



# Business Alliance Connection

Spring 2011

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## Message from Ron Lane

### Director, County of San Diego Office of Emergency Services



Like everyone else, we continue to watch with sadness at the devastation that has resulted from the 9.0 magnitude earthquake and subsequent tsunami off the coast of Northeastern Japan. However, while most of San Diego slept overnight on March 11, local first responders were monitoring information that the tsunami waves could reach the California coastline by morning. OES activated its WebEOC emergency management information system at midnight to allow all local agencies to communicate and share information throughout the night. At 1 a.m., the staff duty officer was on a conference call with representatives from all 18 cities to inform them of the tsunami advisory that had been issued by the West Coast/Alaska Tsunami Warning Center. A final synchronization conference call with the coastal cities, the Coast Guard and Harbor Police was conducted at 6 a.m. to ensure that plans were in place to effectively handle a surge at the coast. Additionally, OES conducted conference calls with California Emergency Management Agency at 2:30 a.m. and then regularly throughout the morning and day. Ultimately, as you know, no significant damage was reported in San Diego County from the tsunami event.

Japan's nuclear emergency in the aftermath of the tsunami is also being closely monitored by federal and state agencies and our county, like others in California, is apprised of those results.

Typically, after any disaster, media like to ask us if San Diego County is prepared for earthquakes and tsunamis and now a nuclear emergency. Our response continues to be yes. We have regional response and recovery plans in place, and we regularly practice our plans for those scenarios. Yet, if the public is not prepared or make uninformed choices in responding to a disaster, recovery efforts will be hampered and it could even result in additional loss of life and property.

We ask that the public do three things, get informed, make a plan and keep an emergency survival kit at home, at work and in their vehicles. The plans and kit contents should address any kind of emergency and should sustain individuals or families for a minimum of three days. This is an important message for businesses to send to their employees now because your prepared employees are more likely to return to work faster if their personal situation is secure.

To become better informed about local hazards and the appropriate responses, visit [www.ReadySanDiego.org](http://www.ReadySanDiego.org). While you're on the site, learn about what kind of items to put in your home emergency survival kit and download a free Family Disaster Plan that provides a template for your personal plan. During local emergencies, visit [www.sdcountyemergency.com](http://www.sdcountyemergency.com) for information for our county. The tsunami advisory information was posted on the site and a reference list of agencies and web sites related to the disaster in Japan are now posted as well due to public interest.

## Launch of ReadySanDiego Partner Connection

Business representatives from around San Diego County gathered at the Office of Emergency Services (OES) on Feb. 24 for the Business Alliance Mini Summit. The meeting focused on new methods to streamline communication and help local businesses receive timely information and make real-time decisions about operations and staff during a disaster.



The highlight of the Mini Summit was the introduction of [ReadySanDiego Partner Connection](#), which is a new online communication platform that connects Business Alliance members with OES before and during an emergency. OES developed ReadySanDiego Partner Connection (or “the Ning site”) in response to feedback gathered during the 2010 Strategy Planning Conference, which cited communication as a top issue of concern across all sectors.

Business Alliance members are encouraged to sign up for ReadySanDiego Partner Connection, create a profile, and spend some time browsing the network. It’s important that members become familiar with the website now and be prepared to use it when a disaster occurs. We also encourage members to become active on their sector’s subgroup page and use it to connect with other sector members.

For a full overview with instructions and additional information about ReadySanDiego Partner Connection, please contact ReadySanDiego at [readysd.business@sdcounty.ca.gov](mailto:readysd.business@sdcounty.ca.gov).

*Read user tips and guidelines for various Ning features in the next issue of Business Alliance Connection.*

## 2010 Business Alliance Accomplishments



Here are key highlights from the ReadySanDiego Business Alliance’s 2010 accomplishments:

- 287 individual Business Alliance members and 258 member businesses
- Participated in **National Dialogue on Preparedness** forum with the Department of Homeland Security
- Included in **FEMA Best Practices Portfolio**
- Participated in **Great California ShakeOut**
- Established **Business Emergency Activation Notification (BEAN)** system
- Distributed **Business Alliance Connection** quarterly newsletter
- Launched **ReadySanDiego Partner Connection**
- Promoted engagement through **ReadySanDiego.org Business** website
- Shared best practices at **National Emergency Management Association** Conference
- Presented at **FEMA’s National Conference on Community Preparedness**
- Discussed best practices at **International Association of Emergency Managers** Conference

# THE FRACTURED FAULT LINE

...NOW WHAT?

OFFICE OF EMERGENCY SERVICES  
READYSAN DIEGO BUSINESS ALLIANCE

2011 EARTHQUAKE TABLETOP EXERCISE

## Business Alliance Tabletop Exercise at MCAS Miramar

Over 160 Business Alliance members representing nearly 100 San Diego County businesses attended the ReadySanDiego Business Alliance Earthquake Tabletop Exercise (TTX) on March 24 at Marine Corps Air Station Miramar. Hosted by OES, the purpose of the exercise was to provoke shared thoughts, ideas, and strategies about disaster planning, recovery, and mitigation necessary to sustain San Diego County's business community should such an event impact our County.

The day-long event opened with a presentation by guest speaker and geologist Dr. Thomas Rockwell, who shared noteworthy information about San Diego area fault lines and earthquakes and provided the background for the TTX scenario. The exercise challenged participants with the severe effects of a catastrophic earthquake and provided opportunities to evaluate their organization's preparedness level and discuss best practices.

Thank you to those who attended. We hope you found the exercise informative and gained insight that will help you evaluate and develop your business continuity plan.

Also, remember that an important aspect of your organization's readiness is to be registered as a member of the ReadySanDiego Partner Connection (Ning). If you have not done so already, please take a moment to register today by selecting this link: [ReadySanDiego Partner Connection](#).

As we mentioned at the end of the exercise, we will be hosting Business Alliance trainings. Keep an eye out for more information in the next newsletter and on the events tab on ReadySanDiego Partner Connection.



## New Business Alliance Members

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

- Rachel Martini, AlliedBarton Security Services
- Curt Luthye, American Red Cross
- Armando C. Aguilar Sr., Armada Insurance Agency LLC
- Rosa Longacre, Barona Cultural Center & Museum
- Richard Cooper, Business Protection Systems Int (BPSi)
- Mark Kent, CareFusion
- Kim Pinkerton, CareFusion
- Benjamin Flores, Charles I. Cheneweth Foundation
- Leticia Q. Hernandez, City of Imperial Beach
- Robert Stabenow, City of Imperial Beach
- John Valencia, City of San Diego/OHS
- Geoffrey Pack, City of San Diego/OHS
- David Racela, City of San Diego/OHS
- Thomas Gordon, Coca Cola Refresher
- Chol Kim, Coca Cola Refresher
- Jeremy Fancher, Coca Cola Refresher
- Consul & Trade Commissioner, Consulate of Canada
- Daniel DeSousa, County of San Diego Animal Services
- Brian Foxe, D3 Technologies, Inc.
- Jonathan Stillman, Disability Rights California
- David Godfrey, Durham Communications
- David Silva, Employment Development Department
- Jennifer Gilmore, Feeding America San Diego
- Sandi F. Lehan, First Responder Connections, LLC
- Margaret Gregory, General Atomics
- Donna Dobbins, Harrah's Rincon Resort Casino
- Andy Crossland, IHG
- George Picone, Illumina Inc
- Theresa Gregor, ITLTRF
- Susan Hannegan, Jack in the Box
- Steve Mizell, Killer Pizza From Mars
- Joe Busic, La Costa Resort and Spa
- Carl Maupin, Las Americas Premium Outlets
- Spencer MacDonald, LPL Financial
- Ariel Moreno, Manchester Grand Hyatt San Diego
- Judy Ramos, Mission Federal Credit Union
- Michael Lawson, North County Community Service
- Eddie Ilko, Pala Casino, Spa & Resort
- Obed Varela, PETCO
- Dugan Krwawicz, PETCO Animal Supplies, Inc
- Thomas Conrad, Quidel Corporation
- Ramiro Macias, Realtor
- William Scheibner
- Jody Shephard, San Diego Center for the Blind
- Otto Delacruz, The San Diego Foundation
- Robert Kanaski, San Diego Police Department
- Susie Preiser, San Diego County Regional Airport Authority
- Rick Amescua, San Diego Sheraton Hotel
- Kevin LaChapelle, Scripps
- Monica A Norris, Scripps Health
- Steve Peterson, Scripps Health
- Jesse Westin, Scripps Health
- Jacqueline Saucier, Scripps Hospitals
- Kevin G. Matsukado, CSE, MAED, Scripps Memorial Hospital La Jolla
- Dale White, Sharp Memorial Hospital Campus
- Vivian Carlson, St. Madeleine Sophie's Center
- Kim Holt, St. Madeleine Sophie's Center
- Marcia Charest, Torrey Pines Bank
- Hyacinthe Coulibaly, UC San Diego Housing Dining Hospitality Services
- Nancy Relaford, UC San Diego Libraries
- Peter F. Owen, US Dept. of Homeland Security
- Tom Bumgardner, Valley Center Comm Rec Ctr
- Barry Edelman, Zenith Insurance Company



## Upcoming Events

# U.S. Small Business Administration Offers Monthly Disaster Preparedness Webinars



Small business owners invest a tremendous amount of time, money and resources to make their ventures successful. Yet while the importance of emergency planning may seem self-evident, it may get put on the back burner in the face of more immediate concerns. For small businesses, being prepared can mean staying in business following a disaster.

Small business owners have an opportunity to get tips on business continuity planning in 2011 through a series of free webinars hosted by the U.S. Small Business Administration (SBA) and Agility Recovery Solutions.

### Dates and topics for upcoming free webinars are as follows:

- April 19 – “Leading with resiliency during a disaster”
- May 17 – “Crisis Communications Planning”
- June 21 – “Hurricane Season preparation”
- July 19 – “Disaster recovery best practices”
- Aug. 16 – “Social media and disaster recovery”
- September – Weekly webinars during National Preparedness Month include testing recovery plans, Pandemic planning, and securing management support for recovery planning.
- Oct. 18 – “Preparing your business for the Winter Weather season”
- Nov. 15 – “The Impact of Preparedness on the bottom Line”
- Dec. 20 – “Management obligations during Disaster Recovery”

The SBA has partnered with Agility Recovery Solutions to offer small business continuity strategies via their “PrepareMyBusiness” website at [preparemybusiness.org](http://preparemybusiness.org). Additional preparedness tips for businesses, homeowners and renters are available on the SBA’s [Disaster Preparedness website](#).

## New BEAN Registrants

The County of San Diego’s Business Emergency Activation Notification (BEAN) system is a regional notification system that will alert local businesses that the Emergency Operations Center (EOC) has been activated.

The following Business Alliance members have registered to receive notifications since December:

- Aspen Risk Management
- City of Carlsbad
- Hawthorne Caterpillar
- Illumina Incorporated
- La Costa Resort and Spa
- Lockheed Martin
- Prepare4
- Raytheon Company
- San Diego County Regional Airport Authority
- Zenith Insurance Company

Business Alliance members must submit a request to be included on the BEAN list. To submit a request, or if you are unsure if this applies to your organization, please e-mail [readysd.business@sdcounty.ca.gov](mailto:readysd.business@sdcounty.ca.gov).

# Floods

### Flood Safety Awareness Week

The sixth annual National Flood Safety Awareness Week was March 14-18, 2011, and is hosted annually by the National Oceanic and Atmospheric Administration's (NOAA) National Weather Service. Flooding is a coast-to-coast threat to the U.S. and its territories in all months of the year. National Flood Safety Awareness Week highlights some of the many ways floods can occur, the hazards associated with floods, and what you can do to save life and property. Additional information about Flood Safety Awareness Week is available at [www.weather.gov/floodsafety](http://www.weather.gov/floodsafety).

### Floods

Floods are one of the most common hazards in the United States. They can cause deaths, injuries, significant property damage, and also contaminate drinking water and disrupt electrical service. These effects can be local, impacting a neighborhood or community, or regional, affecting entire river basins and multiple states.

Not all floods are alike. Some floods develop slowly, sometimes over a period of days. Flash floods can develop quickly, sometimes in just a few minutes and without any visible signs of rain. Be aware of flood hazards no matter where you live, but especially if you live in a low-lying area, near water or downstream from a dam. Be very cautious when near or crossing streams, rivers, flood control channels and flooded intersections. Every state is at risk from this hazard.

Use the following recommendations to help reduce your risk of death, injury and property losses from flooding wherever you live, work, or play.

### Before the Flood Warning or Watch

Be prepared to respond to flooding by taking the following actions before the rains and flooding begin:

- Assemble emergency supply kits for your home, workplace and vehicle.
- Store a seven-day supply of food and water (at least one gallon per person, per day) in closed, clean containers.
- Store the following materials for protecting your home in a location away from potential flooding:
  - Sandbags
  - Plastic sheeting
  - Plywood
  - Lumber
- Teach children not to play in or near rivers, streams, or other areas of potential flooding.
- Maintain fuel in your cars; electrical outages might make gasoline pumps inoperable.
- Identify safe routes from your home or work place to high, safe ground. Determine whether you can use these routes during flooding or storms. Be familiar with your geographic surroundings.

- Check with your local public works, building or planning department to see if you live in an area subject to flooding.
- Clear debris and overgrowth from gutters and storm drains.
- Notify your local department of public works about debris and overgrowth in public drainage facilities.
- Work with neighbors to solve potential drainage problems and to avoid diverting debris onto their properties.
- Consult a licensed civil engineer if you're in doubt.
- Identify an out-of-state contact so that friends and relatives can obtain information about your condition and whereabouts.

### When There's a Flood Warning or Watch

- Relocate valuables from lower to upper floors.
- Be prepared to move to a safe area, before flood waters cut off access, when local authorities advise.
- Disconnect all electrical appliances or turn off electric circuits at the fuse panel or circuit breaker panel before evacuating.

### During the Flood

- Avoid unnecessary trips.
- Do not drive or walk through moving water. You can be knocked off your feet in as little as six inches of water.
- Do not "sightsee" or enter restricted areas.
- Stay away from streams, rivers, flood control channels and other areas subject to sudden flooding.
- Move to higher ground if you're caught by rising waters.
- Listen to the radio or watch television for information and instructions.
- Use the phone only to report dangerous conditions or emergencies that are life threatening.
- Report damaged utilities to the appropriate agencies.

### After the Flood

- Listen to the radio or watch television for information and instructions from local officials.
- Call your utility companies to restore service.
- Do not use fresh or canned foods that have come in contact with flood waters.
- Follow the instructions of local officials regarding the safety of drinking water. Boil or purify water if you're in doubt. Pump out wells and test the water before drinking.
- Avoid going into disaster areas.
- Stay away from live electrical equipment in wet areas. Check electrical equipment or appliances that come in contact with water before using them.
- Maintain a safe distance from downed power lines and broken gas lines; immediately report them to the appropriate utility.
- Use flashlights, rather than lanterns, candles or matches, to check on the condition of buildings, as flammables may be present.



# Grady Gopez

Assets Protection Business Partner, Target



### Job Description

Assets Protection Business Partner is responsible for the safety and security of our teams, guests and stores. My role is to prevent incidents from occurring and guide store leadership teams through crisis mitigation and response. I help develop and strengthen public and private partnerships with law enforcement and emergency managers.



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

Target has a shared responsibility as a retailer, employer and strong corporate citizen to support community preparedness efforts. We listen. We act. We give. Before and after a crisis, communities can count on Target. We believe the more guests and team members are prepared in advance of a disaster, the easier it is for communities to quickly recover. Target has plans in place for all of our facilities to prepare for, prevent, respond to and recover from disaster.

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

Since 1990, Target has supported local law enforcement and public safety agencies by sharing resources and expertise to help build safer, more vibrant communities. The ReadySanDiego program supports these efforts because we know that strong partnerships like this program are essential and that all sectors have a shared responsibility to support an effective community response.

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

Strong partnerships need to be established prior to an incident occurring. The Business Alliance provides a valuable forum to share best practices and expertise, while promoting valuable preparedness initiatives to ensure an effective response.

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

- Continue strong communication between the public and private sector to support crisis preparedness and response.
- Encourage the private sector to be more actively engaged prior to a crisis and leverage that engagement to help promote preparedness efforts in their communities.

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

This forum provides opportunities for businesses to meet with leadership from the public sector as well as a chance to network with other business leaders in the San Diego area.

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

Public safety is critical to the well-being of every community we serve. Target is committed to partnering with law enforcement and emergency management agencies to build stronger, safer and more vibrant communities across the nation.

### About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,752 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given five percent of its income through community grants and programs, like Take Charge of Education. Today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit [Target.com/hereforgood](https://www.target.com/hereforgood). For more information, visit [Target.com/Pressroom](https://www.target.com/pressroom)

# The ReadySanDiego 2010-2011 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*  
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**Jeff Segall**

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**Katie Wiest**

*Senior Manager, Operations*  
QUALCOMM

**AJ Balkiz**

*Regional Emergency Manager*  
Wells Fargo