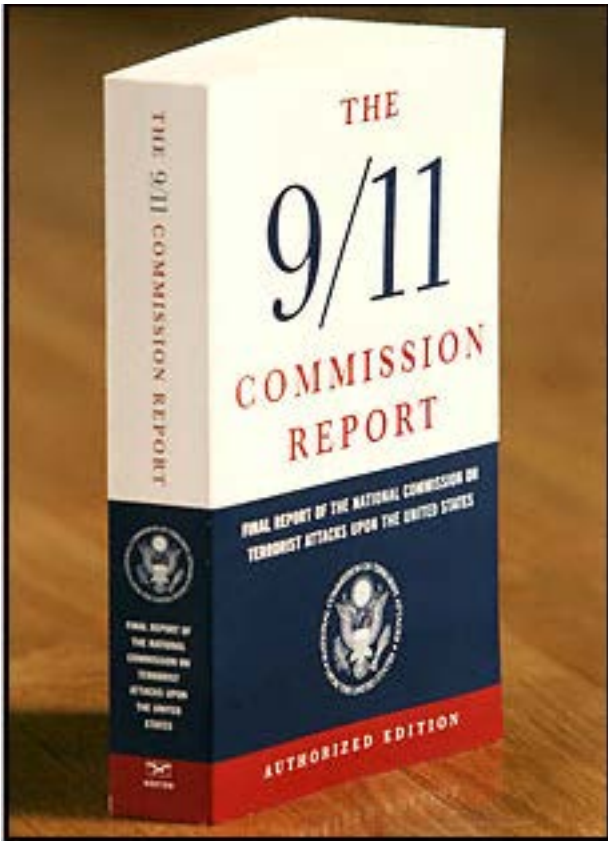


# The Small Business Recognition Program

## IAEM Public-Private Partnership Caucus

Marg Verbeek  
IAEM Principal Investigator  
October 29, 2013

# Public Law 110-53, Title IX: Private Sector Preparedness: Implementing Recommendations of the 9/11 Commission Act of 2007



- The Act specifically directs the Secretary of the DHS to provide a separate classification and method for small businesses (SBRP)

# Small Business Recognition Program

## Self Declaration of Conformity

A process by which participating small businesses can demonstrate that they have successfully implemented a business continuity management system and provide formal verification to its conformity

# Purpose of the Program

To formally recognize small businesses for achievements in continuity management, resilience and preparedness through a self-declaration system

## Qualifying Small Businesses:

- Implemented a BCMS
- # Employees and Annual Receipts

# Potential Benefits to Small Businesses

---

Improved preparedness and resiliency

---

Recognition for readiness

---

Customers requiring Recognition Achievement

---

Enhanced confidence in supply chain

---

Future contract awards – new capability

---

Company marketing

---

# Project Initiatives

- Execution of IAEM and FEMA/NIC Agreement
  - Completion by 30 January 2014
- Established Advisory Committee
  - IAEM, EMAP, US Chamber of Commerce, FEMA/ NIC
- Developed relationships with a “Community of Interest”, including organizations with a Preparedness Programs
- Refining Questions and the Assessment Criteria
  - How small businesses will be evaluated when they go through the self- declaration questions
- Created Web Based Portal



## Small Business Recognition Program

Dashboard

What is SBRP?

Subscription

Assessors

Home

Calendar

Events

News

Contact Us

I would like to learn more about the SBRP

[Click here for a Program Overview](#)

I already know the value of the SBRP, and...

[I am a new user who wants to create a Self-Declaration of Conformity](#)

[I am existing user who would like to log in and continue working](#)

[I am an assessor who would like to log in and see my assigned assessments](#)



## Small Business Recognition Program

Dashboard

What is SBRP?

Subscription

**Assessors**

Becoming An Assessor

Qualifications

**Assessor Application**

I am already an Assessor

Name	<input type="text"/>
Position	<input type="text"/>
Company	<input type="text"/>
Mailing Address	<input type="text"/>
Office Phone Number	<input type="text"/>
Home Phone Number	<input type="text"/>
Mobile Phone Number	<input type="text"/>
Email Address	<input type="text"/>
Are you currently a member of any professional organizations? If yes, please indicate the names of the organizations.	<input type="text"/>
Are you a Certified Emergency Manager®?	<input type="radio"/> Yes <input type="radio"/> No
Do you possess current Business Continuity Management certification? If yes, please advise of the organization(s) that issued your certification, date of certification(s), and the designation(s) you have.	<input type="text"/>
How many years of working experience do you have as a Business Continuity Practitioner?	<input type="text"/>
Have you taken an ANSI Accredited Business Continuity Training Course(s)? If yes, please indicate which ones.	<input type="text"/>
Are you willing to sign a Code of Conduct letter if you are selected as a SBRP Assessor?	<input type="radio"/> Yes <input type="radio"/> No
Please provide a professional reference (Name, title, contact information) that can attest to your personal integrity and professionalism.	<input type="text"/>

Submit Assessor Application





## Home

[Dashboard](#) | [SDoCs](#) | [Unassigned SDoCs](#) | [Assessments](#)

### SDoC Assignment Status

All  Incomplete  Waiting for assessment  Assessment in progress  Already assessed

Respondent	Organization	Began SDoC	Completed SDoC
Chris Smith (chris.smith@gmail.com)	Midwest Textiles	04/15/2013	04/15/2013
Maggie Rowe (mrowe@gmail.com)	Empire, LLC	04/16/2013	04/16/2013
Marg (marg@globalemergencyconsulting.com)	GEMCC	05/28/2013	05/28/2013
MV (magv@rogers.com)	GEMCC		
Kristen Howe (kristenh@gmail.com)	Carolina Management		
William Tenn (wtenn@gmail.com)	Global Industries	04/16/2013	04/16/2013
Greg Smalter (gsmalter6@fusionproductions.com)	Fusion Productions	04/16/2013	
Sally McKown (sallym@gmail.com)	Sheraton	04/19/2013	
Susan Smalter (ssmalter@gmail.com)	The Smalter House	04/19/2013	
1 (greg.smalter@gmail.com)	1		
Greg Smalter (gsmalter23@fusionproductions.com)	Fusion	05/23/2013	
Kate Walker (kwalker@iaem.com)	International Association of Emergency Managers	05/30/2013	



You have completed 8 out of 38 questions.

Organizational Overview

Management Commitment

Risk Assessment

Planning and Implementation

Evaluation and Improvement

Final Submission

Please provide a narrative response for each question below. You may answer questions in any order and you may jump between question categories (tabs) as you please. Your work is saved every time you move to another category. You can always log in at a later time to continue working on your submission.

### Participant Profile

Question #1 (1.1.1) - Please provide a brief narrative description of your industry or business sector.

- Applicable  Not applicable (please respond to explain why)

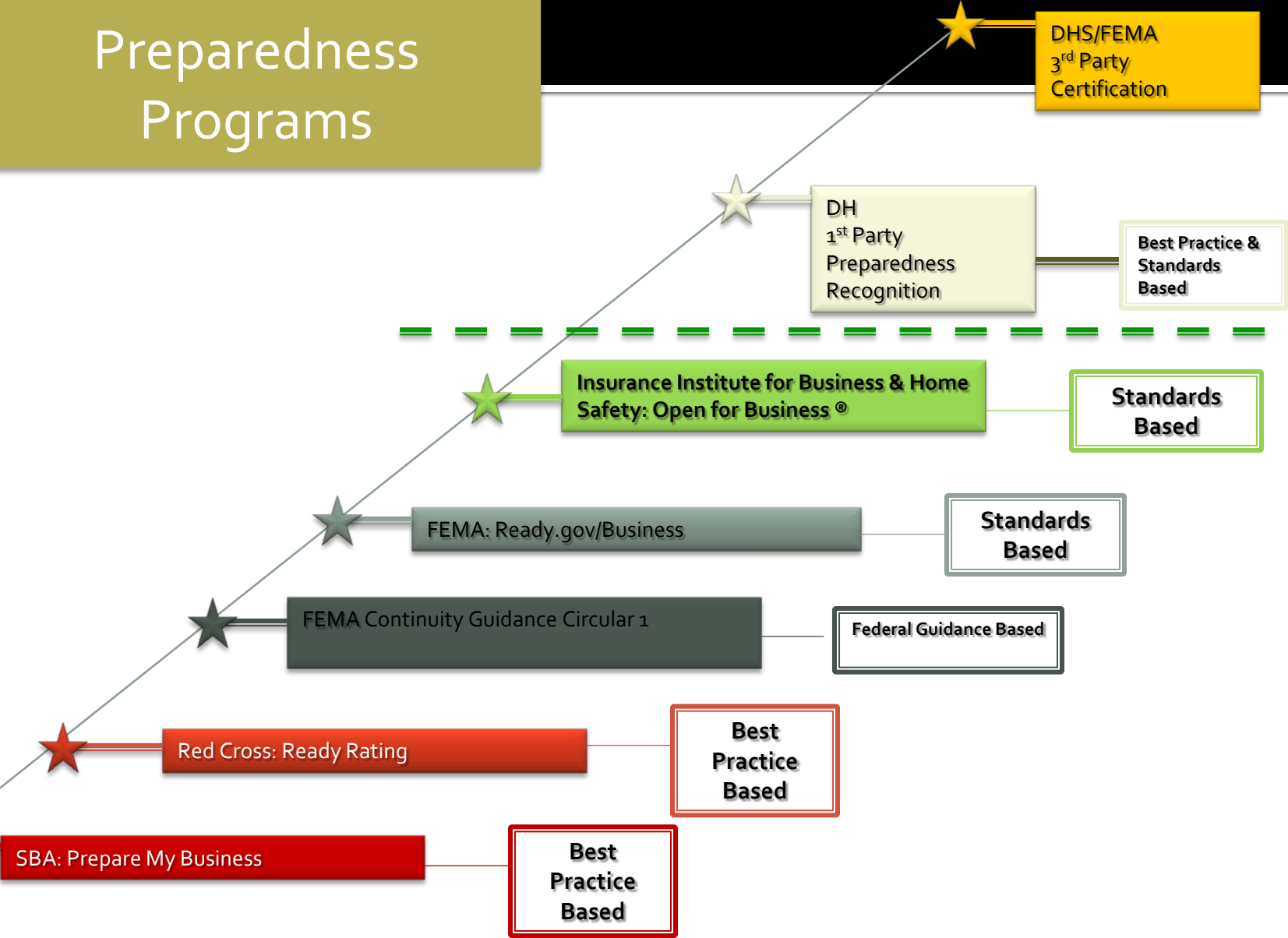
**B** *I* |  $\frac{1}{3}$  |  $\frac{2}{3}$  |  $\frac{3}{3}$

Question #2 (1.1.2) - Please provide a brief history of your experience with business continuity management systems.

- Applicable  Not applicable (please respond to explain why)

**B** *I* |  $\frac{1}{3}$  |  $\frac{2}{3}$  |  $\frac{3}{3}$

# Private Sector Preparedness Programs



# PREPARE MY BUSINESS.org

Home

Planning

Education

Testing

Disaster Assistance

Contact Us



## Business as Usual. No Matter What.

You've finally achieved your dream. Don't lose it to a power outage, hacker disruption, fire, earthquake or other disaster. If you're not prepared, a disaster could put you and your employees at risk, possibly shutting down your business forever.

Roughly 40 to 60 percent of small businesses never reopen their doors following a disaster. But you can.

Disaster planning and preparedness can be your lifeline to staying in business. With proper education, planning, testing and disaster assistance, you will be able to stay in business through any interruption and beyond.



"It was critical that we were able to recover in a timely fashion."

[Download Video Transcript](#)

Small Business Administration - [www.sba.gov](http://www.sba.gov)

Agility Recovery Solutions - [www.agilityrecovery.com](http://www.agilityrecovery.com)

Ready.gov - [www.ready.gov](http://www.ready.gov)

Red Cross Ready Ratings - [www.readyrating.org](http://www.readyrating.org)

IBHS Open for Business - [www.disastersafety.org](http://www.disastersafety.org)

*"It is critical that small businesses have a disaster preparedness plan in place to put them in a better position to deal with challenges that often come with no notice."*

**-Karen G. Mills**

Administrator, U.S. Small Business Administration

[www.preparemybusiness.org](http://www.preparemybusiness.org)

[Home](#)

[Planning](#)

[Education](#)

[Testing](#)

[Disaster Assistance](#)

[Contact Us](#)



## Planning

### Disaster Planning Can Reduce Time to Recovery and Expense.

Major disasters, such as earthquakes and large-scale power outages, are rare. Smaller disasters, such as server failure, burst pipes and fires however happen every day. Companies often prepare for the worst but forget the everyday challenges, which can be just as crippling.

When disaster strikes, having a plan and being able to put it into immediate action can mean the difference between staying open to service the needs of your customers and community or shutting down for a few days.

Following a disaster, statistics show ninety percent of companies fail within a year unless they can resume operations within five days. Having a plan can ensure that you're back in business quickly and able to provide products and services to your community.

#### Additional Resources

- Recovery Overview - [Download PDF](#)
- Critical Business Functions - [Download PDF](#)
- Risk Assessment - [Download PDF](#)
- Vendor Assessment - [Download PDF](#)
- Emergency Communications Plan - [Download PDF](#)
- Phone Recovery - [Download PDF](#)
- Disaster Recovery Kit - [Download PDF](#)
- Unique Supplies - [Download PDF](#)
- Table Top Test - [Download PDF](#)
- Winter Weather Preparedness - [Download PDF](#)
- Earthquake Preparedness - [Download PDF](#)
- Tornado Preparedness - [Download PDF](#)
- Wildfire Preparedness - [Download PDF](#)
- Flood Preparedness - [Download PDF](#)
- Hurricane Preparedness - [Download PDF](#)
- Crisis Communications Checklist - [Download PDF](#)
- What to Take When You Evacuate - [Download PDF](#)



In this Section...

**Resource Center**

**Glossary of Terms**

## Ready Rating Toolbox

The tools, resources, tips and other information that are included in the Ready Rating program are the result of a comprehensive review of preparedness recommendations conducted by the American Red Cross National Office of Preparedness and Health and Safety Services, the national Ready Rating team, and the American Red Cross Scientific Advisory Council. All Ready Rating program steps and recommendations are grounded in scientific research, best practices and/or expert opinion from respected professionals representing multiple disciplines and perspectives.



### 123 Assessment

Learn your preparedness score



### Ready Rating Store

Shop for preparedness supplies



### Emergency Response Planner

Create a tailor-made plan for your organization



### Resource Center

Preparedness information and tools



### Ready Rating Seal

Let people know you are a Ready Rating member



### Member Reports

Generate Peer Comparison and/or Progress Reports

[www.readyrating.org](http://www.readyrating.org)

In this Section...

**Resource Center**  
**Glossary of Terms**

## Resource Center

Please click on the resource category of your choice below for a listing of available resources.

NOTE: You are welcome to modify, copy, reproduce, republish, upload, post, transmit or distribute the materials found on the Ready Rating Resource Center provided that you include the following copyright notice on your use:

Courtesy of The American Red Cross. © 2012 The American National Red Cross. All rights reserved.  
Adaptation by \_\_\_\_\_.

Looking for a specific resource not included in the resource library? Have suggestions for what you would like to see? Contact [readyrating@redcross.org](mailto:readyrating@redcross.org) with your suggestions.

Need Adobe Acrobat Reader? [Download](#) it for free.

**If you would like a hard copy of the member agreement please click here.**

### Educate

Use these resources to educate your employees or students and their families on a variety of preparedness topics.

Resources

### Plan

Use these resources to develop plans for your business, organization or school.

Resources

### Practice

Use these resources to develop exercises and other activities to help your business, organization or school practice the plans you have made.

Resources

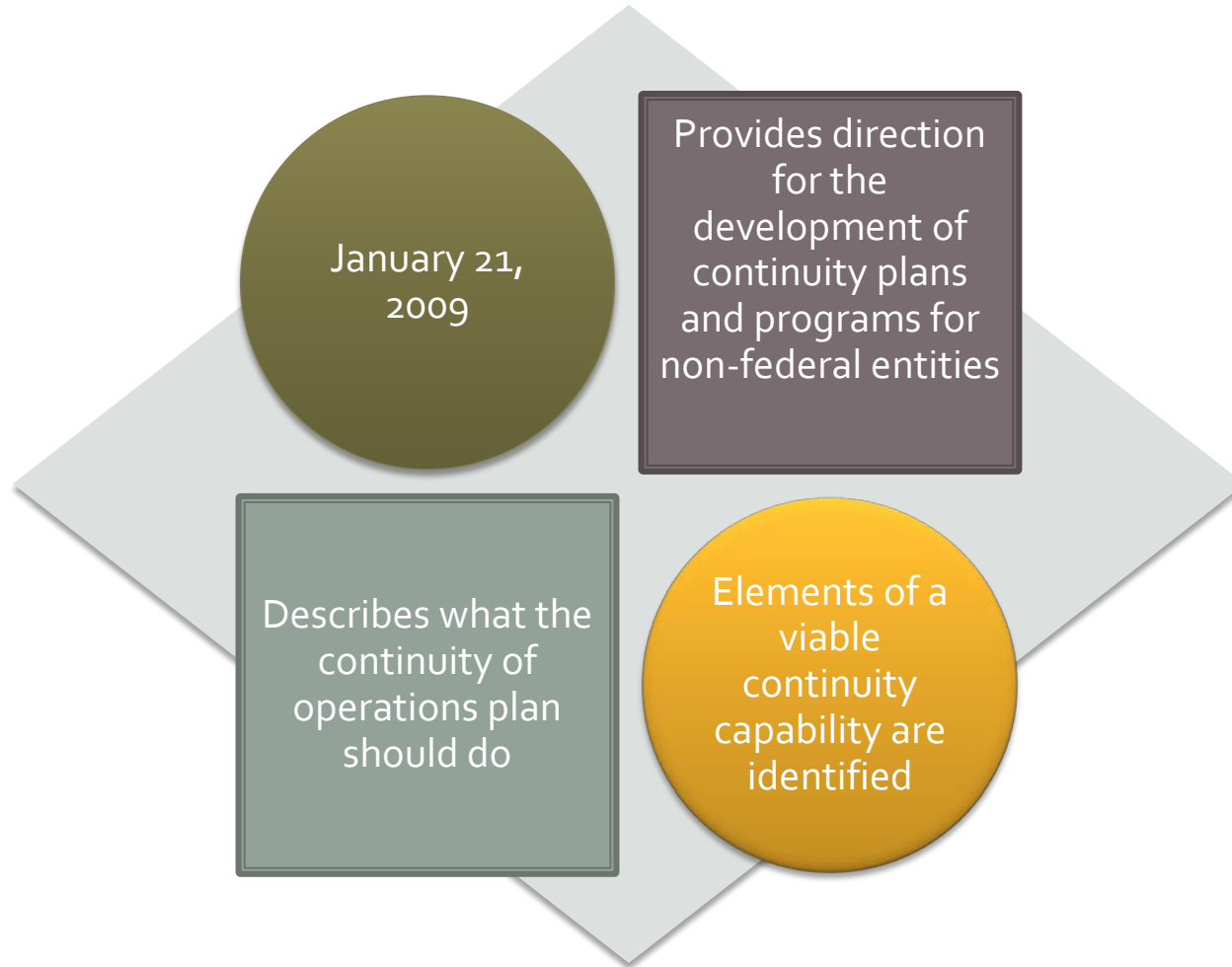
### Ready Rating Score Card

**Significant Opportunity  
to Improve**

**Opportunity to Improve**

**Strong Preparedness  
Foundation**

# FEMA's Continuity Guidance Circular 1





# CGC<sub>1</sub> – Continuity Considerations & Metrics

- Performance of essential functions
- Delegation of authority
- Vital resources, facilities and records
- Acquisition of necessary resources
- Critical communications
- Recovery
- Preparedness of personnel

- Program Plans & Procedures
- Risk Management
- Budgeting and Acquisition of Resources
- Essential Functions
- Order of Succession
- Delegation of Authority
- Continuity Facilities
- Continuity Communications
- Vital Records Management
- Human Capital
- Test, Training & Exercise Program
- Devolution of Control and Direction
- Reconstitution Operations
- Continuity Plan Operational Phases and Implementation





Ready

Prepare. Plan. Stay Informed.



FEMA

[CONTACT US](#)

[MORE LANGUAGES](#)

[FAQS](#)

[FEMA.GOV](#)



## BE INFORMED

What to do before, during, and after an emergency.

## MAKE A PLAN

Prepare, plan and stay informed for emergencies.

## BUILD A KIT

Build a kit for disasters to be prepared.

## GET INVOLVED

Find opportunities to support community preparedness.

## BUSINESS

Plan for and protect your business.

## KIDS

Fun and games for kids.

► Program Management

► Planning

► Implementation

► Testing & Exercises

► Program Improvement

Business Continuity Planning Suite

Business Testimonials



Business



Share/Email This Page

- LinkedIn
- Print
- Email
- Twitter
- Facebook
- Digg
- Delicious
- More... (339)

AddThis

Privacy

### PREPAREDNESS NOTICES

#### Winter

Learn what to do about winter storms AS OF 1:00 PM

WINTER



## RELATED MATERIALS

[Emergency Response Plan](#) (PDF)

[Business Continuity Plan](#) (PDF)

Ready

Prepare. Plan. Stay Informed.



FEMA

[CONTACT US](#) [MORE LANGUAGES](#) [FAQS](#) [FEMA.GOV](#)



## BE INFORMED

What to do before, during, and after an emergency.

## MAKE A PLAN

Prepare, plan and stay informed for emergencies.

## BUILD A KIT

Build a kit for disasters to be prepared.

## GET INVOLVED

Find opportunities to support community preparedness.

## BUSINESS

Plan for and protect your business.

## KIDS

Fun and games for kids.

Program Management

Planning

Implementation

Testing & Exercises

Program Improvement

Business Continuity Planning Suite

Business Testimonials

[Home](#) > [Business](#) > [Business Continuity Planning Suite](#)

[Share/Email This Page](#)

## BUSINESS CONTINUITY PLANNING SUITE

If you need more help getting a business or organization prepared, please use the new [Business Continuity Planning Suite](#) (ZIP Archive - 13 Mb: PC Compatible) developed by DHS' National Protection and Programs Directorate and FEMA.

This software was created for any business with the need to create, improve, or update its business continuity plan. The Suite is scalable for optimal use by organizations of any size and consists of a business continuity plan (BCP) training, automated BCP and disaster recovery plan (DRP) generators, and a self-directed exercise for testing an implemented BCP. Businesses can utilize this solution to maintain normal operations and provide resilience during a disruption.

### Business Continuity Planning Suite

[Download and EXTRACT the Business Continuity Planning Suite \(BCPS\)](#)  
(ZIP Archive - 13 Mb: PC Compatible)

Once downloaded, **EXTRACT** the Business Continuity Planning Suite file and click "START\_NOW."

[Step-by-Step Instructions for BCPS Installation](#)  
(PDF-1.2 Mb)

[Learn about the Tools](#)

[Business Continuity Video Training](#)

The BCP training component of the Suite is a 30 minute video-based course, which examines the importance of BCP, provides an overview on BCP, and prepares users to write their own plans. It is broken into three segments:

1. What is business continuity planning?
2. Why is business continuity planning important?
3. What is the business continuity planning process?

# Open for Business®

Open for Business® is a property protection and recovery planning tool for small to mid-sized businesses.

Open for Business® Online is an interactive version of the program/guide. The online version allows the users to access and develop their plan online, instead of printing and filling out forms. It is exclusively available to IBHS member insurance companies, their agents and policyholders. To obtain an Open for Business® access code, please contact the member insurance company.

## OPEN FOR BUSINESS® BASIC



**BASIC (PDF)**

Business continuity for small- to mid-sized businesses

## OPEN FOR BUSINESS® ONLINE



**Online**

Web-based version exclusively for IBHS member companies and their policyholders

Are you a member?

## Share This



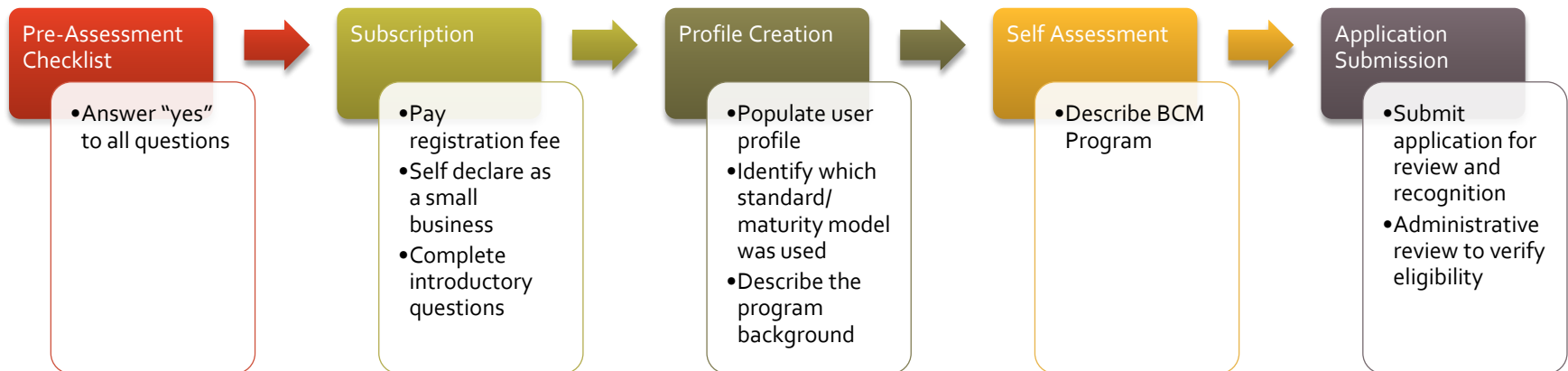
Enter your ZIP Code below to discover the risks you face.

Search

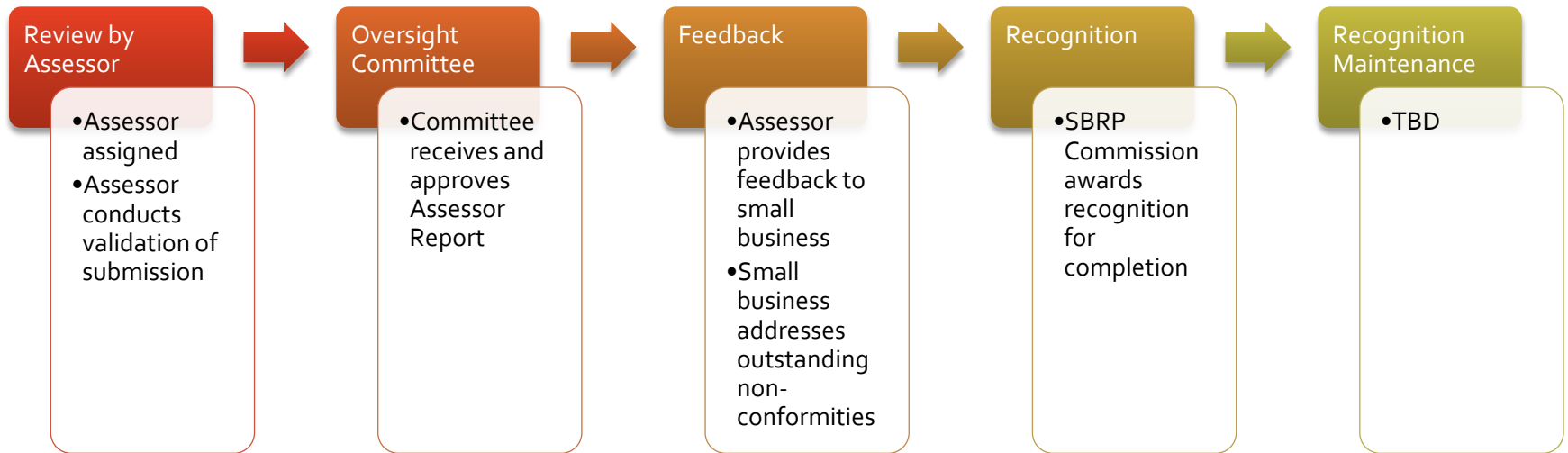


**IBHS Research Center**

# SBRP Process



# SBRP Process



# Pilot Study



Test and validate the Self-Assessment Tool



Gather information necessary to progress the development of other SBRP components



Determine and validate DHS/FEMA's Small Business preparedness objectives



# Pilot Study Participants

Small Businesses

Assessors

IAEM Team

Web Portal Designer

Project Advisory Committee members

Public-Private Partnership Caucus members



# Pilot Study

## Phase 1

- 5 Small Businesses
- 2 or 3 Assessors
- IAEM on-site with small businesses
- Portal and Assessor report
- Participant Questionnaire
- Focus Group meeting

## Phase 2

- 50 – 75 Small Businesses
- 15-20 Assessors
- Portal and Assessor report
- Participant Questionnaire

# Assessor Qualifications

Assessors will be selected by IAEM according to their ability to meet the mandatory qualifications, willingness to voluntarily participate, and availability.

## **Mandatory Qualifications**

- Candidate demonstrates personal integrity and professionalism
- BCM certification (BCI: FBCI, MBCI, SBCI; DRII: CFCP, CBCP, MBCP)
- 5 years' working experience as a business continuity practitioner
- Familiarity, knowledge and understanding of preparedness maturity models (which may be acquired up until Pilot Study begins)

## **Preferred Qualifications**

- IAEM member in good standing
- Certified Emergency Manager®
- ANSI Accredited Business Continuity Training Course

# Next Steps



Revise SBRP  
Assessment  
criteria with  
FEMA (NIC) and  
ASIS  
International



Establish Pilot  
Study Timeline



Recruit and Select  
Pilot Study  
Participants:  
\*Small Businesses  
\* Assessors



Administer  
Participant  
Questionnaire



Train Assessors

Late Fall 2013

# Next Steps



Conduct Pilot Study



Host One-Day Focus  
Group Meeting with  
Phase 1 Participants



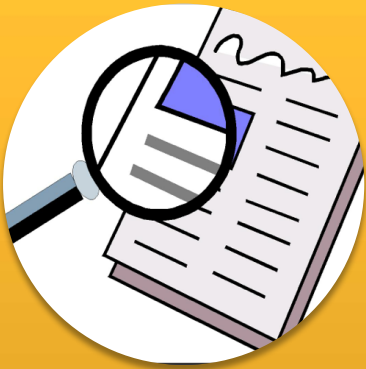
Host Webinars with  
"Community of Interest"



Collect and Analyze  
Feedback Data from Pilot  
Study and Community of  
Interest participants

Winter 2013 – Early 2014

# Next Steps



Report to FEMA



Integration of SBRP  
into IAEM



Completion of  
Program components

- cadre of Assessors
- training
- marketing



National launch

Spring 2014 - 2015

Thank you!!!

**Questions**

---