

# BEFORE THE STORM



EMPIRE  
HOSPITALITY



FEMA

# HOW TO GET READY TO BE PART OF AN EMERGENCY RESPONSE

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- **Allocate resources before the storm**
- **Having the foresight to know what responses may be needed**
- **Prepare all subcontracting partners for the impending workload**
- **Think about the “what ifs”**
- **Don’t overcommit to the contracting officer**
- **Establish processes if you have an understanding of the workload**
- **Ensure systems for technical needs are ready and are capable**
- **Identify personnel requirements and structure**



# HOW TO GET READY TO BE PART OF AN EMERGENCY RESPONSE

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- Determine operational limitations of staff running current business operations
- Prepare company financial resources for payment in arrears and non product based expenses
- Decide duration of “emergency operations” vs. adjusting to standard operations going forward – The New Normal
- Be prepared to be agile and work on unrealistic timeframes
- Learn the FEMA language – Acronyms
- Expect to work 7am to 7pm, 7 days a week



# WHAT ARE THE ESSENTIALS TO SUCCESSFUL PERFORMANCE?

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- Be willing to adjust with no notice and adapt to FEMA processes
- Be well capitalized – At least 2 months of total expenses
- Be willing to work 7am to 7pm local disaster time, and sometimes before and after depending on needs
- Be transparent with FEMA about operation capabilities. Its better to say “no” than to say “yes” and fail
- Be willing to do jobs that aren’t necessarily your responsibility for the good of the survivors



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# WHAT CONTRACT VEHICLES, IF ANY, NEED TO BE IN PLACE?

E.G: GSA SCHEDULE, IDIQ, GWAC

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- **GSA schedule**
- **Registered in SAM**
- **Duns Number**
- **Quick to respond**
- **Advance research to know what type of contract your deliverable is typically solicited under**



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# WHAT SUBCONTRACTING OPPORTUNITIES YOU MAY HAVE

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- **Hotel rooms and Corporate Housing**

