The American Red Cross in the National Capital Region expresses special thanks to FedEx for their generous support of our mission.

Your American Red Cross in the National Capital Region is responsible for providing disaster relief to the more than 5 million residents who live and work here. This Region operates one of the busiest local disaster response programs in the nation, responding on average 2-3 times daily to local disasters.

Our volunteers and staff are dedicated to helping our community prevent, prepare for and respond to disasters and other crises in many ways. In addition to disaster response, Red Cross works with the men and women of the military and their families, trains thousands in lifesaving courses, provides the gift of life through voluntary blood donations and educates our neighbors about home and business emergency preparedness.

American Red Cross
National Capital Region

8550 Arlington Blvd.
Fairfax, VA 22031
703-584-8400
www.redcrossnca.org

Partners in Preparedness

The American Red Cross in the National Capital Region
and
The Homeland Security & Defense Business Council

Thursday, March 10, 2011

American Red Cross National Headquarters
Board of Governors Hall

American Red Cross
National Capital Region

HOMELAND SECURITY & DEFENSE
BUSINESS COUNCIL

Partners in Preparedness

The American Red Cross in the National Capital Region
and
The Homeland Security & Defense Business Council

AGENDA

Schedule at a Glance

Registration and networking	1:30 pm - 2:15 pm
Opening Session	2:15 pm - 3:15 pm
Break	3:15 pm - 3:30 pm
Panel	3:30 pm - 4:45 pm
Reception	4:45 pm - 5:30 pm
National Conversation	5:30 pm - 7:00 pm

Opening Session

Emcee
Rebecca Cooper
ABC7's Washington Business Tonight Anchor

Welcome
Linda Mathes
CEO, American Red Cross in the National Capital Region

Keynote
The Honorable Richard A. Reed
Special Assistant to the President for Homeland Security and Senior Director for Resilience Policy

Special Recognition
Suresh Shenoy
Executive Vice President, IMC and Chairman of the Board of the American Red Cross in the National Capital Region

Special Remarks
The Honorable Millicent West
Interim Director, District of Columbia Homeland Security and Emergency Management Agency

Serving these communities:

Alexandria
123 North Alfred Street
Alexandria, VA 22314
(703) 549-8300

Arlington County
4333 Arlington Boulevard
Arlington, VA 22203
(703) 527-3010

Fairfax County
8550 Arlington Boulevard
Fairfax, Virginia 22031
(703) 584-8400

Ft. Belvoir
9716 Middleton Road
Ft. Belvoir, VA 22060
(703) 805-2057

Loudoun County
604 South King Street, #006
Leesburg, VA 20175
(703) 777-7171

Prince William
9934 Liberia Avenue
Manassas, VA 20110
(703) 368-4511

Quantico Marine Base
2034 Barrett Avenue
Quantico, VA 22134
(703) 784-3113

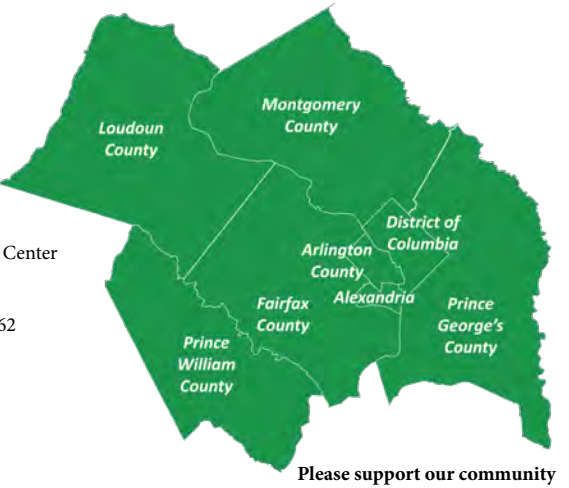
Andrews Air Force Base
Malcolm Grow Air Force Medical Center
1050 West Perimeter Road
Suite E1-23
Andrews Air Force Base, MD 20762
(240) 857-7315

Montgomery County
2020 East West Highway
Silver Spring, Maryland 20910
(301) 588-2515

Prince George's County
6206 Belcrest Road
Hyattsville, Maryland 20782
(240) 487-2100

District of Columbia
2025 E Street NW, #SE-1068
Washington, DC 20006
(202) 243-7200

The American Red Cross in the National Capital Region, a humanitarian organization led by volunteers, provides relief to victims of disasters and helps people in our community prevent, prepare for and respond to disasters and other life-threatening emergencies.



Please support our community by donating to the Red Cross through CFC # 96686 or UW # 8022.

To learn more, please visit us at www.redcrossnca.org

American Red Cross
National Capital Region

Your Red Cross Serving Our Community

Disaster Relief and Community Disaster Education

When a disaster threatens or strikes, the Red Cross is there. Last year, 1,096 volunteers responded to 424 local disasters. We helped 549 affected families with emergency food, shelter and supplies.

Because being prepared can make your family and community safer and sometimes minimize injury and destruction, we provided disaster education presentations to 71,088 individuals in the community to educate, equip and empower them to prevent and prepare for disasters or other life-threatening emergencies.

Health and Safety Services

From first aid, CPR and AED training to swimming and lifeguarding, Red Cross programs help people lead safer and healthier lives. Last year, Health and Safety enrolled 70,935 people in over 8,997 classes – totaling more than 141,000 individuals in our community who have learned lifesaving skills through classes offered within the region.

Service to the Armed Forces

The American Red Cross provides communication between those in the Armed Forces stationed away from home and their families. We have a worldwide network that reaches service members wherever they are to communicate the birth of a child or the death or illness of a loved one. Last year, we provided 19,956 services and assistance to over 1,000 military families.

International Services

The international tracing program helps local families find relatives with whom they have lost contact because of a natural disaster, war or internal conflict. We provided assistance to 188 families through this service.

Community Services

40,621 people in the region were touched by Red Cross community services during the past year.

A Note About Volunteers:
We depend on volunteers of all ages and backgrounds to carry out our work. Volunteers constitute 97 percent of our total workforce; they serve as members of our board, act as instructors teaching lifesaving skills, participate as disaster action team members, office administrators, event organizers and more.

Panel Discussion

"Preparing for, responding to and recovering from emergencies"

Moderator

Carlos J. Castillo
Washington Federal Practice
PricewaterhouseCoopers

Panel

Gregory Saathoff, MD
Executive Director, Critical Incident Analysis Group
Associate Professor of Psychiatry,
Associate Professor of Emergency Medicine,
School of Medicine, University of Virginia

Wendy Harman
National Director, Social Media
American Red Cross

Lynn Dean
Senior Advisor
Transportation Security Administration

Suresh Shenoy
Executive VP
Information Management Consultants, Inc. (IMC)

(Agenda continued on next page…)

"The National Conversation on the State of Homeland Security: Preparedness"

Moderator
Marc Pearl
President and CEO
Homeland Security & Defense Business Council

Panel
The Honorable W. Craig Fugate
Administrator, Federal Emergency Management Agency
Department of Homeland Security

Jack Mayer
Executive Vice President, Booz Allen Hamilton
and Chair, Homeland Security & Defense Business Council

Gail McGovern
President and CEO
The American Red Cross

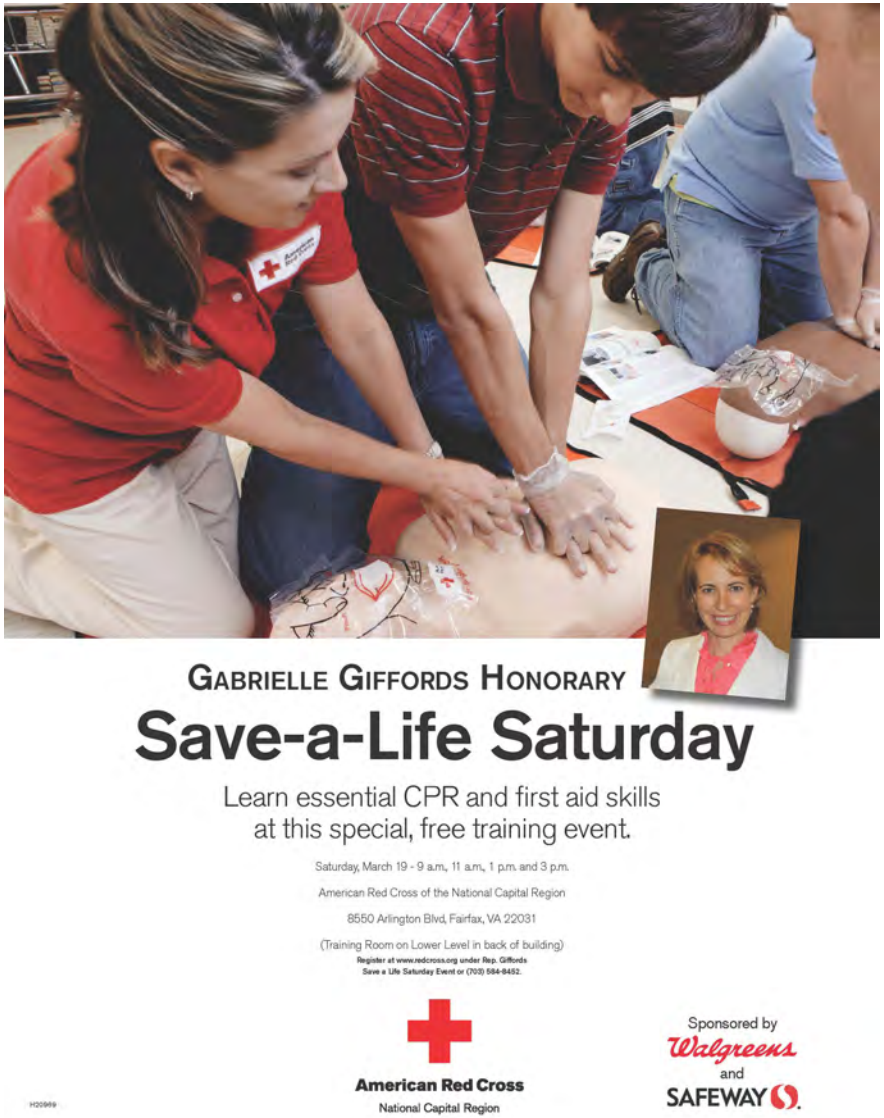
The National Conversation Series
The National Conversation Series hosted by the Homeland Security & Defense Business Council seeks to examine critical issues that threaten our homeland security and to host strategic conversations with national leaders from the public, private and non-governmental organizations to further the strategic vision and direction of our nation's prevention, preparedness and response through a robust conversation between these critical actors.

A National Conversation on Preparedness
The first National Conversation will focus on our nation's State of Preparedness in the past decade; the cooperation of government, industry and NGOs, and begin the conversation of how we all can together achieve our next level of preparedness in the next decade. What are our strategic goals? How will government, industry and non-governmental organizations coordinate and partner to successfully leverage our resources? How can the nation best achieve resiliency for/in all communities? The Council is pleased to launch the series by bringing together leading figures in the NGO, public, and private sectors to discuss the strategic direction of the nation's preparedness agenda.

The 9/10/11 Project
To coincide with the launch of our National Conversation series, the March 9/10/11 Project monograph focuses on preparedness. The 9/10/11 Project, a year long series of monographs on critical homeland security issues, will culminate on the 10th anniversary of the attacks of 9/11. To learn more and view an interactive timeline, visit: http://www.homelandcouncil.org/91011-project.html.

Please Save these Coming Dates!

- **Save-a-Life Saturday, March 19—**see details below
- **Heroes & Villains Ball, March 19 in Gainesville, VA**
- **Dave Cole Classic, June 6**
- **8th Annual Invitational Golf Tournament, June 13** at Trump National Golf Club
- **Fire & Ice Gala, October 1** at Marriott Wardman Park Hotel



The Homeland Security & Defense Business Council is a not-for-profit, non-partisan organization of the leading companies that bring homeland security solutions to the marketplace. The Council works to ensure that the perspective, innovation, expertise and capabilities of the private sector are recognized, respected and integrated with the public sector.

The Council advocates for fairness and openness in the federal contracting process, inclusion of the private sectors' perspective in major legislative and administrative initiatives, and the effective use of resources and adoption of the most advanced security solutions to protect our citizens, economy and critical assets. For more information, please visit www.homelandcouncil.org

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Marc Pearl
Ex Officio Director
President & CEO
Homeland Security & Defense Business Council

On Our Program Today

ABC7's *Washington Business Tonight* anchor **Rebecca Cooper** is the recipient of several journalism awards including the Peabody, DuPont, Murrow, Cable Ace and Emmy awards. She served as the senior international trade and health care legislative assistant to Senator David Boren (D-OK), a ranking member of the Senate Finance Committee and Chairman of the Senate Select Committee on Intelligence. During her tenure on Capitol Hill, Rebecca was one of the senior staff members involved in the writing of key business legislation, including NAFTA, WTO, GATT and Most Favored Nation status federal law. She worked at CNN in Washington covering Congress and the White House, helping to launch CNN Financial News, and at ABC News as an editorial producer for newsmagazine "20/20" and as a producer for World News Tonight with Peter Jennings and a reporter for ABC World News Now, NewsOne and ABC Radio.

The Honorable **Richard A. Reed** serves as Special Assistant to the President for Homeland Security and Senior Director for Resilience. In this capacity, he leads a broad range of White House activities to include the policy development and coordination of federal preparedness for and response to disasters, Federal continuity, critical infrastructure protection, and National level exercises. He received a bachelor's degree in psychology from Purdue University and both a bachelor's and master's degrees in Social Work from Indiana University. Prior to his appointment at the White House, he served as the first Chief Emergency Response and Recovery Officer at the General Services Administration. He has also served in a variety of positions at both FEMA and the Department of Veterans Affairs.

Interim Director, Homeland Security and Emergency Management Agency, District of Columbia, **Millicent W. West** manages the day-to-day operations of an agency that is responsible for providing coordination support and emergency management services to local and federal responders in the nation's capital. Additionally, she acts as the State Administrative Agent for US Department of Homeland Security grants with responsibility for managing more than $300 million in federal grant dollars to State and local emergency response organizations in the National Capital Region. Her previous work in the District government includes an appointment as Executive Director for Serve DC, the District's agent for coordinating volunteers. While managing Serve DC, she developed expertise in the fields of volunteer management, grants administration and homeland security.

Carlos J. Castillo provides homeland security and emergency and disaster management advisory services to the Federal Government and other clients at PricewaterhouseCoopers. As FEMA Assistant Administrator from 2007-2009, he led the Disaster Assistance Directorate, responsible for the disaster declarations process, Individual Assistance, and Public Assistance. When FEMA assumed the lead role for Emergency Support Function (ESF) 6 from the American Red Cross, Mr. Castillo oversaw the transition for the Disaster Assistance Directorate and worked closely with the Red Cross to ensure continued collaboration. Before coming to FEMA, Mr. Castillo worked 26 years for the Miami-Dade County Fire Rescue Department. Mr. Castillo is internationally recognized for his disaster management experience and leadership. Mr. Castillo serves on the Board of Directors for the American Red Cross of the National Capital Region.

Gregory Saathoff, MD, is Associate Professor of Research in Psychiatry and Neurobehavioral Sciences, and Associate Professor of Emergency Medicine at the University of Virginia's School of Medicine. He also serves as Executive Director of the University of Virginia's Critical Incident Analysis Group (CIAG). In this capacity, he directs the operation of the group, which operates as a "ThinkNet" that provides multi-disciplinary expertise in developing strategies that can prevent or mitigate the effects of critical incidents. He has developed a series of case reviews relating to critical incidents and the Constitution, the terrorist threat abroad, protecting symbols of democracy, the threat of bioterrorism, the relationship of domestic intelligence collection to terrorism, the sniper event in the National Capital Region, hostage taking in Iraq, The Colombia Hostage Rescue, Cyber Incursions and Somali Piracy.

Wendy Harman: I am a listener, innovator, online community member, information synthesizer and big picture thinker, and director of social media for the American Red Cross. I was honored to be included on the 2010 Nonprofit Times Power and Influence Top 50 list, in Charlene Li's 2010 book Open Leadership, and in 2010's *The Networked Nonprofit* by Beth Kanter and Allison Fine. I enjoy experimenting at the intersection of nonprofits, community, technology and the social web. Prior to becoming an internet nerd, I went to law school and worked in the music industry.

Lynn Dean is currently a Senior Advisor to the Deputy Administrator at the Transportation Security Administration, focusing on public engagement and communications. She joined TSA in 2006 as the manager of the agency's Information Center, a multi-disciplinary office that collects, analyzes and shares information using innovative technology solutions. She served on the project team that created TSA's IdeaFactory, a web-based tool that enables all employees to suggest, promote and vote security operations, workplace issues and internal communications. In January 2008, Dean led the project team to create the TSA Blog ttp://blog.tsa.gov/), served as its first editor, and continues to participate as a member of the blog team. Most recently, she was the project manager for the "MyTSA" mobile web and iPhone app, which launched in 2010.

American Red Cross
National Capital Region

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Suresh V. Shenoy is Executive Vice President at Information Management Consultants, Inc., a Virginia based consulting and technology company. He currently serves as Chairman of the American Red Cross in the National Capital Region and on the boards of The Kevric Company, IMC Global Services, The Fairfax County Information Technology Advisory Committee, The Capital IIT Alumni Association, IIT Heritage Foundation, and the Fairfax County Chamber of Commerce. He was an adjunct professor of Entrepreneurship, International Marketing and Business Administration at the Graduate School of Management, Clarke University, Worcester, Massachusetts. Currently, he is on the adjunct faculty of the School of Information Technology & Engineering at George Mason University.

Marc Pearl is President & CEO of the Homeland Security & Defense Business Council since March 2008. The six-year old Council's membership consists of the leading companies that provide homeland security solutions for our nation, and actively involves their senior executives in developing substantive high-level thought leadership peer-to-peer interaction with their government counterparts. The Council's programs and initiatives focus on ensuring that the perspective, innovation, expertise and capabilities of the private sector are fully utilized in our nation's security. Prior to joining the Council Marc founded and was Chairman of IT Policy Solutions, a private consulting firm that counseled clients to help them meet their public policy challenges. He concurrently served as executive director of the Consumer Electronics Retailers Coalition. He served as a partner at the international law firm, Shaw Pittman and led their e-commerce policy practice. He previously served as general counsel and SVP of government affairs at ITAA (now TechAmerica), and was chief of staff and legislative counsel to U.S. Rep. Dan Glickman, when the former congressman chaired the House Intelligence Committee.

W. Craig Fugate was appointed by President Barack Obama and was confirmed by the U.S. Senate on May 13, 2009 to serve as the Administrator of the Federal Emergency Management Agency (FEMA). On May 18, 2009 Administrator Fugate reported to FEMA bringing with him a wealth of leadership experience to the emergency management community. In 2004, Mr. Fugate managed the largest federal disaster response in Florida history as four major hurricanes impacted the state in quick succession (Charley, Frances, Ivan and Jeanne). In 2005, Florida was again impacted by major disasters when three more hurricanes made landfall in the state (Dennis, Katrina and Wilma). The impact from Hurricane Katrina was felt more strongly in the Gulf Coast states to the west but under the Emergency Management Assistance Compact or EMAC, Florida launched the largest mutual aid response in its history in support of those states.

Jack Mayer is a Booz Allen Hamilton Executive Vice President based at the firm's McLean, Virginia headquarters, where he is responsible for organizational transformation and change management initiatives for public sector clients. Mayer leads Booz Allen's business in support of the Department of Homeland Security and the Department of Justice. He is a former member of Booz Allen's Board of Directors and Chairman of the Board's Personnel Committee and a current member of the firm's leadership team. He is Chairman of the Board of the Homeland Security & Defense Business Council, a member of the board of the Washington Education and Tennis Foundation, and a member of the Corporate Advisory Board for the Darden School of Business at the University of Virginia.

Gail J. McGovern joined the American Red Cross as president and CEO on April 8, 2008 and has taken a strong leadership role at the nation's leading emergency response and blood services organization. Along with overseeing responses to several high-profile disasters, McGovern has initiated steps to invigorate the $3.3 billion organization, including dramatically reducing its deficit and streamlining its operations.

Prior to joining the Red Cross, McGovern was a faculty member at the Harvard Business School and served as president of Fidelity Personal Investments, a unit of Fidelity Investments. She was also executive vice president for the Consumer Markets Division at AT&T, responsible for AT&T's $26 billion residential long-distance service and largest business unit. McGovern is currently a member of the board of trustees of Johns Hopkins University and the board of directors of both the Hartford Financial Services Group and DTE Energy. McGovern was recognized by Fortune magazine in 2000 and 2001 as one of the top 50 most powerful women in corporate America.

Linda C. Mathes, Chief Executive Officer, American Red Cross in the National Capital Region was selected as a 2008 Washingtonian of the Year. She is Chair of the Regional ESF-6 Mass Care, Housing, and Human Services Committee for the Greater Washington Metropolitan Council of Governments. She was the winner of the 1998 DC Chamber of Commerce Business Leader of the Year Award and has received the "Strategic Partnership" award from the Homeland Security & Defense Business Council and the "Golden Links" award from the Board of Trade among others. She is a graduate of the FBI Citizen's Academy, American Red Cross Weapons of Mass Destruction/Terrorism Program at Clara Barton Center for Domestic Preparedness, and the Partners in Organizational Leadership at the John F. Kennedy School of Government at Harvard University. She served as Co-chair for the Nonprofit Emergency Preparedness Task Force of Greater Washington and is a member of the Board of Fairfax Chamber of Commerce. She is a former board member and graduate of Leadership Greater Washington and was selected for the Project Interchange Institute in Israel sponsored by American Jewish Committee in 2005.

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