



Business Alliance Connection

Fall 2011

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Message from Ron Lane

Director, County of San Diego Office of Emergency Services

Are your families and workplaces better prepared after the Sept. 8 countywide power outage that affected more than 3 million residents in San Diego County as well as millions more in southwest California, Arizona and parts of Mexico?

After navigating the traffic congested streets, many people got home and realized they were not entirely prepared, but did they do anything about it?

The blackout should have served as a dress rehearsal for a bigger emergency or disaster. In the event of a major wildfire or earthquake, it is very probable that power, water and phone service could be cut off just as it was for most earlier this month.

However, once all services were restored, residents would have been wise to evaluate their personal preparedness. They should check to see if their Family Disaster Plans need updating and take stock of their emergency supplies for any items that were missing for an outage or for any other emergency, and then replenish them. All businesses should also evaluate their business continuity plan and make sure it addresses their needs.

Fortunately, the power was restored for most in 11 hours, but initially, it was believed the outage could continue for another day. At the county level, we were making plans to try to manage the issues that might arise in that situation. Did your organization have plans in place for another day without power? How would you have notified employees and suppliers or customers? Were your employees prepared at home to deal with the situation, so they could respond to work when called back?

To learn more about business continuity planning, visit FEMA's [Ready.gov page](#) which includes sample templates.

Speaking of emergency planning for both home and work, are you planning an earthquake drill for the [Great California ShakeOut](#) at 10:20 on 10/20? This is a great opportunity to make sure your employees and their families know what to do to minimize injuries during an earthquake and allow for a faster business recovery.

Register to ShakeOut and find many resources on the site including fliers, earthquake preparedness tips to give to employees or family members, and various scenarios for staging a drill at home or work.

If you are hosting an earthquake drill on ShakeOut day, please contact the ReadySanDiego team with information about what your organization is doing and whether it would be open to media.

As some of you may know, this will be my final newsletter for the Business Alliance. I have accepted a position as a Deputy Chief Administrative Officer and Group General Manager for the County of San Diego's Public Safety Group. In this position, I will continue to work closely with the Office of Emergency Services, but will also coordinate with the county's criminal justice and law enforcement programs.

I have enjoyed working with all of you, and I look forward to watching the alliance grow and become more integrated with disaster recovery as a business community.

-Ron Lane



San Diegans Given Tool to Spot Possible Terrorism

Often the public is advised to report “suspicious activity,” but what exactly does that mean? A locally-produced video details the “Eight Signs of Terrorism” so that everyone can help law enforcement protect the region’s security.

The County produced the 6-minute video prior to the 10th anniversary of the 9/11 terrorist attacks to remind residents that every citizen can help prevent acts of terrorism.

The public can be a vital partner for law enforcement when it comes to developing information for terrorism-related investigations. “We encourage the public to report any suspicious activity to their local law enforcement, and if they believe there is imminent danger, call 911,” said Sheriff Bill Gore.

The video features Gore and FBI Special Agent in Charge of San Diego Keith Slotter and can be viewed on

ReadySanDiego.org. The video was also made available to County and City of San Diego employees to help them recognize suspicious activity while they are on the job. County, regional and law enforcement officials united to promote public safety and homeland security in the San Diego region and coordinate the message.

The San Diego region has a strong anti-terrorism program in which city, county, state, federal and private agencies collaborate to share information and resources,

The region’s video and public awareness campaign was developed in support of the federal Department of Homeland Security’s “If You See Something, Say Something” campaign.

The Eight Signs of Terrorism are:

1. Surveillance

Terrorists may conduct surveillance to determine a target’s strengths and weaknesses. Be aware of someone who appears to be monitoring security personnel or equipment, or gauging emergency response time.

Suspicious activities could include using vision-enhancing devices, acquiring floor plans or blueprints, and showing interest in security and access to facilities.

2. Elicitation

A terrorist may try to gain information about the operations and security of a potential target, possibly an important place such as a power plant, stadium, or school.

It could be gathered many ways—by phone, e-mail, in person, or even by gaining employment at the location.

3. Testing Security

Someone may use different methods to test security, such as trespassing into a restricted area or leaving a bag unattended

in a public place to see how long it takes for people or security to respond.

4. Funding

Terrorists need to raise money for their operations and spend it in a way that doesn’t draw attention.

This could be done many ways—through crimes such as drugs and counterfeit merchandise sales, burglary, or even funneling money from legitimate businesses or non-profit organizations.

Be aware of unusually large transactions paid with cash or gift cards, or someone soliciting a donation for a charity you’ve never heard of.

5. Acquiring Supplies

To conduct an attack, terrorists may need a variety of supplies, such as weapons, transportation, and communication systems.

Suspicious activities could include a vehicle left in an unusual place; stockpiling fertilizers, weapons, even one-time use cell phones; acquiring or stealing uniforms; and forging personal identification or passports.

6. Impersonation

Terrorists may impersonate law enforcement officers, mail carriers, or company employees to gain information.

Someone who seems suspicious in what they say or do on the job could be a red flag.

7. Rehearsal

Terrorists often rehearse a planned attack, possibly several times, to make sure their operation runs smoothly. This may include measuring response time by emergency responders, and possibly using police radios.

8. Deployment

This is when terrorists are putting their plans into place—getting into position, moving equipment and supplies, and launching an attack.

If you believe there is imminent danger, call 911 immediately.

Brochures describing the eight signs of terrorism are also available at County libraries.

To submit a Tip or Lead visit, www.SDLECC.org or contact the San Diego Joint Terrorism Task Force at (858) 565-1225, prompt 9.

New Business Alliance Members

Thank you for becoming a member of the ReadySanDiego Business Alliance (Alliance) The Office of Emergency Services looks forward to partnering with you as we address both business and employee preparedness. Our goal for the Alliance is to collaborate with you, our members, to secure your participation in ongoing efforts to collect and share information about resources that are available in the community to assist with response and recovery efforts.

Government does not have all the resources to assist the community during catastrophic events, therefore the Alliance is essential in doing so, and communication between us is crucial. So, as an Alliance member, please also join the **ReadySanDiego Partner Connection (Connection)** at: <http://informsandiego.ning.com/?xgi=ORc2n7DSSa6AtT>

As communication with the County of San Diego Emergency Operations Center (EOC) was identified by the Alliance as key to achieving its goals, the **Connection** was created as a central, two-way communication forum for Alliance members to interact with the EOC during an emergency. The **Connection** also allows the Alliance's 8 organizational sectors to communicate with each other individually during non-emergency periods for planning and development purposes.

If you have questions about the **Connection** or would like assistance joining, please contact Beverly S. Randolph at the Office of Emergency Services by email at beverly.randolph@sdcounty.ca.gov or by telephone at 858-715-2339.

Thank you again for your willingness to participate in our public private partnership and we look forward to working with you soon.

The following organizations have joined the ReadySanDiego Business Alliance since May. Please join us in welcoming our new members!

- Meg Storer, 211 San Diego
- William York, 211 San Diego
- Kim Ciniello, Al Ivy's Super Brite Laundry Services
- Sharon De Peralta. Alpha Plus Home Health Services, Inc.
- Melissa Castaniero, Altman Plants
- Cathie Marx, Aspen Risk Management Group
- Archie Yates, Bridgepoint Education, Inc.
- Brook Balkwill, Cambridge Healthcare Management
- Mary A. Poder, Casa De Bonita ARF
- Ryan Zylus, Coastline Protection & Investigations
- Herb Lynch, Community Research Foundation
- Amber Castro, Connect the Docs Medical Management
- Meg Somers, EdgeCore Real Estate Group
- Travis Lindsay, Heidelberg Engineering Inc.
- Garret Roquet, Hilton La Jolla Torrey Pines
- Mike O'Brien, Integrated Expense Reduction
- David Waitley, Interfaith Disaster Council
- Erica Santiago, Jack In the Box
- Dale Thompson, Kaiser Permanente
- Eva Lantz, Lantz Foundation, Lighthouse Family Counseling
- Ted Wintz, MIR3
- Amber Carmichael, Palomar Pomerado Health
- Sara Solomon, Paul Davis Restoration of San Diego
- Connie Turner, Poway Surgery Center
- Michael Carey, Safety Consultants of SDC
- John Leas, Director of Security, San Diego Padres
- Steve Hinkle, San Diego Volvo
- John Liken, San Diego Zoo Global
- Jason R. Van Hest, San Diego Zoo Safari Park
- Mario Trejo, San Vicente Golf Resort at SDCEA
- Scott Hermes, Sheraton San Diego Hotel and Marina
- Nick Hagggar, Sheraton Suites Hotel
- Neal Atkinson, UC San Diego
- Mary Zientek, RN, Vitas Hospice
- Aaron J. Rios, Wal-Mart Stores, Inc.
- Dan Hopwood, John Hammett, Zenith Insurance Company

Wildfires

Fire is, and always has been, a natural part of Southern California's landscape.

These wildfires are often fueled by dry vegetation and driven by hot, dry "Santa Ana" winds, making them extremely dangerous and impossible to control. Fire season is now year-round and requires everyone to be on heightened alert, especially for those living in wild land area communities.

Get READY...Get in the Zone!

Defensible space is the area around your home that is free of flammable plants and objects. This space is wide enough to prevent the flames and heat from a wildfire to reach your home. There are two zones to help protect your property, as you can see in the diagram above. Zone 1 extends 30 feet out from all buildings, structures, decks, etc. To increase your protection, remove flammable vegetation within 30 feet of your home, or 50 feet if you live in areas determined to be "High Hazard." In Zone 2, thin out or remove vegetation an additional 70 feet from your home, for a total of 100 feet. High Hazard Areas may require up to 100 additional feet, for a total of 200 feet.

Learn How to "Harden" Your Home

Embers from a wildfire will find the weak link in your home's construction and the quality of the "defensible space" surrounding it. You can safeguard your home by assessing it and taking these steps to "harden" it from the threat of wildfire:

- Roof your home with fire-resistant material.
- Block any spaces to prevent ember intrusion.
- All vent openings should be covered with 1/8 inch metal mesh.

Fiberglass will melt and burn.

- Ensure that all trees are far away from power lines.
- Install dual-paned windows with exterior tempered glass to reduce breakage in a fire. Heat from a wildfire can cause windows to break before the home ignites.
- Fire-resistant building materials, such as brick, cement, masonry, or stucco, provide more protection than wood-siding.
- Keep a fire extinguisher and tools, such as a shovel, rake, bucket, and hoe, easily accessible.
- Screen or enclose rain gutters to prevent accumulation of plant debris.
- Have multiple garden hoses long enough to reach any area of your home

Get SET – Prepare your Family

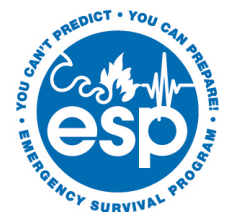
Your Wildfire Action Plan should be prepared with all members of your household well in advance of a fire. Once you finish your plan, rehearse it regularly with your family and keep it in a safe, accessible place. Below is a partial checklist; more preparation lists are available at www.fire.lacounty.gov.

- Create and rehearse a Family Disaster Plan that includes meeting locations and communication plans.
- Keep fire extinguishers on hand and train your family on how to use them.
- Make sure your family knows where the gas, electric and water main shut-off controls are and how to use them.
- Plan several different escape routes.
- Assemble an emergency supply kit and keep an extra one in your car.
- Maintain emergency contact numbers.
- Appoint an out-of-state friend or relative as a point of contact.
- Keep a portable radio or scanner available.

GO Early – Don't Hesitate!

Don't wait until the fire comes to your neighborhood. By leaving early, you will give your family the best chance of survival. You will also help County firefighters by keeping the roads clear of congestion, which will help them move more freely and do their job to save your home! To get started, make a kit of the following items:

- Keep a pair of old shoes and a flashlight handy for a night evacuation.
- Keep the six "P's" ready for immediate evacuation:
 - o People and pets
 - o Papers, phone numbers and important documents.
 - o Prescriptions, vitamins, and eyeglasses.
 - o Pictures and irreplaceable memorabilia
 - o Personal computers (information on hard drive and discs).
 - o "Plastic" (credit cards, ATM cards) and cash.
- Leave early enough to avoid being caught in fire, smoke, or road congestion.
- Don't wait to be told by authorities to leave. They may not have time to knock on every door.
- Have a predetermined meeting place.
- Have several escape routes.





On October 20th at 10:20 a.m., businesses, http://www.shakeout.org/downloads/CountdownToShakeOut_Businesses.pdf

non-profits, schools, governments, neighborhoods, organizations, families, and others throughout the state will practice '[Drop, Cover and Hold On](#)' as part of The Great California ShakeOut statewide earthquake drill.

The ShakeOut was created to help people and organizations become better prepared before the next big earthquake, and for everyone to practice how to protect themselves when it happens. Check out <http://www.shakeout.org/businesses/> for more ideas and instructions for how your business can plan their drill, tips for getting prepared, and suggestions for sharing the ShakeOut with others. With your participation, this may be the largest earthquake drill ever!

Please register at www.ShakeOut.org to receive information, to be counted in the overall total, and to be listed as a participant (www.ShakeOut.org/whoisparticipating)

Posters, flyers, web banners, drill manuals, and other resources are online at www.ShakeOut.org/resources, including audio and video "drill broadcast" recordings that you can play during your drill if you choose.

You will rely on others after large earthquakes – so invite your employees, member organizations, partnering businesses, vendors, suppliers, colleagues, friends and family to register at www.ShakeOut.org as well, and to participate wherever they are at 10:20 a.m. on 10/20.

Save Lives and Build Resilience

Tale of Our Cities 2011

Planning for an Interdisciplinary
Response to Terrorist Use of Explosives

*Invited speakers will include experts from
Israel, Madrid, Pakistan, India, and London.*

Monday, December 12, 2011

TOWN AND COUNTRY RESORT
& CONFERENCE CENTER
SAN DIEGO, CA

The ReadySanDiego 2011-2012 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.



Vince Hundley

Safety Director
Association of General
Contractors

Jay Bart

Director of Risk Management
Barona Casino

Matthew Dodson

*Director of Local Government
Relations*
California Grocers Association

Dennis Morgigno

*Director of Original
Programming*
COX Communications



Dave Dalton

Sector Chief Coordinator
InfraGard San Diego Members Alliance

Cliff Albert

Program Director
KOGO/Clear Channel

Kipp Kaiser

District Manager
Lowe's



Sherry Bird

Regional Director
Manpower

Tom Zoll

Chief of Transit Enforcement
North County Transit

Namara Mercer

Executive Director
San Diego County Hotel-Motel
Association

Steve Hawkesworth

*Chief Finance and
Operations Officer*
San Diego Public Library
Foundation



Patty Skoglund

*Administrative Director of Disaster
Preparedness*
Scripps Health

Julie Davenport

Chair
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