



FEMA

July 9, 2012

Dear Public/Private Stakeholders:

A government-centric approach to emergency management is not enough to meet the challenges posed by a catastrophic incident. Instead, in order to ensure the greatest level of preparedness, response and resilience in the face of disaster, a “Whole Community” approach is required which includes and engages non-profit organizations, the faith-based community and the private sector.

As a follow-up to last year’s *Regional Public / Private Sector Leadership Conference*, FEMA Region IX is determined to take these partnerships to the next level to support a “Whole Community” approach. Again, we have partnered with numerous state and local agencies, faith-based, non-profit and private sector stakeholders to present the second annual **Regional Public/Private Sector Leadership Conference** focused on “*Where Are We Now?*” in Southern California this year. The goal of our conference is to provide a forum that will encourage local collaboration and sharing of ideas. We will showcase best practices of collaboration in the morning and present a series of 30-minute “how-to” instructional workshops in the afternoon.

This fast paced one-day event will be held on **Wednesday, August 15, 2012 from 7:30 AM to 3:00 PM** at the **California Endowment Center, 1000 North Alameda Street, Los Angeles, CA, 90012.**

**Required for Admission** - Seating and lunch is limited to the first 150 attendees, so register now at: <http://2012femapublicprivateconference.eventbrite.com> Please bring photo identification and your *EventBright* ticket - that you will be sent after registration - to check-in at the event entrance. Allow plenty of time to obtain your name badge and find your seat no later than 8:30 AM. The conference site is accessible by public transportation via LA Metro Station and public parking is available at the facility.

During the conference, we will address two timely questions in public/private sector collaboration before, during and after a disaster:

- 1) **For private sector, non-profit, faith-based organizations** – *How can partnering with local, county or state government really add to my bottom line or help me plan for, respond to and recover from a disaster to ensure that my organization has the highest chance of survival?*
- 2) **For local government, county or state partners** – *How have others in the government worked with non-profit, faith-based and the private sector successfully and what are these organizations really looking for from government before, during and after a disaster?*

This event will be presented in two parts:

**Morning Sessions: Best-Practice Panel Presentations**

- Proven public/private partnerships at the **state level**
- Successful **integration of the private sector** in local Emergency Operations Centers
- Private sector “best practices” and the **power of associations**

**Afternoon Sessions: 30-Minute Instructional Workshops Include**

- Learn More About FEMA’s New Long-Term Recovery Strategy
- How to Successfully Integrate Private Sector in Your EOC Operations?
- How To Improve Your Donations and Volunteer Management - “Give2LA”

Thank you for being a “Whole Community” leader and continuing to drive public/private integration and regional preparedness. For more event information, go to the registration website noted earlier or contact Michael Cummings, our Region IX Private Sector Liaison, via email at [michael.cummings@fema.dhs.gov](mailto:michael.cummings@fema.dhs.gov).

Sincerely,



Nancy Ward  
Regional Administrator  
FEMA Region IX

***Current Agencies and Organizations Presenting and Contributing:*** Amgen Inc., Business & Industry Council for Emergency Planning & Preparedness (BICEPP), California Emergency Management Agency (CalEMA), California Resiliency Alliance (CRA), City National Bank, City of Los Angeles Emergency Management Department (EMD), County of Los Angeles Office of Emergency Management (OEM), Emergency Network Los Angeles (ENLA), Greater Los Angeles Federal Executive Board, Homeland Security Advisory Council (HSAC), Infra-Guard, Los Angeles Emergency Preparedness Foundation (LAEPF), ReadySanDiego, San Diego County Office of Emergency Management (SDCOEM), Southern California Financial Industry Resilience, Security, and Teamwork (SoCalfirst), Target, U.S. Geological Survey (USGS), Ventura County Economic Development Association (VCEDA), Wells Fargo & Co., Westfield Properties, Zenith Insurance.