



ENTREPRENEURS  
FOUNDATION  
CORPORATE COMMUNITY CONNECTIONS

## Disaster Response The Continuum of Relief Efforts

### Session Description:

This session is a facilitated conversation with attendees on what happens months after a disaster hits a particular geography. How does the type of and need for support evolve? Learn about and share your experiences around the continuum of disaster relief from immediate humanitarian relief to long-term rebuilding, recovery and development.

### Speaker: **Inés Pearce is Chief Executive of Pearce Global Partners Inc. (PGP)**

**Inés Pearce** is Chief Executive of Pearce Global Partners Inc. (PGP), addressing the needs of government, business, non-profits and communities to reduce the potential for loss of life and property from natural and human-caused disasters. Ms. Pearce is a business continuity and emergency management expert with 17 years of professional experience, including 12 years specializing in public-private partnerships. She serves as the Senior Advisor for the Business Civic Leadership Center (BCLC) of the U.S. Chamber of Commerce, where she is BCLC's primary point of contact for community-level disaster preparedness, recovery, and partnership coordination. She has also served as the BCLC's liaison during disasters to facilitate long-term recovery, such as 2010's earthquakes in Chile and Haiti, the American Samoa tsunami in 2009, and 2008's flooding in Iowa, storms in Florida, and hurricanes in Texas and Louisiana. Last year, Ms. Pearce was selected to the United States' National Academies - National Research Council Committee, "Private-Public Sector Collaboration to Enhance Community Disaster Resilience".

Before launching PGP, Ms. Pearce was appointed as Seattle Project Impact Director for the City of Seattle Emergency Management, managing four mitigation programs that provided resources for safer schools, homes, and businesses, as well as better hazard maps. During her tenure, Seattle Project Impact received numerous national excellence awards. As an expert in public-private partnerships, Ms. Pearce has represented the World Economic Forum at the United Nations' (UN) Global Platform for Disaster Risk Reduction in Geneva, Switzerland, and has addressed the UN regarding public-private partnerships at the World Conference for Disaster Reduction in Kobe, Japan. In 2003, Ms. Pearce was inducted into the Contingency Planning & Management (CPM) Hall of Fame in the Public Servant Category. She has also received two National Excellence Awards from the Western States Seismic Policy Council and in 2009 received an Award of Recognition from the City of Los Angeles for the successful planning of the Great Southern California ShakeOut, the largest earthquake drill in U.S. history with 5.5 million participants and surpassed in 2009 with 6.9 million registrants statewide. Ms. Pearce is President of the Disaster Resistant Business Toolkit (DRB Toolkit®) Workgroup, a 501c-3 public charity which provides a comprehensive tool designed to assist small businesses create and implement improving their disaster readiness plans; the Contingency Planning & Recovery Management (CPARM) group; and on the Board of the Cascadia Regional Earthquake Workgroup (CREW). She received her B.A. degree in political science from Gonzaga University.

2010 Corporate Citizenship Conference  
PHILANTHROPY 3.0: The New Reality for Corporate Practitioners  
March 5, 2010, Oracle Conference Center, Redwood Shores, CA



# Business Disaster Assistance and Recovery

## The Challenge:

With a different disaster happening almost daily all over the world, communities are wasting billions of dollars trying to pick up the pieces. Instead of being reactive to disasters' devastating consequences, we need to take a proactive and systematic approach to protecting where we live and work.

## The Solution:

BCLC promotes solutions for better communication and coordination between business, government, and nonprofit organizations. Our program focuses on facilitating effective private-sector contributions to U.S. and international disaster response and recovery efforts. We are a leading information resource for private-sector donors, charitable organizations, government agencies, and news outlets.

## What We Do:

BCLC's Disaster Assistance and Recovery program comprises companies that are interested in being a part of — and improving — disaster response and recovery activities. The working group focuses on four areas:

- Business-to-Government Relations
- Business-to-Nonprofit Relations
- Business-to-Business Coordination
- Sustainability

## Activities:

- Networking and Information-Sharing Events
  - BCLC's events offer a platform for stakeholders in disaster response to convene and build strategic alliances that lead to more effective disaster response and recovery. The events are designed for corporate citizenship and corporate philanthropy professionals, relief and charity organizations, and government agencies with disaster responsibilities.
- Research and Reports
  - BCLC tracks the private-sector response and recovery efforts during catastrophic events and produces reports documenting best practices.
    - "On the Brink: Re-Engineering the Nation's Disaster Response Processes" (published: June 2008)
    - "Long Term Recovery Issues and Case Studies" (published: August 2007)
    - "From Relief to Recovery: The 2005 U.S. Business Response to the Southeast Asia Tsunami and Gulf Coast Hurricanes" (published: March 2006)
- Public-Private Partnerships
  - BCLC advances private-sector coordination efforts with federal, state, and local governments, like SBA and FEMA. Through strategic partnerships, BCLC promotes model business disaster response and recovery procedures.
- Help Desk (1-888-MY-BIZ-HELP)
  - BCLC coordinates relief and recovery activities by communicating needs and opportunities to help when catastrophic events arise. The Help Desk serves as an ombudsman to assist companies and chambers as they seek assistance coordinating with disaster responders and determining their corporate citizenship priorities.

## Major Events:

- **January 14-15:** Forum: How to Improve Our National Resilience, Recovery and Re-Development Capability (Boca Raton, FL)
- **June 18-19:** Annual Exercise on Disaster Assistance and Recovery: Dealing with Back-to-Back Disasters (Washington, DC)

**Opportunities to Get Involved:** Join our working group, sponsor events, and underwrite projects...Contact BCLC.



# Corporate Community Investment

## **The Challenge:**

How to add value to corporate community-based investments in order to maximize the benefit to the community *and* the value proposition of the company?

## **The Solution:**

BCLC's Corporate Community Investment (CCI) Program pursues a multi-level strategy to benefit both communities and the companies that invest in them. We promote best sustainable practices, create partnerships that bring national and federal resources to local problems, provide technical assistance and conduct cutting-edge research. What's the motive driving these activities? As one Fortune 50 BCLC member says, "You can't have a healthy company if you're operating in an unhealthy community."

## **Sustainability:**

BCLC has forged new relationships with federal, state and local agencies that are coordinating sustainable community and economic development, such as the [Partnership for Sustainable Communities](#). With these relationships, we match our members' CCI needs and priorities with new and existing federal programs on sustainability. Together with Siemens Corporation, BCLC also hosts the annual [Siemens Sustainable Community Awards](#), which recognize the nation's best private-public sustainable partnerships.

## **Partnerships:**

BCLC possesses an extraordinary range of partnerships, networks and contacts with leading companies and civil society organizations. We interact frequently with the Departments of Commerce, Housing and Urban Development and Health & Human Services, as well as the Small Business Administration, local and state officials and their associations. In 2010, we anticipate broadening this outreach to include other federal departments such as Energy, Treasury and Labor.

## **Technical Assistance:**

BCLC's experienced community and economic development practitioners provide place-based technical assistance in partnership with members and communities to maximize the effect of corporate community investments. Communities benefit from this work because it coordinates private sector efforts and provides national exposure for community initiatives among BCLC's member base.

## **Research:**

BCLC is teaming with national academic and social science institutions to fill the current dearth of reliable data on corporate community investments by pursuing research to map corporate community investments throughout the United States and to document best practices in community and economic development.

## **Awareness:**

BCLC's [National Corporate Community Investment Conference](#), May 12-14, 2010 in Houston, is *Provide and Prosper: Corporate Citizenship and American Competitiveness in the 21<sup>st</sup> Century*. Its theme is captured in a simple equation: "Healthy Companies + Healthy Communities = Competitive Economies." In addition, BCLC provides tools and resources to companies and chambers through the U.S. Chamber network, BCLC's website, newsletter, and social media resources such as Twitter and Facebook.

We invite you to [join BCLC's CCI Working Group](#), help us make a difference, and raise awareness about why business is such a force for positive economic, environmental and social change. Contact Rebecca Freyvogel at [rfreyvogel@uschamber.com](mailto:rfreyvogel@uschamber.com) or 202-463-5911.