The Small Business Recognition Program

IAEM Public-Private Partnership Caucus

Marg Verbeek
IAEM Principal Investigator
October 29, 2013
The Act specifically directs the Secretary of the DHS to provide a separate classification and method for small businesses (SBRP).
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

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

**Assessors**

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<th>Name</th>
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<tr>
<td>Position</td>
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<td>Company</td>
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<td>Mailing Address</td>
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**Are you currently a member of any professional organizations? If yes, please indicate the names of the organizations.**

**Are you a Certified Emergency Manager®?**

**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.**

**How many years of working experience do you have as a Business Continuity Practitioner?**

**Have you taken an ANSI Accredited Business Continuity Training Course(s)? If yes, please indicate which ones.**

**Are you willing to sign a Code of Conduct letter if you are selected as a SBRP Assessor?**

**Please provide a professional reference (Name, title, contact information) that can attest to your personal integrity and professionalism.**

[Submit Assessor Application](#)
<table>
<thead>
<tr>
<th>Respondent</th>
<th>Organization</th>
<th>Began SDoC</th>
<th>Completed SDoC</th>
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<tbody>
<tr>
<td>Chris Smith (<a href="mailto:chris.smith@gmail.com">chris.smith@gmail.com</a>)</td>
<td>Midwest Textiles</td>
<td>04/15/2013</td>
<td>04/15/2013</td>
</tr>
<tr>
<td>Maggie Rowe (<a href="mailto:mrowe@gmail.com">mrowe@gmail.com</a>)</td>
<td>Empire, LLC</td>
<td>04/16/2013</td>
<td>04/16/2013</td>
</tr>
<tr>
<td>Marg (<a href="mailto:marg@globalemergencyconsulting.com">marg@globalemergencyconsulting.com</a>)</td>
<td>GEMCC</td>
<td>05/28/2013</td>
<td>05/28/2013</td>
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<tr>
<td>MV (<a href="mailto:magv@rogers.com">magv@rogers.com</a>)</td>
<td>GEMCC</td>
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<tr>
<td>Kristen Howe (<a href="mailto:kristenh@gmail.com">kristenh@gmail.com</a>)</td>
<td>Carolina Management</td>
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<td>William Tenn (<a href="mailto:wtenn@gmail.com">wtenn@gmail.com</a>)</td>
<td>Global Industries</td>
<td>04/16/2013</td>
<td>04/16/2013</td>
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<tr>
<td>Greg Smalter (<a href="mailto:gsmalter6@fusionproductions.com">gsmalter6@fusionproductions.com</a>)</td>
<td>Fusion Productions</td>
<td>04/16/2013</td>
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<tr>
<td>Sally McKown (<a href="mailto:sallym@gmail.com">sallym@gmail.com</a>)</td>
<td>Sheraton</td>
<td>04/19/2013</td>
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<tr>
<td>Susan Smalter (<a href="mailto:ssmalter@gmail.com">ssmalter@gmail.com</a>)</td>
<td>The Smalter House</td>
<td>04/19/2013</td>
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<td>1 (<a href="mailto:greg.smalter@gmail.com">greg.smalter@gmail.com</a>)</td>
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<tr>
<td>Greg Smalter (<a href="mailto:gsmalter23@fusionproductions.com">gsmalter23@fusionproductions.com</a>)</td>
<td>Fusion</td>
<td>05/23/2013</td>
<td></td>
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<tr>
<td>Kate Walker (<a href="mailto:kwalker@iaem.com">kwalker@iaem.com</a>)</td>
<td>International Association of Emergency Managers</td>
<td>05/30/2013</td>
<td></td>
</tr>
</tbody>
</table>
You have completed 8 out of 38 questions.

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)

**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)
Private Sector Preparedness Programs

- SBA: Prepare My Business
- Red Cross: Ready Rating
- FEMA: Ready.gov/Business
- FEMA Continuity Guidance Circular 1
- Insurance Institute for Business & Home Safety: Open for Business®
- DHS/FEMA 3rd Party Certification

Best Practice & Standards Based

Standards Based

Federal Guidance Based

Best Practice Based

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.

Small Business Administration - www.sba.gov
Agility Recovery Solutions - www.agilityrecovery.com
Ready.gov - www.ready.gov
Red Cross Ready Ratings - www.readyrating.org
IBHS Open for Business - 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

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

Emergency Response Planner
Create a tailor-made plan for your organization

Ready Rating Seal
Let people know you are a Ready Rating member

Ready Rating Store
Shop for preparedness supplies

Resource Center
Preparedness information and tools

Member Reports
Generate Peer Comparison and/or Progress Reports

www.readyrating.org
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 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.

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

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

Ready Rating Score Card

Significant Opportunity to Improve

Opportunity to Improve

Strong Preparedness Foundation
FEMA’s Continuity Guidance Circular 1

Provides direction for the development of continuity plans and programs for non-federal entities.

January 21, 2009

Describes what the continuity of operations plan should do.

Elements of a viable continuity capability are identified.
CGC1 – 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
Annexes

- 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
ASSESS YOUR RISK

Preparedness Planning for Your Business

- Program Management
- Planning
- Implementation
- Testing & Exercises
- Program Improvement
- Business Continuity Planning Suite
- Business Testimonials

RELATED MATERIALS

Emergency Response Plan (PDF)
Business Continuity Plan (PDF)
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.

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)

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® 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**

Business continuity for small-to mid-sized businesses

**OPEN FOR BUSINESS® ONLINE**

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

Are you a member?

IBHS Research Center
SBRP Process

1. Pre-Assessment Checklist
   - Answer “yes” to all questions

2. Subscription
   - Pay registration fee
   - Self declare as a small business
   - Complete introductory questions

3. Profile Creation
   - Populate user profile
   - Identify which standard/maturity model was used
   - Describe the program background

4. Self Assessment
   - Describe BCM Program

5. Application Submission
   - Submit application for review and recognition
   - Administrative review to verify eligibility
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