



ANSI Homeland Security
Standards Panel (ANSI-HSSP)

A Workshop on:

**“Achieving Preparedness through
Standards Implementation: Challenges
and Opportunities for Small Businesses”**

Final Agenda

May 25, 2011 Arlington, VA

Workshop Co-Chairs:

Tracy Hannah, Deputy Director, U.S. Department of Homeland Security (DHS)

Bill Raisch, Director, International Center for Enterprise Preparedness (InterCEP), New York University

**Executive Conference Center
(at Liberty Center)**
Liberty Conference Rooms A&B
4075 Wilson Blvd, Suite 350
Arlington, VA 22203

Wednesday – May 25, 2011

8:30am – 9:00am	Registration Desk Opens
9:00am – 9:30am	<p>Welcome & Opening Remarks</p> <ul style="list-style-type: none"> • Tracy Hannah, Deputy Director, U.S. Department of Homeland Security (DHS) • C.E. “Tee” Rowe, President & CEO, Association of Small Business Development Centers • Bill Raisch, Director, International Center for Enterprise Preparedness (InterCEP), New York University
9:30am-10:15am	<p>Standards and Assessments: Key concepts</p> <ul style="list-style-type: none"> • What are standards? • What is their value to businesses and small businesses in particular? • How can the application of standards be measured and why? What is conformity assessment? • How can standards help with preparedness? What standards and conformance measures are already in place? <p>Moderators:</p> <ul style="list-style-type: none"> • Gordon Gillerman, Director, Standards Services Group, National Institute of Standards and Technology (NIST) • Lane Hallenbeck, Vice President, Accreditation Services, American National Standards Institute (ANSI)
10:15am-10:30am	Morning Break
10:30am-12:00pm	<p>The Small Business Challenge</p> <ul style="list-style-type: none"> • What are special considerations in applying standards and conformity assessment in small businesses? • What lessons learned or case studies can the small business community share to help inform preparedness measures? • What considerations does PS-Prep make for small businesses?

	<p>Moderator:</p> <ul style="list-style-type: none"> • Thomas Anderson, Director, Corporate and Strategic Development, Stephenson Disaster Management Institute, Louisiana State University <p>Panelists:</p> <ul style="list-style-type: none"> • Ann Pickren, Executive Vice President, Firestorm Solutions, LLC • Diana McClure, Business Resiliency Program Manager, Insurance Institute for Business & Home Safety • Thomas Heneghan, Manager-Preparedness, Preparedness and Health and Safety Services, American Red Cross
12:00pm-1:00pm	LUNCH
1:00pm-2:30pm	<p>Applying Standards & Assessment in the Supply Chain</p> <ul style="list-style-type: none"> • How have standards and conformity assessment been applied in the past to supply chains? • How will PS-Prep likely be applied in the supply chain and why? <p>Moderator:</p> <ul style="list-style-type: none"> • Bill Raisch, Director, International Center for Enterprise Preparedness (InterCEP), New York University <p>Panelists:</p> <ul style="list-style-type: none"> • Reg Blake, Vice President, Corporate Development and Regulatory Affairs, BSI Group America Inc. • Donald Byrne, President & CEO, METRIX 411, LLC
2:30pm-2:45pm	Afternoon Break
2:45pm-3:45pm	<p>Summary & Conclusions</p> <ul style="list-style-type: none"> • What insights have been identified as well as further actions necessary to reflect small business considerations in application of preparedness standards and conformity assessment? • What insights and further actions have been identified with regard to PS-Prep as well as other programs such as the IBHS Open for Business and American Red Cross Ready Rating, including their application to small businesses and supply chains? <p>Moderator:</p> <ul style="list-style-type: none"> • Marcus Pollock, Chief, Standards and Technology, National Integration Center, Federal Emergency Management Agency, U.S. Department of Homeland Security (DHS) • Tracy Hannah, Deputy Director, U.S. Department of Homeland Security (DHS)
3:45pm-4:00pm	<p>Closing Remarks/Adjournment</p> <ul style="list-style-type: none"> • Gordon Gillerman, Director, Standards Services Group, National Institute of Standards and Technology (NIST)

ANSI would like to thank the following sponsor



**STEPHENSON DISASTER
MANAGEMENT INSTITUTE**

E. J. Ourso College of Business

Appendix A – Registration List as of May 12, 2011

First Name	Last Name	Organization
Michael	Aisenberg	The MITRE Corporation
Eric	Ambinder	Homeland Security Studies and Analysis Institute
Thomas	Anderson	Stephenson Disaster Management Institute, Louisiana State University
Rod	Andrews	Prince William County Service Authority (PWCSA)
Dan	Bart	Valley View Corporation
Reg	Blake	BSI Group America Inc.
Cheryl	Blum	Telecommunications Industry Association (TIA)
Joseph	Booth	Stephenson Disaster Management Institute, Louisiana State University
K. David	Boyer	GlobalWatch Technologies
Joseph	Broz	Defense Capital Advisors, LLC
Audrey	Burke	Isom
Donald	Byrne	Metrix 411, LLC
Susan	Carioti	ASIS International
William	Cook	U.S. Department of Homeland Security (DHS)
Bert	Coursey	U.S. Department of Homeland Security (DHS)
Patrick	Cumba	Strategic Services Bureau
Oliver	Davidson	Business Civic Leadership Center
Ryan	Denmark	RSDC Group
Susan	Dixon	U.S. Department of Homeland Security (DHS)
Mike	Dubose	Willis Group
Lisa	DuBrock	The Radian Group, LLC
Robert	DuPuy	LRQA
Momodu	Fofana	University of Maryland
Justin	George	Homeland Security Studies and Analysis Institute (HSI)
Gordon	Gillerman	National Institute of Standards and Technology
Richard	Gillis	QMS Solutions, LLC
Sandra	Gogol	U.S. Department of Homeland Security (DHS)
Lane	Hallenbeck	American National Standards Institute (ANSI)
Tracy	Hannah	U.S. Department of Homeland Security (DHS)
John	Harvey	Elevance Renewable Sciences
Thomas	Heneghan	American Red Cross
Kathleen	Higgins	U.S. Department of Homeland Security (DHS)
Bruce	Hilderbrand	U.S. Department of Homeland Security (DHS)
Susan	Hopkins	Dynamic Security Concepts Inc. (DSCI)
George	Huff	Administrative Office of the U.S. Courts
Alex	Johnson	U.S. Senate Committee on Small Business
Fran	Kernodle	FKA, Inc.
Siraj	Khan	U.S. Department of Homeland Security (DHS)
Daryao	Khatri	Sigma Information Management Corporation
Richard	Kissel	National Institute of Standards and Technology

Diana	McClure	Insurance Institute for Business & Home Safety
Charlie	Meng	Arlington Food Assistance Center
John	Milam	Dynamis
Michaela	Miller	American National Standards Institute (ANSI)
Erin	Mitchell	Agility Recovery Solutions
Benjamin	Muncy	Virginia Department of Emergency Management
Patricia	Newman	American Realty Group
An	Nguyen	U.S. Department of Homeland Security (DHS)
Sonny	Odom	Sonny Odom, Photography
Marisa	Peacock	American National Standards Institute (ANSI)
Michael	Penders	Environmental Security International
Ann	Pickren	Firestorm Solutions, LLC
Marcus	Pollock	U.S. Department of Homeland Security (DHS)
Stuart	Radcliffe	British Standards Institution (BSI)
Bill	Raisch	New York University International Center for Enterprise Preparedness (InterCEP)
Jo	Robertson	NFPA 1600 Task Group
Tee	Rowe	Association of Small Business Development Centers (ASBDC)
Brian	Scarpelli	Telecommunications Industry Association (TIA)
Fran	Schrotter	American National Standards Institute (ANSI)
Peter	Shebell	U.S. Department of Homeland Security (DHS)
Marc	Siegel	ASIS International
Charles	Sleeper	U.S. Department of Homeland Security (DHS)
Hollis	Stambaugh	System Planning Corporation
Robert	Stenner	Pacific Northwest National Laboratory (PNNL)
Boyd	Stephenson	American Trucking Associations
Debra	Stoe	U.S. Department of Justice (DOJ)
Richard	Vandame	Federal Emergency Management Agency (FEMA)
Robert	Vondrasek	National Fire Protection Association (NFPA)
Renee	Wentworth	Association of Contingency Planners (ACP)
Pete	White	Prince William Chamber of Commerce
Marjorie	Windelberg	University of Maryland University College
Deborah	Wunderman	Wunderman Writing Services
Xiaoping	Yang	Project Management Institute
Stephen	York	U.S. Department of State
Robert	Zimmerman	Homeland Security Studies and Analysis Institute (HSI)

Appendix B – Speaker Biographies

Thomas Anderson

Director of Corporate and Strategic Development
Stephenson Disaster Management Institute at Louisiana State University

Anderson spent over 20 years in the private sector specializing in entrepreneurial business development and strategic development. He lived in New York City during September 11 and became a lead volunteer and organizer for relief services (ESF-6 Mass Care) at the World Trade Center working with the Seaman's Church Institute and the Episcopal Church USA relief mission at St. Paul's Chapel at Ground Zero. Anderson received a special commendation from Mayor-elect Michael Bloomberg on behalf of the Seaman's Church Institute for recognition of his outstanding volunteer service during the World Trade Center Emergency Relief Effort of 2001. Anderson later worked with the East Baton Rouge Office of Emergency Management before, during and after hurricanes Katrina, Rita, Gustav and Ike and with the Governor's Office of Homeland Security and Emergency Management during the recent Deepwater Horizon Oil Spill. Anderson was a guest of the 2010 U.S. Senate Homeland Security Staff Delegation from Louisiana to Kobe and Tokyo, Japan where he attended the 15 year memorial of the Great Hanshin-Awaji Earthquake, the *United Nations World Conference on Disaster Reduction (WCDR)* and to participate in a working session as a panelist for the *International Recovery Platform (IRP)* which is part of the *International Strategy for Disaster Reduction (ISDR)*. Prior to joining LSU, Anderson was the Chief Operating Officer of First Responder Systems and Technology, Inc. He has served as a panelist for the U.S. Department of Homeland Security's Project Responder, assisting in identifying priorities for core capabilities in the nation's public safety effort. He currently serves as a subject matter expert on the Department of Defense's and the Department of Justice's Federal Interagency Board (IAB) to their Interoperable Communications and Information Systems Sub-Committee in Washington, DC. In his private sector duties he was a corporate partner of the International Association of Fire Chiefs (IAFC) where he was a member of the IAFC Manufacturer's Roundtable for 5 years; the Congressional Fire Services Institute (CFSI); the National Emergency Management Association (NEMA), the International Association of Emergency Managers (IAEM) as well as a member of the Louisiana Emergency Preparedness Association (LEPA) among others.

Anderson holds a BA in Cultural Anthropology with studies in Human Communications (Intercultural/Interracial), from Ithaca College in Ithaca, New York. He was a national Meadows Scholar and earned an MFA from Southern Methodist University in Dallas, TX.

Reg Blake

Reg served a full career in the UK Royal Air Force as an engineer including eight years service in high altitude research and development at the Royal Air Force Institute of Aviation Medicine and another nine years in various aerospace design and development activities. Joined the British Standards Institution (BSI) Technical Help to Exporters Division responsible for Electro-medical and Information Technology sectors. Moved to Epson (UK) Ltd. as Quality Assurance and Product Safety Approvals Manager.

Next joined BSI Quality Assurance as Manager, Business Development, Electro-technology sector. Appointed Director and Manager USA Representational Office in November 1992 to 1998. 1998 to present - VP Corporate Development and Regulatory Affairs.

B.A. from the Open University in England. Member of the American Society of Quality (ASQ). Associate Member of the Royal Aeronautical Society (RAeS) (UK).

He has made numerous presentations on standards development, quality, conformity assessment, accreditation and the ISO 9001, TL 9000, AS9100 series, ISO 14001, ISO/IEC 17021 and other standards at conferences and seminars in North and South America, the UK and Europe. He has also written articles on these topics and has provided input to many others.

He acts as BSI's representative on the Independent Association of Accredited Registrars (IAAR). Represents BSI on the International Aerospace Quality Group (IAQG) and is the Americas Certification Body representative on its Other Party Management Team (OPMT). Also represents the IAAR and BSI on the Americas Aerospace Quality Group (AAQG) and is a member of their Registration Management Committee (RMC).

He is also a CB member on the ANSI-ASQ National Accreditation Board (ANAB) Accreditation Council.

Don Byrne

An entrepreneur and former venture capitalist, Don Byrne brings an executive perspective to the fields of strategic management and continuity planning. He is a Managing Director of GRCS, LLC a consulting and training firm; and CEO of METRIX411, LLC, a software company specializing in business assessments and benchmarking. An Adjunct Professor at Boston University, he teaches graduate courses in risk management and compliance. In 2011 Don became a Senior Fellow at the Stephenson Disaster Management Institute at Louisiana State University, one of the world's leading research centers in the areas of preparedness and resiliency planning.

A frequent speaker at conferences, he regularly conducts workshops on strategic management, business operations, and resiliency planning. Don is a member of several professional organizations and serves on the National Board of Directors of the

Association of Contingency Planners (ACP). He is active in the development of international standards in the areas of emergency management, regulatory compliance, risk analysis, and security. Don also serves as a member of the ANSI National Accreditation Board's (ANAB) Committee of Experts focused on the PS-Prep Program.

Don is a certified contingency planner (CBCP), Lead Auditor, and has consulted with some of the largest certification firms in the U.S. on the PS Prep program. He holds degrees in mathematics, philosophy, and international marketing and is a contributing writer for the *Domestic Preparedness Journal* and the NEWS website *Continuity Compliance.org*.

Gordon Gillerman

Gordon Gillerman, Director of Standards Services at the National Institute of Standards and Technology (NIST), coordinates and advises federal agencies, US industry and other stakeholders on standards and conformity assessment policy. NIST Standards Services operates the U.S. Inquiry Point for the World Trade Organization's Technical Barriers to Trade Agreement and is a key information source for US industry on standards related market access issues.

Gordon has extensive experience coordinating standards policy and development across a wide range of critical issues in the U.S. including homeland security, safety, health and protection of the environment. Gordon is the Public Sector Co-Chair of the American National Standards Institute's (ANSI) Homeland Security Standards Panel, an expert on conformity assessment systems and their nexus with regulatory and trade issues and a sought after lecturer on standards, conformity assessment and regulation.

Prior experience include leading government affairs for the largest U.S. product safety certification and standard development organization, Underwriters Laboratories (UL) in Washington, DC, and Staff Engineer for the medical device and information technology sectors at UL's Northbrook, IL headquarters.

Gordon has worked collaboratively within the standards community to enhance health, safety, the environment and security throughout his career. In 2008 he received an Environmental Protection Agency Gold Medal, a Department of Commerce Bronze Medal and the ANSI Meritorious Service Award. In 2010 Gordon received a Department of Commerce Gold Medal for leadership in enhancing the performance standards and certification program for law enforcement body armor.

Education:

1986 – Bachelors Degree BSEET – Bradley University – Peoria, IL

Publication:

"Conformity Assessment System Design – Making the Confidence Connection," *ASTM Standardization News*, 2004 and *Standards Engineering Society Journal*, 2004. This article continues to be a primary reference in conformity systems and policy.

"International Symbols for Medical Devices," *Biomedical Instrumentation & Technology* in 1996 on the use of IEC based symbols for medical devices

"The Early Bird," *The UL Eye* in 1997 on the value of early interaction with manufacturers' design processes.

Lane Hallenbeck

Lane is Vice President for Accreditation Services at the American National Standards Institute (ANSI) headquartered in Washington, D.C., where he is responsible for the direction of internationally recognized accreditation services.

Lane's experience includes many years of technical leadership, including Vice President of the management systems registrar affiliate of the American Bureau of Shipping, and Program Manager for the TRW Space & Electronics Group. Lane was president of the Independent Association of Accredited Registrars (IAAR) from 1997 to 1999. He holds an MS in Technology Management from Pepperdine University and a BA in Life Sciences from the University of Colorado at Boulder, and has also been certified as a Quality Systems Lead Auditor.

Thomas Heneghan

Tom Heneghan has worked for the American Red Cross for over 18 years, primarily in the implementation and delivery of national preparedness and health and safety training programs to the American Red Cross network of chapters. This training reaches approximately 14 million individuals each year. In addition to his work on individual, community and business preparedness education, he has contributed to American Red Cross educational programming in the fields of water safety, lifeguarding, CPR and first aid.

Today, Tom leads the Preparedness unit that supports chapters and the American public with education and training programs on how to prepare for disasters and other life-threatening emergencies at home, in school and in the workplace. While in this position, he has had the opportunity to lead the nationwide launch of the Ready Rating program; a free web-based membership program that guides businesses, schools and organizations on how to measure their level of preparedness; and then take the actions needed to continually improve that level.

Tom continues to pursue his passion to educate the individuals and communities that the American Red Cross serves on how to be prepared for emergencies. Tom lives in Falls Church, Virginia with his wife Elizabeth.

Diana McClure

Diana McClure is Business Resiliency Program Manager at the Insurance Institute for Business & Home Safety (IBHS).

She was responsible for development of the *Open for Business*[®] program at IBHS, a business continuity and property protection planning tool for small to mid-sized businesses. The program includes a print and online version; a multi-media Trainer Series; and the Advanced Track segments.

She has worked in a number of other capacities at IBHS, including community resiliency programs and work on land use issues. She has been with the non-profit for fourteen years.

From 1989 to 1996, Diana served as a mitigation specialist with the Federal Emergency Management Agency (FEMA) in New England. She traveled throughout the U.S. to help communities recover from natural disasters. Prior to that, she served as a regional representative for the Insurance Information Institute, and a consultant on civil liability of law enforcement officials and on civil rights conflict management.

Diana has a BA in International Relations from Brown University and a Masters degree from Boston College.

Ann Pickren

Firestorm Solutions, LLC is a national leader in providing critical decision support and planning to corporations on issues of business continuity, crisis management and pandemic, safety, security, threat and vulnerability analysis. Ms. Pickren works with organizations, large and small, to build their business continuity programs in alignment with developing industry standards. As Executive Vice President, Ann has oversight of the development of all methodology and oversees the delivery of all client services to ensure the continued best-practice application of Firestorm's **PREDICT. PLAN. PERFORM.**[®] process. Her experience allows her to understand the requirements of each client, and build a program (and its components) to fit the size and culture of the business, while maintaining alignment to industry standards.

Ann joined Firestorm in 2009 after spending 17 years with SunGard Availability Services. During her tenure with SunGard Ann carried various responsibilities that included the national oversight of both business continuity consulting services and software product development and support for SunGard's various product solutions.

Before her national assignments, she was the regional director for Comdisco Professional Services, which was acquired by SunGard. She was responsible for business development, consulting engagement delivery and the management of professional staff for Comdisco's Southern US consulting practice.

Prior to 1992, Ann was the Manager of the Professional Services for a technology services and manufacturer. In this role she developed consulting opportunities and managed client engagements and the professional staff in the consulting practice. The consulting practice specialized in the design and implementation of image-based application systems and local and wide-area networks, as well as systems integration.

Prior to moving into the consulting field, Ann held various managerial positions within information technology organizations for 16 years. She was MIS Director for a manufacturing firm, manager of On-line and Database Application Development for a healthcare institution and held various positions in application development in an IBM mainframe environment. She specialized in on-line transaction processing and database application development.

Ann holds a Masters in Business Administration from Georgia State University. Her undergraduate studies focused in Math and Statistics.

Marcus Pollock

Marcus Pollock serves as Chief of Standards and Technology for the National Integration Center, Protection and National Preparedness (formerly National Preparedness Directorate), at the Federal Emergency Management Agency (FEMA), Department of Homeland Security.

Standards and Technology provides information on, and promotes the development of national consensus-based standards, and technological solutions to support incident management and disaster preparedness to be used by all levels of government and the private sector. This mission is accomplished through participation in standards development organizations, the testing and evaluation of equipment and technology, and dissemination of equipment related information through the Responder Knowledge Base (RKB) and other means.

Prior to his current role, Mr. Pollock served as the Acting Director of the Incident Management Systems Integration Division where he led the continued development of the National Response Framework (NRF), the National Incident Management System (NIMS), credentialing and private sector voluntary standards for preparedness. He was the principal staff person involved with the development of the National Preparedness Guidelines and the Target Capabilities List. The Target Capabilities List defines preparedness for the nation in part through the capabilities needed to prevent, protect against, respond to and recover from all hazards.

Marcus began his federal service as a program evaluator with the U.S. General Accounting Office where he was assigned to the former Resources, Community and Economic Development Issue Area.

Mr. Pollock has a Bachelor's of Science Degree in Social Science from Coppin State College, a Master's of Arts Degree in Administration and Evaluation from Antioch University and a Master's of Science Degree in Behavioral Science and Organizational Development from the Johns Hopkins University. Marcus lives in Baltimore Maryland with his wife and cat.

Bill Raisch

William G. Raisch is the founding Director of the International Center for Enterprise Preparedness (InterCEP) at New York University established with initial funding from the U.S. Department of Homeland Security as the world's first academic research center dedicated to private sector risk management and resilience.

His work at InterCEP focuses on real world impact with an emphasis on the development of actionable strategies and policies through active collaboration with key private sector stakeholders and a holistic approach to risk management and resilience. The Center's research activity focuses on achieving objectives in uncertain environments with insights from the areas of risk management, strategic planning and innovation. Special emphasis is placed on the "what" and "why" of enterprise risk management and resilience.

Mr. Raisch is actively engaged with the international business community as well as elements of various national governments and NGO's globally. Mr. Raisch served as private sector preparedness advisor to the U.S. Federal 9-11 Commission and assisted in developing the Commission's recommendations on private sector emergency preparedness. He has over 30 years of experience in the private sector spanning roles in both private and public corporations. His background includes roles in management consulting that spanned a diversity of industries, leading strategic planning for Smith Barney International and managing several start-up efforts addressing new business innovations and technologies.

Mr. Raisch serves as a Fellow at the U.S. Chamber of Commerce National Chamber Foundation focusing on identifying emerging issues that will impact the business community in the future. He is a member of the Board of Directors and the Executive Committee of the American National Standards Institute (ANSI), a Principal Member of the Technical Committee on Disaster/Emergency Management & Business Continuity (NFPA 1600) and a member to the U.S. Technical Advisory Group to the ISO Technical Committee on Societal Security. He serves on the advisory Committee of Experts for ANAB – the accrediting body for the voluntary Private Sector Preparedness Program (PS-Prep). He also serves as the emergency manager for his home town, the Village of Asharoken, New York. Mr. Raisch received his B.A. (Government & Economics) and M.B.A. from Cornell University.

C.E. "Tee" Rowe

C. E. "Tee" Rowe is the President and CEO of the Association of Small Business Development Centers, a nationwide network of over 1,000 centers providing free, confidential counseling and low cost training to small business owners. He joined the ASBDC in August of 2009.

A graduate of Dartmouth College (AB, Russian Language/Literature, 1983) and the Tulane University School of Law (JD, 1989), Mr. Rowe has a long history of legislative and advocacy experience on behalf of the small business community.

Prior to joining the ASBDC he served as Associate Administrator for Congressional and Legislative Affairs for the US Small Business Administration from 2005 to 2009. Before that he served as Assistant Administrator for Congressional Affairs and was the Assistant General Counsel for Legislation and Regulation at SBA from 2001 to 2005.

Tee also worked for ten years (1991-2001) in the US Congress as the Counsel to the Committee on Small Business in the US House of Representatives. In that role he was responsible for drafting most of the major small business legislation passed by the US Congress.

Mr. Rowe resides in Arlington, VA with his wife Carmen Perez-Rowe, a professional ballet instructor and former ballerina in Chicago, Dallas and Santiago, Chile and his two daughters, Karina and Noelle Carlson.