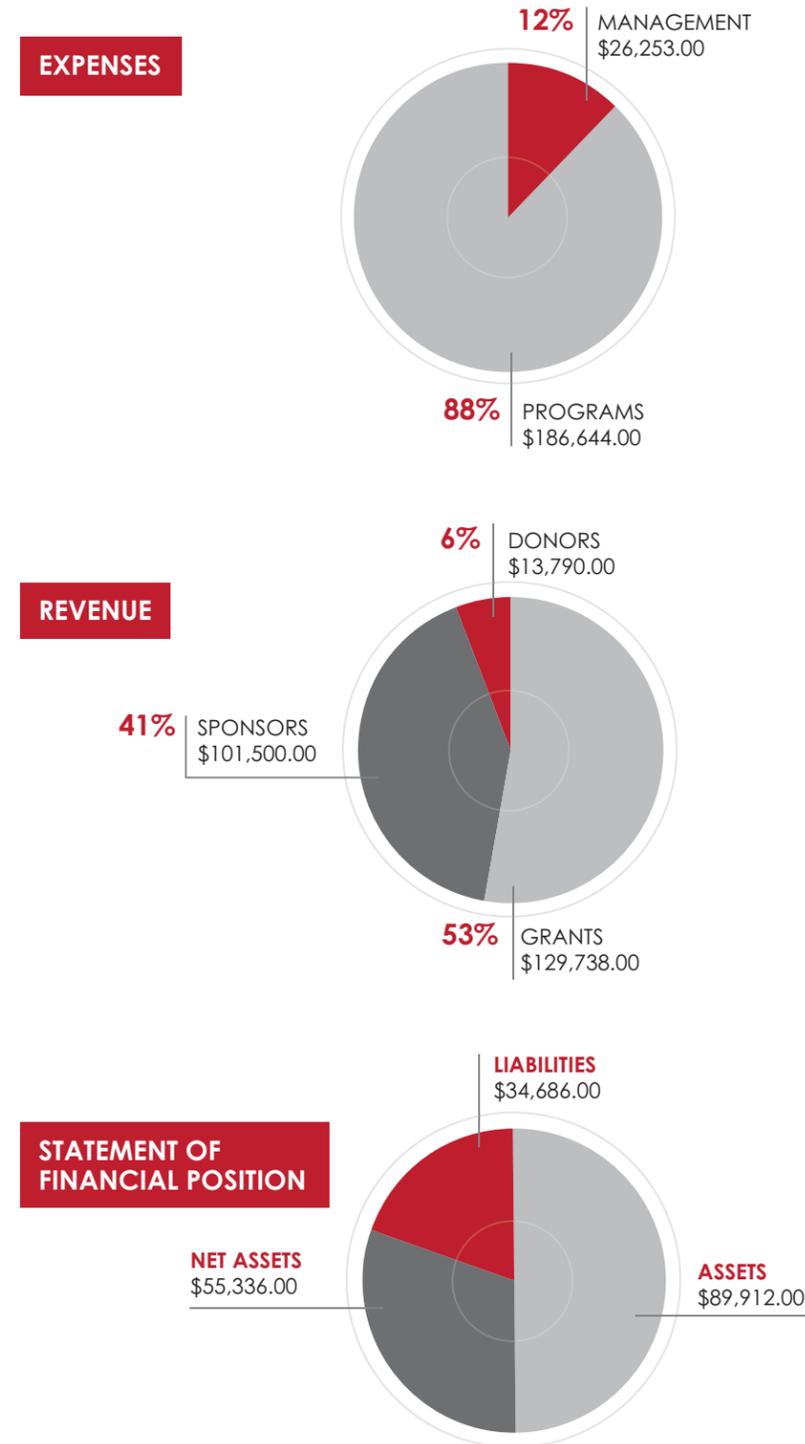
For many Iowans, September is about enjoying Iowa's wonderful fall weather and watching football. There is a correlation between the game of football and preparedness, as football players must be prepared for the game, as all Iowans need to be prepared for a disaster. With this in mind, Safeguard Iowa Partnership teamed up with Iowa Homeland Security and Emergency Management and the Iowa Emergency Management Association to create and launch "Let's Tackle Preparedness" for Iowa's preparedness month campaign. Helping support this initiative is NFL player and Iowa Native, Tyler Sash. Tyler has volunteered his time to teach Iowans about the importance of being prepared on and off the field.

To help spread awareness and participation in the campaign, 'playbooks' were distributed to emergency management agencies across Iowa to promote preparedness to citizens and businesses in their county. In addition, there are playbooks for businesses and the general public to use. Each playbook contains instructions and guides individuals through steps that will make them better prepared for emergencies or disasters.

The goal of the campaign was to encourage businesses, employees, and citizens of Iowa to pledge to be prepared. Many members of the public are not only unprepared for disasters, but are unrealistic about how much time they will have to respond during emergency situations and how long it will take to recover from them. When the public is trained and can participate in the response to a disaster, this frees emergency personnel to commit their resources where they are most needed. The "Let's Tackle Preparedness" campaign educated the public on what they need to know about responding to emergency situations and how to be better prepared for disasters.



2012 FINANCIALS



This summary represents data from the submitted 2012 IRS 990 Form. During 2012, the Safeguard Iowa Partnership spent \$212,897. Eighty-eight percent of the expenses went toward program services; management and general expenses accounted for the remaining.

The Safeguard Iowa Partnership has created a robust and diverse funding strategy to support the efforts of the strategic plan. This strategy reinforces the true definition of public-private partnerships with funding streams from government and private businesses. This reinforces the partnership and benefits all partners receive through working a collaborative effort. During 2012, the total support was \$245,028 up 45% compared to 2011.

LEADERSHIP

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2013 SPONSORS

A big THANKS to our 2013 Sponsors for their ongoing support and dedication to strengthening the capacity of the state to prevent, prepare for, respond to and recover from disasters through public-private collaboration. Without their support and dedication to Iowans the great work of our partners would not be possible.

Platinum MidAmerican Energy and Iowa Homeland Security and Emergency Management

Gold Principal Financial Group

Silver Nationwide Insurance and Iowa Business Council

Bronze Alliant Energy, Rockwell Collins, Wells Fargo & Company, CenturyLink, U.S. Cellular, Pella Corporation, Pioneer

ABOUT SAFEGUARD IOWA PARTNERSHIP

The Safeguard Iowa Partnership is a voluntary coalition of the state's business and government leaders, who share a commitment to working together to prevent, prepare for, respond to, and recover from catastrophic events in Iowa. Created in 2007 by the Iowa Business Council and representatives from key state agencies, the Partnership will help integrate business resources, expertise, and response plans with those of government during all stages of disaster management.

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