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News Release

IAEM-USA Announces the 2025 Business and Private Sector Integration and Public Sector Partnership Award

October 17, 2025 (Falls Church, Va.) – The Awards & Recognition Committee of the U.S. Council of the International Association of Emergency Managers (IAEM-USA) has selected Operation Pulse Lift, for the IAEM-USA 2025 Business and Private Sector Integration and Public Sector Partnership Award. The award will be presented at the 73rd IAEM Annual Conference & EMEX in Louisville, Kentucky.

2025 IAEM-USA Business & Private Sector Integration & Public Safety Partnership Award *Operation Pulse Lift*

Operation Pulse Lift exemplifies a national model of cross-sector collaboration in emergency management. Launched in response to the 2024 national blood shortage, this groundbreaking initiative united the Civil Air Patrol (CAP), Armed Services Blood Program (ASBP), Marriott Hotels, and key partners like the American Red Cross (ARC) and South Texas Blood & Tissue Center (STBT) to deliver a lifesaving, volunteer-driven solution.

Through this partnership, over 125 blood drives were held across 21 states, collecting nearly 15,000 units of blood—enough to potentially save 45,000 lives. CAP cadets, some as young as 12, served in critical non-clinical roles supporting medical teams. Marriott hotels provided no-cost venues, while ARC and STBT contributed expertise in public messaging and donor mobilization.

Operation Pulse Lift also supported major disaster responses, including Hurricanes Helene and Milton, demonstrating its flexibility and value beyond its original mission. With measurable results, scalable design, and cost-effective coordination, Operation Pulse Lift exemplifies excellence in public-private integration and sets a new benchmark for emergency management collaboration nationwide.

The Business and Private Sector Integration and Public Sector Partnership Award recognizes excellence in integrating public/private emergency management partnerships.

IAEM-USA, the nation's largest emergency management professional association, is a non-profit organization representing more than 5,800 emergency management and homeland security professionals for local communities, state and federal disaster officials, the private sector, non-governmental organizations, and others involved in preparing for, responding to, and recovering from all types of disasters, including acts of terrorism. IAEM provides access to the largest network of emergency management experts who can provide advice and assistance, the Certified Emergency Manager program, annual scholarships, a comprehensive monthly newsletter, and more.

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