

ASSET | PROTECTION

FOR THE **21ST CENTURY** |



ASSET | PROTECTION

A Fresh Approach to Public/Private Partnerships

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Potential Issues



Self-Assessment



**Would you be prepared
for these events?**

Public/Private Partnerships

*A fresh approach
to private/public
partnerships...*



*...can be a
win/win
proposal.*

Historically how it worked



Then and Now

THEN

NOW

Territory Wars

New SAR Program to Streamline Collaboration

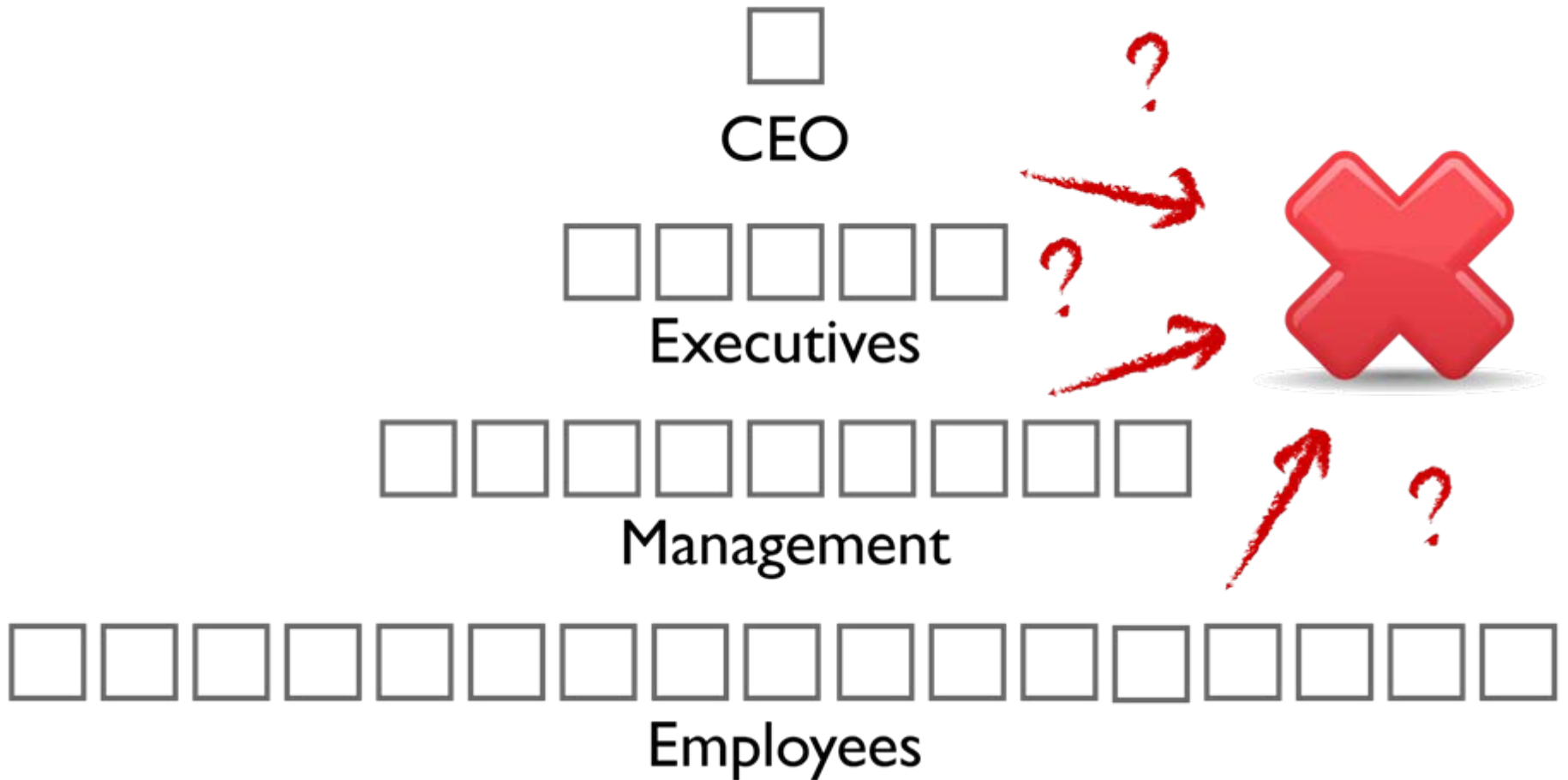
Lack of Streamlined Processes/channels

Increased Collaboration Between Retail & Federal Agencies—Like ORC Bill

Lack of Legal Protection

More Protective Laws Like Child Pornography Laws

Who



Who



CEO



Executives

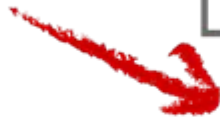


Management



Employees

Loss
Prevention



How

- Reach out
- Get involved in planning and operational exercises
- Know your capabilities and needs and share them
- Get training to spot red flags that may indicate important information

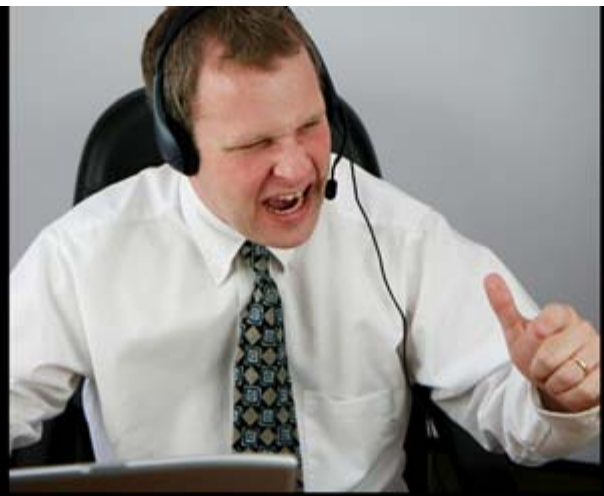
Why

- Help avert terrorist attacks
- Reduce loss of life and property in an emergency
- Establish safety to move on to higher goals (Maslow's hierarchy of needs)
- Be prepared for all hazards

Maslow's Hierarchy of Needs



All-Hazards Approach



Starbuck's All Hazards Guide



- Divided into categories of natural disasters, public health incidents, unlawful acts and severe weather
- Directs Pre-, During and Post-Incident response
- Directives slightly altered for different categories
- Three core messages
 - Personal safety first
 - Make quick decisions focused on most critical tasks
 - Respond quickly to store operations

Starbuck's All Hazards Guide



- Safety
 - Maintain personal safety
 - Track partners to ensure safety
- Communications
 - Communication with associates
 - Communicating with local response resources
 - Leadership updates/communications
- Business continuity
 - Assess the situation

Take-aways

- Keep it simple
- Practice makes perfect
- Take a flexible, all-hazards approach
- Leverage each other's strengths

Recognizing Suspicious Behaviors

- Be aware and exhibit awareness
- Enroll everyone in your organization
- Identify suspicious people, vehicles, objects
- Investigate
- Report activity in detail

Reporting Suspicious Behaviors

INTERNAL

EXTERNAL



Vigilance to recognize potential incident.



Have clear guidelines on what to report and to whom.



Deliver info to designated internal resource.



Receive and investigate information—collect as much detail as possible.



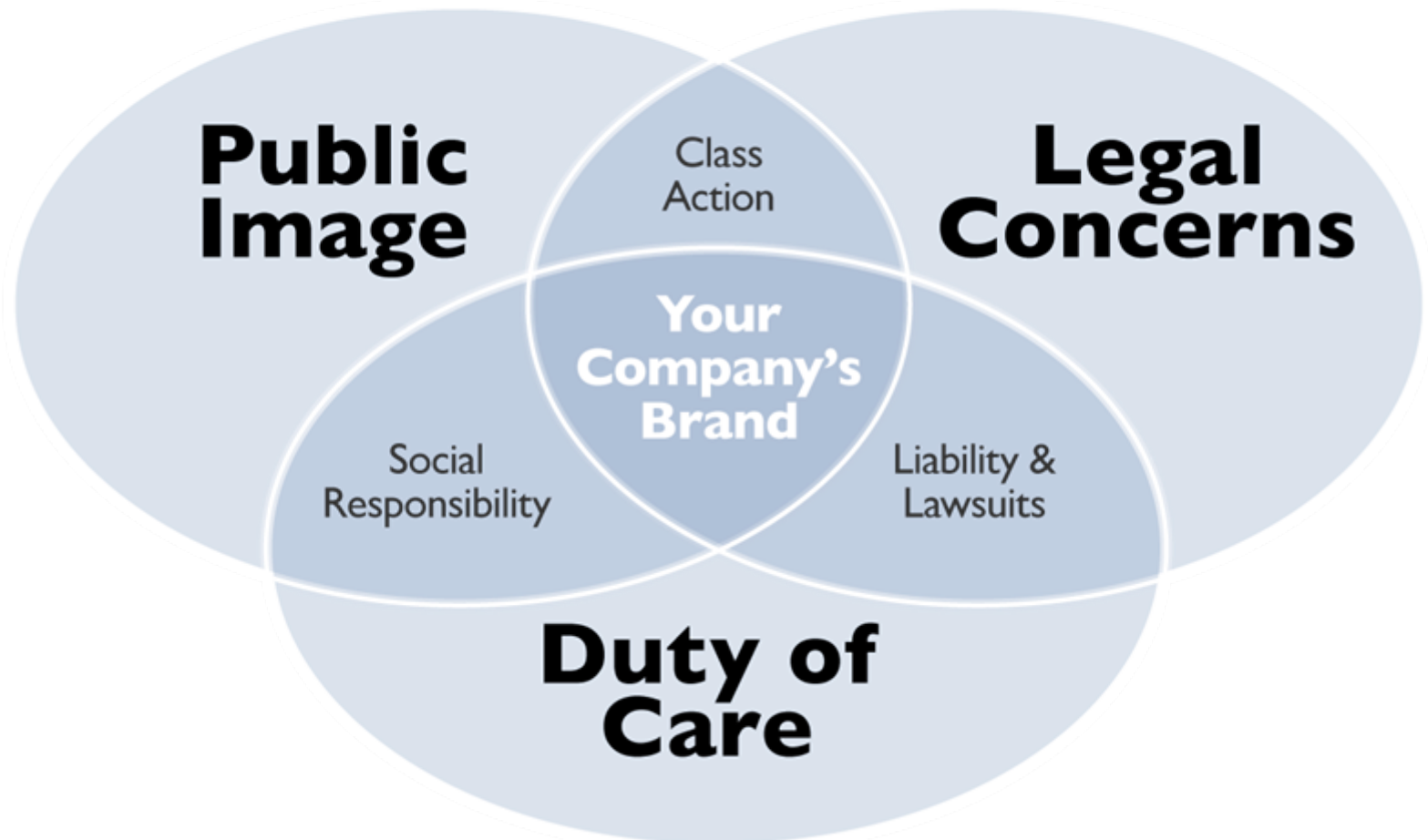
Report to authorities.

Public Sector Players

Military • CIA • FBI • DOJ
Local Police • NICC/JIC
Intelligence Community



Leadership Considerations



What's *your* plan?



Conclusion

- Work with local response agencies (County EM, State DEM)
- Join HSIN/ Participate in federal planning and testing exercises (TOPOFF)
- Sign up to receive food safety threat advisories
- Build an internal policy and procedure for identifying and reporting suspicious behavior
- Prepare for internal and external challenges

Questions?

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