



# Business Alliance Connection

Winter 2009

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## Message from Ron Lane

**Director, The County of San Diego Office of Emergency Services**

Welcome to the ReadySanDiego Business Alliance. The region's overall resiliency is a priority for this public-private partnership. Your involvement and participation is key to strengthening our region's ability to prepare for and lessen the economic impacts of a natural or man-made disaster in our communities. In order to effectively plan for business continuity of operations, a business must consider the community around them and their local government. Even a brilliant business continuity plan could not be utilized if the community around the business was devastated affecting your customer base.



While local, state and federal government are given the responsibility of preparing and responding to a disaster, the private sector ultimately controls most of the region's critical infrastructure, employment base and vital supplies and services. In fact, in many cases the private sector has a greater response capability than our governments. During disasters many local businesses have come forward to offer assistance to their communities, and as part of the local government, we would like to help coordinate the distribution to maximize the potential for relief.

I thank all our members that attended our first ReadySanDiego Business Alliance meetings in September. Among the many connections that were made at the summit, we were able to solidify our goal of creating an Advisory Council. I commend our new ReadySanDiego Business Alliance Advisory Council members for their involvement thus far. My staff and I look forward to working with each of you and the subcommittee chairs.

I encourage those who have not yet taken an active role to take advantage of this partnership opportunity, and continue to recruit additional members for the Alliance. With your assistance we can make this an enduring partnership that will be instrumental in addressing both response and recovery efforts following a disaster.

As we move forward, we will continue to reach out to businesses in the County thereby expanding the range of business sectors and partners. If you have not done so already, please join us at ReadySanDiego.org and click on the Business Tab.

- Ron Lane

# Business Alliance Program Updates



The ReadySanDiego Business Alliance kicked off with two very successful business partnership summits in September. Led by Ron Lane, director of the Office of Emergency Services for the County of San Diego, the summits at SeaWorld and Tri-City Wellness Center were well attended by business representatives throughout the County looking to learn more about getting involved in the program.

Remember to share the ReadySanDiego Business Alliance information with your colleagues, vendors or clients. The San Diego region will be strengthened by having an alliance to assist in decision making during a time of disaster.



Members of the ReadySanDiego Business Alliance Advisory Council, which will work in conjunction with County staff to identify strategic goals of the Business Alliance program and help lead its path forward, have been announced. Keep reading to learn more about the Advisory Council members.

County staff would like to extend special thanks to Larry Himmel, KFMB-TV, and Cliff Albert, KOGO-AM, for addressing the summits about disaster preparedness, as well as Christina Curry, California Emergency Management Agency, for her keynote address.

For questions about the Alliance, contact Sara Wacker, APR at [sara@allisonpr.com](mailto:sara@allisonpr.com) or (619) 533-7975, or the Office of Emergency Services team at [readysd.business@sdcounty.ca.gov](mailto:readysd.business@sdcounty.ca.gov) or (858) 565-3490.

## New Business Alliance Members



The following organizations joined the ReadySanDiego Business Alliance in October, please join us in welcoming our new members!



- California Center for Sustainable Energy
- Clear Channel Broadcasting
- Critical Digital Data, Inc (HomeDataGuard.com)
- Food & Beverage Association
- Illumina, INC
- Jack in the Box
- Kan Du Riding Club
- Meals-on-Wheels Greater San Diego
- Mission Linen Supply
- NeeditNow247.com, Inc
- PETCO Foundation
- Pharmacist Emergency Response Management Group
- Peacan Community Association
- RCP Inspections
- San Diego County Public Law Library
- San Diego Natural History Museum
- TaylorMade Golf Company
- The Olen Group, LLC
- [www.InCaseOfEmergency.US](http://www.InCaseOfEmergency.US)

# Emergency Survival Program

## Plan for an Earthquake Now

In the event that a disaster strikes, having a plan will be key, especially in earthquake prone California. The Emergency Survival Program (ESP), managed by the County of *San Diego* Office of Emergency Services, is an awareness campaign designed to increase emergency preparedness at home, in the community, at work and at school. Earthquakes remain one of the greatest threats for California because of their frequency and potential for widespread devastation. Here are some earthquake preparedness tips from the ESP to keep in mind at home and at work.

### Plan beforehand

Know all evacuation plans for your home and work, select a meeting place for your family in case officials evacuate your neighborhood and identify an out-of-state contact for your family in case you become separated. Make sure you know the emergency plans at your children's schools and confirm that the school has your updated emergency contact information. Prepare children for what to do in an emergency, and ensure that they know their own names and addresses, as well as the full names and contact information for parents and a second adult emergency contact.

### Identify and fix hazards in your home now

Take a look around your home and office and secure anything heavy enough to hurt you if it falls on you or anything fragile and/or expensive enough to be a significant loss if it falls. In addition to contents within your main living/work space, also secure items in other areas, such as your garage, storage closets, or where hazardous material could spill. Most hardware stores and home centers now carry earthquake safety straps, fasteners, and adhesives that could be used to secure items.

### Make a plan at home

Many government agencies, schools and businesses have plans for various types of disasters and other emergencies, and your family should also have one too. The plan should include a post-disaster segment to deal with the risk of fire, the potential lack of utilities and basic services, and the certainty of aftershocks. The safety and well-being of your loved ones is important, so take time NOW to develop a family emergency plan. If

you've already developed a plan, make time now to review, update and practice it. A home disaster plan will help you rest assured that your family knows what to do, should you be at work during an emergency.

### Create disaster supply kits

Everyone should have personal disaster supplies kits with enough supplies for a minimum of three days including food and water and medications. Keep one kit in your home, another in your car, and a third kit at work. Be certain to store them in locations where they can be reached even if the structure you are in during an earthquake is badly damaged. For home kits, a large watertight container with wheels that can be easily moved is recommended and should include pet food and medications if needed. For a complete list of supplies, visit [www.ReadySanDiego.org](http://www.ReadySanDiego.org).

### Protect yourself during an earthquake

Learn what to do during an earthquake, whether you're at home or work. Taking the proper actions, such as "Drop, Cover, and Hold On", can save lives and reduce your risk of death and injury. During earthquakes, drop to the floor; take cover under a sturdy desk or table; hold on to it firmly; and be prepared to move with it until the shaking stops. Remember to practice this drill at home and at work.



### After the disaster

Once you have met your immediate needs after a disaster, continue to follow the plan you prepared in advance. Until you are sure there are no gas leaks, do not use open flames (lighters, matches, candles, or grills) or operate any electrical or mechanical device that can create a spark (light switches, generators, motor vehicles, etc.).

For additional information on The Emergency Survival Program or earthquake safety tips, contact the Office of Emergency Services at (858) 565-3490 or [ESP@sdcounty.ca.gov](mailto:ESP@sdcounty.ca.gov).

## Did you know....

- The region has four major faults that could affect San Diego County:
  - ◇ The Rose Canyon Fault—capable of producing an earthquake of 6.2 to 7.0 magnitude
  - ◇ The Elsinore Fault—capable of producing an earthquake in the 6.5 to 7.3 range
  - ◇ The San Jacinto Fault—capable of producing a quake of 6.4 to 7.3 magnitude
  - ◇ The famous San Andreas Fault, which is located in Imperial County—capable of producing a 6.7 (Northridge) magnitude or stronger quake

Over the course of time, these four faults have produced about half of the significant earthquakes of our region.

- In April 2008, scientists reported a 99.7 percent probability of a magnitude 6.7 or stronger earthquake on the San Andreas Fault. The likelihood is greater that it will strike on the southernmost segment of the San Andreas, which is overdue for a rupture—it has been 300 years since the last quake on that segment.
- Damage to buildings and secondary effects such as fires that often break out after earthquakes pose a real threat to all San Diegans.
- The damage an earthquake does varies with magnitude of the earthquake, the distance from the epicenter, geologic conditions and the type of building construction.

## Advisory Council Q&A

# Katie Wiest

**Senior Manager, Operations at Qualcomm Incorporated; Oversees Global Emergency Management and Business Continuity Programs**

### 1) How does your company currently prepare for disasters?

Qualcomm has a defined Emergency Operations Team whose mission is to protect Qualcomm's people, business and assets through effective planning, response and recovery. The best time to deal with an emergency (or disaster) is before one occurs, so having a plan in advance of a disaster allows for a more immediate response and ensures that Qualcomm is prepared to effectively manage the response and recovery. The team serves employees by being vigilant about worldwide emergencies, such as wildfires, earthquakes, infectious virus outbreaks and other events. The goal is to minimize risks to all our employees and ensure their safety while working or traveling.



### 2) Why is your company supporting the ReadySanDiego program?

Qualcomm understands the importance of advanced planning for disasters or emergencies and we hope our participation will encourage other local businesses to look closely at their state of readiness.

### 3) Why do you believe there is a need for the Business Alliance in San Diego County?

Many businesses don't have awareness or resources to create an Emergency Plan. The Alliance can assist businesses by educating them on the importance of planning and by providing tools to help them create a plan. ReadySanDiego can also provide a central repository where area businesses can document the resources they can supply to the region to assist with response and recovery during and after a disaster.

### 4) What are your goals for the ReadySanDiego Business Alliance?

I would like to help raise awareness of the need to prepare businesses and their employees for emergencies and continue to promote private/public partnerships, as we've done with the Sorrento Valley Consortium.

### 5) What do businesses have to gain by joining the ReadySanDiego Business Alliance?

All businesses, regardless of size, should consider how they could be impacted by a disaster and the steps they can do in advance to help them recover quickly. The ReadySan Diego Alliance is key to helping businesses understand the importance of disaster preparedness and in providing disaster education and resources to these businesses. Strong planning will make San Diego stronger.

### 6) What is the advantage (or benefit) to businesses in establishing a public-private partnership?

In a regional disaster, the entire community may be affected and public-private partnerships are an excellent way to bring the community together to share resources and to initiate a rapid response and recovery. False starts and avoidable setbacks can be mitigated by advance planning as a community. By establishing personal relationships, drafting communication plans and documenting shareable resources, all before a disaster or event occurs, the San Diego community can come together to begin a quick response. To quote ChicagoFirst, a business collaborative in Chicago, "A crisis is no time to exchange business cards."

## About Qualcomm Incorporated

Qualcomm Incorporated is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies.

Headquartered in San Diego, Calif., Qualcomm is included in the S&P 100 Index, the S&P 500 Index and is a 2009 FORTUNE 500® company.

*"The best time to deal with an emergency (or disaster) is before one occurs, so having a plan in advance of a disaster allows for a more immediate response and ensures that Qualcomm is prepared to effectively manage the response and recovery." - Wiest*

# The ReadySanDiego 2009-2010 Advisory Council

The ReadySanDiego Business Alliance Advisory Council is comprised of business leaders from throughout San Diego that act as corporate spokespersons, tapping business relationships to help promote program initiatives throughout the County. The Advisory Council will work in conjunction with County staff to identify strategic goals of the Business Alliance partnership program and help oversee its path forward. During times of crisis, Advisory Council members will work with the County to lead the Business Alliance's response and recovery activities, including the coordination of needed resources from its members.

Please join us in welcoming the 2009-2010 ReadySanDiego Advisory Council!



**Jay Bart**

*Director of Risk Management*  
Barona Casino

**Jill Rulon**

*Senior Vice President*  
California Grocers Association

**Katie Hansen**

*Director of Government Affairs*  
California Restaurant Association

**Dennis Morgigno**

*Director of Original Programming*  
COX Communications



**Cliff Albert**

*Program Director*  
KOGO/Clear Channel

**Kipp Kaiser**

*District Manager*  
Lowe's

**Steve Hawkesworth**

*Director of Operation Services*  
Manpower



**Rob Schupp**

*Director of Marketing & Communications*  
Metropolitan Transit System

**Namara Mercer**

*Executive Director*  
San Diego County Hotel-Motel Association

**Dave Dalton**

*Security Director*  
San Diego Natural History Museum



**Patty Skoglund**

*Administrative Director of Disaster Preparedness*  
Scripps Health

**Ren Powers**

*Vice President & Manager, Business Continuity Program*  
SoCalfirst

**Grady Gopez**

*Assets Protection Business Partner*  
Target



**Jeff Segall**

*Director of Public Affairs*  
Tri-City Medical Center

**Katie Wiest**

*Senior Manager, Operations*  
QUALCOMM

**AJ Balkiz**

*Regional Emergency Manager*  
Wells Fargo