

Secure Commonwealth Panel
Business and Industry Sub-panel Meeting
June 18, 2008

Leigh Middleditch - Chair

A meeting of the Secure Commonwealth Panel's Business and Industry Subpanel was held on June 18, 2008 at the Charlottesville office of McGuire Woods. Participants included: Jim Neale, Mary Loose DeViney, , Matt Patterson, Anthony McKinney, Candy Lindenzwig, Richard Johnson, Johnny Forbs, Don Butts, Ben Burgess, William Murray, Sandy Bowen, Christina Ayoitis, Lila Behrens, Fred Vincent, Lisa Kardell, Tony Caputo, Dan Jenkins, Harry Colestock, Candy Lindenzweig, Evan Smith, Renee Wentworth, Leigh Middleditch and Marc Follmer.

Following opening remarks and introduction of new members, Mr. Follmer discussed Aid Matrix, a new on-line system for donations during disasters and emergencies. Mr. Follmer related that, during the recent tornados in Suffolk county, he had received calls from several subpanel members seeking to donate goods and services. Aid Matrix will now allow any business wishing to make donations online in a secure database available to the State's Emergency Operations Center. Aid Matrix allows the EOC to sort information by commodity and geographic area. The system is being upgraded to allow for the Department of Emergency Management to specifically list those items needed for recovery.

Members can learn more about becoming a partner on Aid Matrix at: http://www.aidmatrix.org/an_corporate.html, and can review the Virginia site at: <http://www.aidmatrixnetwork.org/fema/states.aspx?ST=Virginia>. Once registered on the system, members are able to donate to emergency relief efforts in Virginia or in other states that have adopted the Aid Matrix system.

Mr. Middleditch then requested reports from each of the Subpanel's Taskforces.

Credentialing Taskforce: Dan Jenkins provided the report for the Credentialing Taskforce.

Mr. Jenkins reminded the Subpanel that the Taskforce is concentrating on the Priority Access System, a "post-event" credentialing where persons to be admitted may not be known prior to the time of the disaster. The main goal of the Taskforce is to develop a web-based system to provide business with one uniform standard of identification used to gain access to restricted areas following disasters.

At its last meeting, the Taskforce agreed move from the conceptual state towards a tangible process by creating the criteria for tiers for priority access, and creating a sample credential to provide to various stakeholders for review and comment.

Mr. Jenkins stated that Mr. Follmer had produced drafts of a mock credential, potential re-entry tiers and re-entry terms and conditions. The Taskforce leadership will discuss the documents and then send them to the entire Taskforce for review and comment. Mr. Jenkins was confident the Taskforce would have drafts to distribute to the entire Subpanel before the end of July.

Mr. Jenkins mentioned that the Taskforce leadership had seen a demonstration of the Department of Game and Inland Fisheries' Watercraft Dealer Licensing system and thought it could provide a base, at least conceptually, for the Priority Access System. The Watercraft system is a web-based system providing boat dealers with the ability to register an unlimited amount of sales people for sales events. Companies must agree to terms and conditions and are responsible for anyone they register.

Licenses are obtained on an event-specific basis and are valid for a limited period of time. The Watercraft system provides a mechanism for a company to receive approval to register salespeople and has a status bar to indicate documents that need to be received before a company could register on the system. The system also provides for multiple security features. DGIF estimates they spent \$350,000 to develop the program and that it would take approximately \$250,000 to customize the Watercraft system for our purposes.

A discussion ensued of potential funding sources. Mr. Burgess said that foundations may be willing to finance all or a part of the cost to program the PAS. Mr. McKinney stated that the Department of Homeland Security S&T Tech Solutions grant may be an alternative. Mr. McKinney explained the goal of TechSolutions is to field technologies that meet 80% of the operational requirement, in a 12 to 15 month time frame, at a cost commensurate with the proposal but less than \$1 million per project. Goals will be accomplished through rapid prototyping or the identification of existing technologies that satisfy identified requirements. There are some limitations on the grants, namely that they are primarily of benefit to first responders. Mr. Follmer will research both potential funding sources as well as other pro bono solutions.

Education Taskforce: Mary Loose DeViney provided the report for the Education Taskforce.

Ms. DeViney mentioned that she and Mr. Middleditch made a presentation to the Virginia Chamber of Commerce in May urging the Chamber to promote the use of Business Continuity Plans.

The Taskforce continues to work on developing a Business Continuity Planning program based on the National Fire Protection Association 1600 standards which are being used as the standard for voluntary private sector preparedness in the draft Improving America's Security Act now pending in Congress.

Mr. Follmer presented an “artist rendering” of the proposed web site customer interface. The site would include an audio welcome from the Governor. Further audio programs would introduce each successive module and provide an overview of the topic. Audio would be provided by experts in the each discipline and include their insights and anecdotes. The screen would be in streaming format. Input files would be interspersed with power point slides and commentary. The power point slides would lead through the process and input fields would be similar to those used for on-line purchasing such as Amazon.com. There would be a hyperlink to the Mid-Atlantic Disaster Recovery Association for questions.

The programs could be customized to have various sponsors, for example local chambers of commerce or individual businesses. Ms. DeViney reiterated that the program is intended for small businesses that do not know where to go for help on business continuity planning and/or do not have funds for private consultants. Mr. Follmer stated that the Taskforce is hoping to have several modules available by late September.

Mr. Smith related that Exxon/Mobile has vast experience with planning and may be able to share their summaries and reports. He will review and discuss with the Taskforce. Ms. Wentworth suggested reviewing the Continuity of Operations Plan templates for use as well.

Information Sharing Taskforce: Mr. Follmer provided the report of the Information Sharing Taskforce on behalf of Fred Vincent and Evan Smith.

The Taskforce’s focus is to develop a business resource network (BRN) that would be a web-based system with links to a database with businesses assets throughout the state that may be available to the government in times of emergency.

Mr. Follmer stated that a BRN is different from the Aid Matrix system. In a BRN, businesses identify assets prior to the emergency. They would include assets that may be donated, sold at cost, sold at market rate, etc. Aid Matrix is available only for donations on an after the fact basis. Mr. Follmer has been researching BRNs and described two systems for which he recently received a demonstration. Pennsylvania’s system (PARR) and New Jersey’s system (used by Business Executives for National Security) are both very good web-based systems.

Mr. Follmer pointed out that both systems provide a secure network and include a number of applications such as an incident management system. Virginia’s EOC has an incident management system called Web-EOC and only would need the BRN component. The BENS system allows companies to directly input data into the database using pre-set categories with fields for special limitations or instructions such as the requirement that only company drivers be used with company trucks, etc. PARR does not allow direct input into the database. Both programs have a mapsearch filter indicating quickly where assets are located throughout the state. Both have search capability as well.

Mr. Follmer stated the Taskforce wanted the Virginia system to be more than a static list and function as a “virtual depot” that would allow the state EOC to automatically send out messages to businesses for needed items. The system would allow the “order” to be filled and report back to the state EOC. Mr. Follmer is also looking at systems developed by Battelle for the US Marine Corps for field logistics. Any BRN must be compatible with Web-EOC and Mr. Middleditch suggested speaking with the Web-EOC providers to determine if they can design an add-on module.

The Taskforce also seeks to position the Fusion Center as a trusted network to provide business with a single source to verify information. Mr. Vincent noted that the Virginia Critical Information Shared System, the information sharing system currently used by the Virginia Fusion Center is being replaced with a system in use by the Department of Homeland Security.

Mr. Middleditch related that the full Secure Commonwealth Panel has made outreach a continuing priority with a goal to create a culture of preparedness in Virginia. Mr. Middleditch and Ms. DeViney’s presentation to the Virginia Chamber is an example of how subpanel members can advance preparedness initiatives. Subpanel member Doris Thomas worked with the Office of Commonwealth Preparedness and the Virginia Department of Emergency Management to author a preparedness article for *Vetrepeneur* magazine.

Association newsletters are an excellent avenue to pass general preparedness messages to the association members. Subpanel member Bob Bradshaw had placed a preparedness message in the Independent Insurance Agency Association newsletter reaching over 8,000 agents and their clients.

Company newsletters provide a great opportunity for messages to company employees on personal and family preparedness. Mr. Follmer urged Subpanel members to work with the Office of Commonwealth Preparedness and the Virginia Department of Emergency Management on potential messages for company newsletters.

Mr. Middleditch requested Mr. Follmer to provide an update on the outreach of the other Secure Commonwealth Panel Subpanels:

Outreach – is working with K-12 and higher education associations to advance preparedness training in schools and campuses.

First Responder – outreach efforts include using police and fire associations to get preparedness programs into their respective missions. The subpanel is also exploring a newsletter.

Health and Medical – will use the Medical Association of Virginia and local associations to reach target populations.

Critical Infrastructure – is seeking to broaden the use of the Automated Critical Infrastructure Asset Management system. Several working groups are underway in the National Capital Region and Hampton roads to increase awareness of credential for first responders to use FRAC cards.

There being no further business, the meeting was adjourned.