



FEMA

Inside FEMA: Working Side-by-Side with the Private Sector

The Federal Emergency Management Agency (FEMA) is committed to offering resources, programs and initiatives that build and strengthen relationships between the public, and private stakeholders. Of these, one of the most innovative is a program where FEMA opens its doors to peers from the private sector for 90 days at a time. During this rotation, the Private Sector Representative is a special government employee representing the broad private sector (not just the home organization) and works side-by-side with us during normal operations and during disasters.

Participants in this program have included representatives from the likes of Target, Big Lots, Brookfield Properties, Verizon, System Planning Corporation, and Walmart. During their tenure with us, each private sector representative serves as a critical liaison who contributes to national-level projects related to planning, training, exercises, preparedness, and mitigation

activities. Past Private Sector Representatives have spearheaded programmatic improvements, to include information sharing, data sharing, tabletop exercises, social media, and planning new outreach campaigns to academia, additional industries, and small businesses.

(ESF #15) structure in the NRCC, the Private Sector Representative:

- Serves as a key channel of communication between FEMA and private sector entities during response and recovery activities
- Supports situational awareness of

“I have benefitted from this experience in a number of ways. I have seen first-hand how FEMA works from the inside and how FEMA works with its regional offices. I am even more reassured now about how prepared our government is to help communities respond to disasters.”

- Hollis Stambaugh, Former Private Sector Representative, System Planning Corporation

RESPONSE OPERATIONS

The National Response Coordination Center (NRCC) at FEMA Headquarters in Washington, D.C is the place where strategic leadership decisions are made during response operations – whether for a disaster or a special security event. Acting on behalf of the entire private sector, FEMA’s Private Sector Representative has a seat at the table with the Agency’s operational leadership.

Following the National Response Framework’s Emergency Support Function #15

the disaster’s impact on the private sector, status of recovery efforts, and any related issues

- As a representative within ESF #15, coordinates with other relevant ESFs and Infrastructure Liaisons to support and remove obstacles to private sector recovery efforts

Previous Private Sector Representatives have helped in newsmaking events like a multi-state tornado outbreak across the Southeast and Hurricane Irene.



Their contributions include:

- Connecting disaster survivors with mobile phone carriers who offered free charging services
- Collecting information on the operational status of businesses that was critical to community recovery
- Coordinating within FEMA to address incoming inquiries from the banking industry on how to help survivors cash FEMA disaster assistance checks.
- And so much more....

THINK YOU HAVE WHAT IT TAKES?

FEMA is continually seeking well qualified candidates to serve as Private Sector Representatives. While the employer continues to pay the Private Sector Representative's salary and expenses, past participants have found this to be a unique opportunity well worth the investment for both the company and the individual's development.

CONDITIONS FOR PARTICIPATION IN THE PSR PROGRAM

- Familiarity with emergency management is preferred
- Ability to deploy to the NRCC within 90 minutes of notification during emergencies. In most cases,



except for no-notice disasters, personnel receive advance alerts prior to the notice to report

- Complete an orientation before rotation begins; Participate in operational training programs and exercises as needed during rotation
- Submit to a background credit check and criminal history check (via fingerprinting)
- Complete (1) a Standard Form (SF) 450 financial disclosure; (2) a screening agreement; (3) a non-disclosure agreement; and (4) an Organizational Conflict of Interest Avoidance and Mitigation Plan
- Participate in an ethics review during the rotation
- Abide by restrictions regarding the Private Sector Representative's ability to receive contract work with FEMA for a period of time following participation in the PSR program. (The restriction does not apply to the employer – only to the individual holding the temporary position with FEMA)

For more information, please visit <http://www.fema.gov/privatesector>. For more discussion, reach out to us at FEMA-private-sector@dhs.gov, or sign up to receive email updates at <http://www.fema.gov/help/getemail>.



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