

Safest in America

A Publication of The Pittsburgh Regional Business Coalition for Homeland Security

May 2006

WEBSITE EXPANSION

Coalition Executive Director Mike Comiskey announced an important expansion of the Coalition's website at the May Board Meeting.

Comiskey pointed out the significance of this development, explaining that this website expansion provides links to information important to businesses in developing their disaster plans. "Our objective with this expanded site is to provide business with a single source for this information, and save

them the time from their extremely busy schedules," he said.

"When the Coalition first began, our website was primarily an informational site, providing information on the formation, membership, vision, mission and general areas of interest of the Coalition. This expansion is a second step in the transformation process to a site which is a resource-rich portal and business exchange network."

"Business owners in this region will have easy-to-find resources and information on emergency preparedness at their fingertips. One of our main goals is to keep the content current and relevant to Western PA."

Information in the website will be both relevant to preparing general disaster plans, as well as providing more specific information by specific threat types, chemical, biological, radiological/nuclear, cyber, explosive, and natural events.

In addition, the site will contain relevant news and information important to the business owner or manager, and will be updated regularly.

"Any business can access the site at any time," Comiskey said. "The Coalition's objective is to assist the entire business community".

The Coalition would like to thank the University of Pittsburgh and Professor Ken Sochats for their assistance in this effort. "We are extremely grateful to the University for supporting this effort, and using it as a learning opportunity for over 30 of its students.



US DEPARTMENT OF HOMELAND SECURITY UNDER SECRETARY VISITS



Governor Rendell with Under Secretary Foresman and Coalition Board Chair Dr. Loren Roth, UPMC.

George Foresman, under secretary with the U.S. Department of Homeland Security, met with members of the Pittsburgh Regional Business Coalition for HLS in April.

The roundtable discussion was a forum to discuss the region's emergency preparedness and planning for business continuity.

"In many areas of the country, convincing regional leaders from the public and private sectors to sit down in the same room to

discuss emergency preparedness is often difficult — if not impossible," said Foresman. "Western Pennsylvania is two to three years ahead of other regions of the country in regional collaboration to prepare for either natural or man-made disasters."

Coalition Director Mike Comiskey noted the importance of this meeting. "We met with Mr. Foresman to discuss how businesses in Pittsburgh can best help the national HLS Department to do its job," he said. "It was an open exchange of ideas, issues and concerns about the future of preparedness. We are very appreciative of the time Mr. Foresman gave us."

Other portions of the roundtable discussion centered on how to convince citizens within stressed the need to make emergency preparedness an educational priority in schools.

Several business executives noted that London is among the most disaster-prepared cities in the world because a clear chain of command is in place.

Near the conclusion of the session, the Coalition was joined by Gov. Edward Rendell. The governor lauded UPMC for its proposal to develop vaccine production lines with the flexibility to change to different types of vaccine depending on need.

He also noted that work is progressing with the creation of a Regional Joint Readiness Center at Pittsburgh International Airport. The primary purpose of the center would be to respond quickly and effectively to a major terrorist incident in the eastern United States.

"This meeting demonstrated the level of cooperation that already exists between businesses in this region," added Comiskey. "Our Coalition will serve to make those connections even stronger."

Key business leaders participated in the Regional Roundtable with Under Secretary Foresman including Eric Kelusky, NOVA Chemical, Terri Marts, Curtiss Wright, Bob Winters, DHS Pittsburgh, Governor Ed Rendell, Regis Matzie, Westinghouse Electric, Under Secretary George Foresman



FLU PREPAREDNESS UPDATE

Heeding concerns over avian flu, multinational companies are starting to take preparedness steps, although only 15 percent of U.S. companies have a plan in place in the event of an outbreak, according to a new **Watson Wyatt Worldwide** survey.

Companies operating in the Asia-Pacific region, where 16 cases of human infection of the avian influenza virus have been confirmed, were most likely (32 percent) to have a plan in place.

While only a small percentage of U.S. companies currently have preparedness plans in the event of an avian flu outbreak, they are ahead of companies in Europe (11 percent), Canada (10 percent) and Latin America (9 percent) that have such plans, the survey found.

C4CS[®] MEMBERSHIP SPOTLIGHT

Pittsburgh-based C4CS[®] specializes in strategic communication and crisis management precisely tuned to protect and enhance brand equity, reputation, and the bottom line.

“I routinely advise corporate leaders concerning effectively preparing for and responding to a variety of high stakes challenges including industrial and transportation accidents, natural disasters, financial and legal troubles, workplace violence, downsizing, and product recalls. Regardless of the industry, market share or size, all organizations should have a crisis management and crisis communication strategy and plan in place well before a crisis hits.” said Coalition member and C4CS[®] managing partner Oliver S. Schmidt.

He noted that from a communication standpoint the most common mistakes companies make are: a) not having a crisis communication plan and a media policy in place, b) failing to conduct recurring crisis communication and media training, and c) forgetting that a loss in the “court of public opinion” may

damage the bottom line a lot more than a loss in a “court of law.”

“The key to successfully managing a crisis is to maximize the level of preparedness and to cater to the needs of internal and external stakeholders.” He added, “Our role is to provide customized consulting, training and coaching services so that when a crisis happens the designated crisis management team members and their backups know their responsibilities and can guide the appropriate organizational response.”

For more information about C4CS, LLC visit: www.c4cs.com

Mr. Schmidt can be reached at: schmidt@c4cs.com

A recent article about “Effective News Media Management in Times of Crisis” can be viewed online at: http://navigator.bacons.com/current/Crisis_management.asp



TOP 10 REASONS TO INCLUDE PAPER-BASED DOCUMENTS IN YOUR BUSINESS RECOVERY PLAN

by Coalition Member Rev Tech 412-638-4478, John Miller Principal Consultant revtech@comcast.net

1

Most of what your company knows is not stored in a formal database.

Industry estimates say less than 25% of your company's Intellectual Capital is stored in databases or knowledge bases that are routinely protected from a disaster. The majority of your intellectual capital walks out the door every day at 5pm, hopefully to return the next day at 8am. The second highest source of knowledge in your company is stored only on paper. This includes reports, memos, faxes, invoices, orders, customer complaints, performance reviews, tax information and meeting minutes. The technology does not yet exist to back up the data in your employees' brains. You can, however, take steps to protect the paper-based assets you need to run your company.

2

Depending on the application, on average, you will lose 1 out of every 25 documents.

Losing documents is a fact of life. Documents are misfiled, lost, destroyed in fires and floods and stolen. Industry averages say that it costs \$150 in labor to find a missing document and \$250 to recreate if recreation is even possible. I worked with a company that processed thousands of insurance claims weekly. They "misplaced" 10-50 documents per week. This company would place a bounty on the lost document with the finder receiving a \$100 bill. That is \$52,000 - \$260,000 per year in cash rewards.

3

Your ability, and obligation, to continue to do business may be dependant on your ability to manage and find documents.

Many companies rely on paper documents to exist. Mortgage processing companies, law firms, financial institutions and government agencies cease to exist if their paper documents vanish. It is important to consider that some departments in every company rely on paper to exist as well. What would you do if you entire HR Personnel Filing System was destroyed?

4

It can cost your company a lot of money to make a decision without the right information at the right time.

What is the price on a bad decision? What can it cost you to decide to continue a development project based on an out of date project plan? How many multi-location firms actively pursued a sales prospect in one city while another city was actively suing the same client for non-payment. It happened to one of my former employers.

5

Regulatory Compliance says you have to.

Whether you are a publicly traded company worrying about Sarbanes-Oxley, an ISO 9000 certified manufacturer concerned about keeping your certification or a Managed Care provider trying to become HIPAA compliant, protecting your documents is a required aspect of regulatory compliance. There are fines, legal action and possible jail sentences for non-compliance. Sometimes, ROI Analysis stands for "Risk of Incarceration."

6**Sometimes, people make mistakes. Some mistakes are not accidents.**

Humans make mistakes. Humans shred documents they shouldn't. Humans file documents where they don't belong. Humans drag hoses up onto flat top roofs to look for leaks and go home at the end of the day leaving the hose running over a weekend (Yes this actually happened). And, some humans maliciously change, or destroy documents for their own personal interests or financial gain. If the document only exists in paper form, you have no recourse.

7**Processing paper costs too much money, takes too long and is too inefficient.**

Aside from the threat of loss, paper documents cost you money. A study by G2 estimates that each filing cabinet cost you over \$45,000 per year to maintain, given the cost of labor and supplies. How many filing cabinets do you have? This study also contends that each document is touched 23 times at an average cost of \$135 from reception to destruction. How many documents do you receive each day?

8**Your customers deserve the best service you can give.**

Customers send in letters, some with praise, some with complaints. Customers send in orders, checks, change requests and information updates. You generate internal documents to support your business activity for these customers. At a minimum, you need to be able to retrieve pertinent documents when your customers call. The Public Utility Commission fines Public Utilities in Pennsylvania when requests for information are not fulfilled within a set timeframe. In private business, customers take their business elsewhere.

9**It is the 21st Century. You should be able to collaborate on and share documents globally.**

In a survey by a national research group, the number one issue facing corporate CEOs is globalization and the second is protecting intellectual capital. How can you protect intellectual capital when you are pushing your capital consumers farther and farther away? How much money are you going to throw at fax machines, telecommunications charges and email servers? How are you planning to protect these technologies from unauthorized access and even sabotage?

10**Disasters will eventually occur. Fires, floods, acts of terrorism, and acts of stupidity are inevitable.**

File rooms and data centers catch on fire. Hurricanes flood entire cities. Terrorists fly airplanes in to buildings. All are things I don't want to have to think about, but they happen. I even talked with one customer that lost boxes of valuable records because rats burrowed in them to nest. Your Technology Department probably has a plan to recover the mission critical servers, databases and desktop computer. How are you going to recover from a total loss in your HR, Legal or Financial department if mission critical documents are lost forever?

FIRST RESPONDERS

America's first line of defense in any terrorist attack is the "first responder" community - local police, firefighters, and emergency medical professionals. Properly trained and equipped first responders have the greatest potential to save lives and limit casualties after an attack. Currently, our capabilities for responding to a terrorist attack vary nationwide. Many areas have little or no capability to respond to weapons of mass destruction. Even the best prepared States and localities do not possess adequate resources to respond to the full range of terrorist threats we face.

Facts About First Responders Nationally

- There are over 1 million firefighters in the United States, of which approximately 750,000 are volunteers.
- Local police departments have an estimated 556,000 full-time employees including about 436,000 sworn enforcement personnel.
- Sheriffs' offices reported about 291,000 full-time employees, including about 186,000 sworn personnel.
- There are over 155,000 nationally registered emergency medical technicians(EMT)

Mutual Aid Agreements: Support for First Responders outside Major Metropolitan Areas

First responders outside major metropolitan areas who must protect large geographic areas with small populations face many challenges. In fact, over half of our firefighters protect small or rural communities of fewer than 5,000 people. Many of these

communities rely upon volunteer departments with scarce resources. Fewer than 10% of counties surveyed by the National Association of Counties said they are prepared to respond to a bioterrorist attack.

One strategy to build capability in communities outside major metropolitan areas is to develop mutual aid agreements to share resources. First responders from smaller communities need assistance in organizing and developing the unified command and control procedures and protocols necessary for operationally sound mutual aid.

Citizen Corps: Supporting the Community and our First Responders

Citizen Corps is the arm of USA Freedom Corps that provides opportunities for citizens who want to help make their communities more secure.

Almost 24,000 Americans nationwide have volunteered to work with Citizen Corps' programs. These include:

- More than 15,000 volunteers anticipating to be trained in emergency response skills through FEMA's Community Emergency Response Team program;
- Almost 7,000 volunteers have signed up for Neighborhood Watch activities in their communities
- More than 15,000 potential volunteers have expressed interest in the new Volunteers in Police Service and Operation TIPS programs being developed by the Department of Justice presently; and,

**“In Region 13
there are
approximately
38,500 first
responders”**

- More than 5,000 potential volunteers have expressed interests in joining a Medical Reserve Corps as part of a program being developed by the Department of Health and Human Services to tap the skills of health care professionals in times of community crisis.

Facts About First Responders In Region 13

Federal support programs for the Western PA region (over \$66 million in the last seven years) have been allocated to the areas of communications, radiation detection, decontamination, and personal protection.

- Every police officer, firefighter and EMS worker in the region is outfitted with gas masks, life preservers and compatible portable radios that allow them to communicate with each other.
- Every fire department has gas detectors and hazardous materials teams with an assortment of state-of-the-art protective body suits.
- There are dispatch mobile decontamination and mass casualty units across the region and stockpiled drugs and antidotes in case of a biological attack.

IN REGION 13 THERE ARE APPROXIMATELY:

- 3,1 million people
- 9500 sq miles
- 706 local municipalities
- 402 police departments
- 204 ems agencies
- 65 hospitals
- 15 state certified hazmat teams
- 2 explosive teams
- 730 fire departments

Fire Fighters: 24,305

Police Officers: 6,146

EMS Personnel: 8,099



TOTAL: 38,550 FIRST RESPONDERS

RISKY BUSINESS: PLANNING FOR PANDEMIC FLU CONFERENCE

Sponsored by UPMC

DATE:

June 21, 2006

LOCATION:

Hilton Pittsburgh, Ballrooms 3 & 4

WHO SHOULD ATTEND:

Business Continuity, Human Resources, Legal/Risk Management, Public Relations, Administration, i.e., Chief Executive Officers/Chief Operating Officers, Finance, Information Technology, Physical Security, Facilities Management, and Environmental Health and Safety Professionals.

DEADLINE FOR REGISTRATION:

Registration will be limited to the first 200 registrants and only on-line registration will be accepted until 3:00 p.m., Friday, June 16. Go to <http://www.upmc.com/dmc/seminar> to register.

CONFERENCE OBJECTIVES:

At the conclusion of the day, participants will:

- Have knowledge of the current pandemic influenza situation and understand what local and regional plans are being developed or are in place.
- Have an increased awareness of existing plans and issues for organizations that are part of the critical infrastructure in Pittsburgh.
- Identify effective practices for the creation and implementation of facility-specific plans.
- Have access to a long term initiative to bring business and healthcare leaders together to protect the community.

Does your business have a pandemic flu plan in place?

This link will help: <http://www.pandemicflu.gov/plan/tab4.html>

CONTINGENCY PLANNERS ORGANIZED

The Pittsburgh Tri-State Chapter of the Association of Contingency Planners/ACP is a non-profit trade association, comprised of business continuity and disaster recovery professionals from Western Pennsylvania and the Eastern portion of Ohio, and Northern West Virginia. This organization was chartered in January of 2006, to provide business continuity professionals in the area the opportunity to network with business continuity and disaster recovery experts and to provide a venue for continued education.

Members of the Pittsburgh Tri-State Chapter are business continuity professionals representing a wide range of industries including financial, insurance, telecommunications, healthcare, technology and disaster recovery services.

June Meeting: Thursday, June 15
2:00 – 4:00 p.m.

Federated Investors

Contact Kathy Younkings, President at kyounkings@federatedinv.com for more information.

