

Sustainable  
Disaster  
Resilience  
Collaboration  
Cyber Relationships  
Emergency Management  
Recovery Mitigation  
Response High Impact Infrastructure Trust  
Partnerships  
Private Preparedness Public  
Communication Business Continuity Information Sharing

## **Discussion:**

- What excites me about what I heard . . . what does it inspire me to try?
- What did I hear that may require me to think differently about my own P3?
- What, if anything, concerned me about what I heard?

## **Questions:**

- What further questions do I have? . . . of which presenters?
- At our table, what 2 questions do we agree are most important to ask today?

## **Deb Moller**

Former Program Manager | Oregon Office of Emergency Management

## **Carmen Merlo**

Director | Portland Bureau of Emergency Management

## **Jim Ammons**

Business Continuity Director | Nike

## **David Matthews**

Founder | Cyber Incident Response Coalition and Analysis Sharing group (CIRCAS)

# Deb Moller

Former Program Manager | Oregon Office  
of Emergency Management

# The Courtship Model of P3

## Building Relationships Before the Disaster

Debbie Moller, Moller Consulting

What is the *lowest* level of connection  
necessary to *reach your goal*?

- Communicate
- Cooperate
- Coordinate
- Collaborate
- Integrate

Communicate

**Bore, noun. A person  
who talks when you  
wish him to listen.**

Ambrose Bierce

Communicate

I don't like that man.  
I must get to know  
him better.

Abraham Lincoln



Cooperate

The beginnings and  
endings of all human  
undertakings are  
untidy.

John Galsworthy

Coordinate

Write your injuries  
in dust, your  
benefits in marble.

Benjamin Franklin

Collaboration

I think there should  
be collaboration, but  
under my thumb.

Elia Kazan

Integrate

We have always found  
the Irish a bit odd.  
They refuse to be  
English.

Winston Churchill

*And Always Remember:*

Anything is easier to  
get into than to get  
out of.

Agnes Allen

# Carmen Merlo

Director | Portland Bureau of Emergency  
Management

# Jim Ammons

Business Continuity Director | Nike

# BUILDING ON A SOLID **STRATEGY.**

**1. INCIDENT COMMAND**

**2. NATIONAL INCIDENT MANAGEMENT**

**3. NATIONAL FRAMEWORKS**



**STANDARDIZED MANAGEMENT TOOL**

**INTEGRATION OF OPERATIONS**

**DELIBERATE & AD HOC APPLICATION**

**SCALABLE**

**HORIZONTAL AND VERTICAL STRUCTURE**

**INFORMATION SHARING**

# PRIVATE SECTOR APPLICATION.

**OPERATIONAL CONTROL**

**PLANNING STRUCTURE**

**RECOVERY STRATEGIES**

**RISK MANAGEMENT**

**SITUATIONAL AWARENESS AND INFO  
SHARING**

COMMONS EFFORTS  
SEPARATED BY A  
COMMON LANGUAGE

FROM TO  
SLIDE.

N  
RESILIENCE

**PUBLIC**

**PRIVATE**

**CRISIS/INCIDENT MANAGEMENT**

**CRISIS/INCIDENT MANAGEMENT**

FROM TO  
SLIDE.

N  
RESILIENCE

**PUBLIC**

**PRIVATE**

**COMMUNICATIONS**

**COMMUNICATIONS**

FROM TO  
SLIDE.

N  
RESILIENCE

**PUBLIC**

**PRIVATE**

**RISKS AND THREATS**

**RISKS AND THREATS**



# David Matthews

Founder | Cyber Incident Response  
Coalition and Analysis Sharing group  
(CIRCAS)



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