



How the customer explained it



How the Project Leader understood it



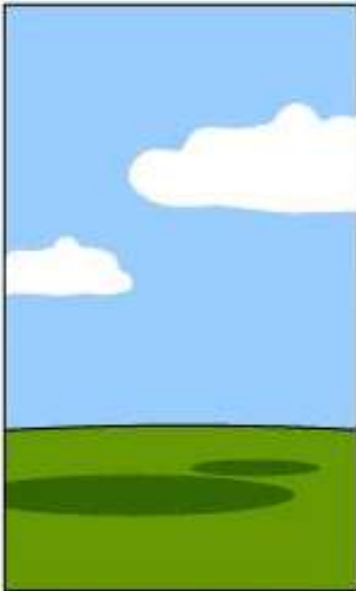
How the Analyst designed it



How the Programmer wrote it



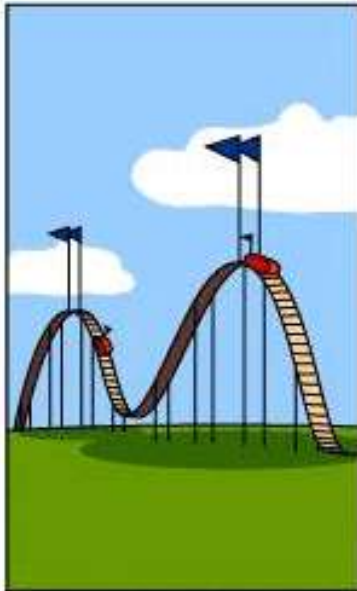
How the Business Consultant described it



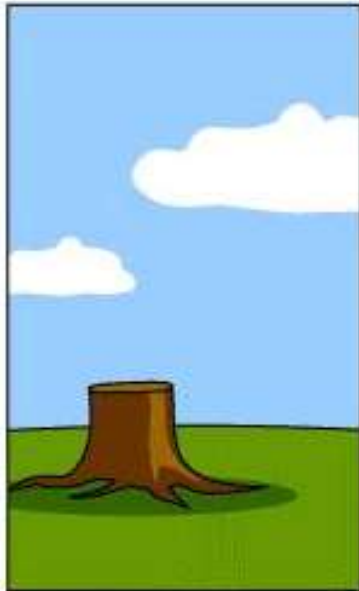
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed

# ***SEERN***

***SouthEast Emergency  
Response Network, 501(c)3***

***A Damn Yankee with a dash of  
Southern Charm...***

***Comprises the following States:  
AL, AR, FL, GA, KY, LA, MO, MS, NC, SC and TN***

# Domestic Protesters

## G8 Summit - Sea Island, Georgia



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# SEERN

## Vision:

*To foster a true public, private and academic partnership  
- connecting to one common operating picture -  
communicating in 'real-time'*

*Motto: Stay Vigilant - Be Resilient. . .*

*Has 'the system' gone from blinking:*

**R E D**

*to solid RED!!!*

# Landscape

*“As the image of the Twin Towers collapsing, retreats into the rear view mirror of our consciousness. . .we still remain unprepared.”*

*- John Miller (formerly of ABC News)*

- The challenge is still obvious. . . **Complacency**
- The solution is simply too big for the Federal Government **alone**
- While Fusion Centers have become the epicenter for many State and Locals - Emergency Management is today's vital partner because resiliency requires both prevention and **response**.

# ***SEERN* History**

- **U.S. DHS Pilot (HSIN-CI) - 4th of 4 Pilots (Launched October, 2004)**
  - DHS Lessons Learned Information Sharing Portal ([www.llis.gov](http://www.llis.gov))
  - \$7.7 million dollar technology implementation failed - **(July, 2006 - *slide following*)**
  - Assisted with first activation of the National Emergency Resource Registry (NERR) at FEMA HQ during response efforts for Hurricane Katrina (prior version of 'Aidmatrix')
- **Now a Georgia-based 501(c)3 - (Established May 10<sup>th</sup>, 2007)**
  - Executive Board currently has direct representation from: AL (Acting) AR, FL, GA and SC (KY, LA (Acting), NC, MO, MS (Acting) and TN (Acting) seats are pending board approval)
- **Our mission: 'Horizontal' information sharing (regional & operational)**
  - Disasters are typically multi-state events and always. . . 'local'
  - Local Knowledge = Regional Strength = National Security & Resiliency
- **Pioneers in Public - Private partnerships (before it became popular)**
  - Group of eight Summit (G8), Sea Island, GA - (June, 2004)
  - 'Target Midtown, Atlanta, GA (2005) 1<sup>st</sup> standing up of a business operations center in Atlanta
  - Act as translators between '**Red-tape** and **Red-ink**'

# SEERN Desktop

**SEERN** - SouthEast Emergency Response Network

NC4 Support Center: (877) 624-3771  
helpdesk@nc4.us

Desktop | User Directory | Collaboration | Admin | My Profile | Logout

Compartment: SEERN

Go Portal: Demo

Go

<--New info, check Compartment pulldown!



This tool requires the Adobe Flash Plugin version 7.0 or higher, if you cannot see the above animation, click [Here](#) to get the plugin.

### What's New

#### Secure Messaging

You have no new mail.

#### Library

TFC 20090116\_Executive Brie...  
ODNI Reform 20090115\_relea...  
SLFC CONCEPT OF OPERATIO...  
OIG\_09-12\_Dec08  
Fusion Centers Remain a Work...

#### Forum Discussions

No new forum messages

#### Chat

Gustav - RSVP  
Janna Ilke and Jacobin - RSVP

### Document Finder

Search the portal library...

Your keyword will be searched against:

- File Name
- File Description
- Author's Name

### Portal Information

#### SEERN Notes

Click here to create or update the Organization notes.

#### SEERN Notes

### SEERN DASHBOARD

[Report An Incident](#)

DHS DAILY REPORT

FEMA NAT'L Sit Rep

INTEL CENTER

NGTC

#### STATE OPEN SOURCE REPORTS

AL

FL

GA

KY

MS

NC

SC

TN

currently inactive

#### NEWS LINKS

BBC

CNN

FoxNews

NHC

Weather Channel

APNewswire

NYT

Ruters

WSJ

WP

#### STATE HOMELAND SECURITY WEBSITES

AL

FL

GA

KY

MS

NC

SC

TN

#### FEDERAL WEBSITES

BJA

CIA

DHS

FBI

ODNI



# Sample ESA Alert

***NIMC Alert: Train Derailment at Cartersville, GA***

**N Tennessee St & E Felton Rd - Emergency crews are on the scene.**

**Within 31.957 miles NW of SEERN Regional HQ on  
4780 Ashford Dunwoody Rd Ste 263, Atlanta, GA**

**Incident Location:**

**N Tennessee St & E Felton Rd, Cartersville, GA, 30120**

**Incident: Transportation**

**Incident Type: Train Derailment**

**Severity: Moderate**

**When this Happened: 11/05/2010 11:22 AM EDT**

**Description:**

**Emergency crews are on the scene of a CSX train derailment, near  
N Tennessee St and E Felton Rd. No initial reports of injuries.**

**Information Quality: Media**

**Source: Media**

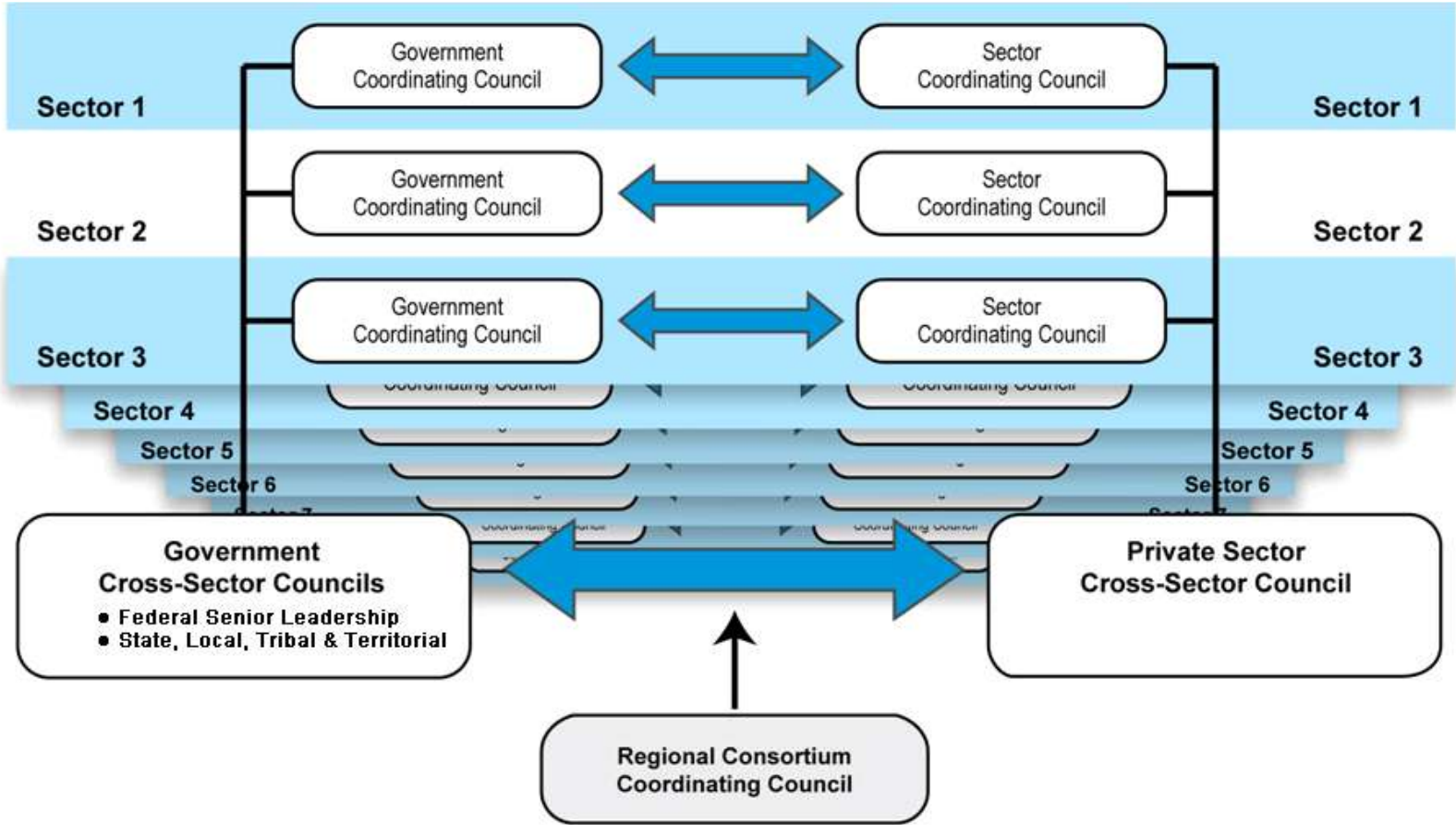
**Updated Date: 11/05/2010 11:26 AM EDT**

# Purpose of the RCCC/RC3

The **Regional Consortium Coordinating Council (RC3)** was established in 2008 to bring together established regional entities into a unified forum for coordination with DHS and the established CIKR sector framework.

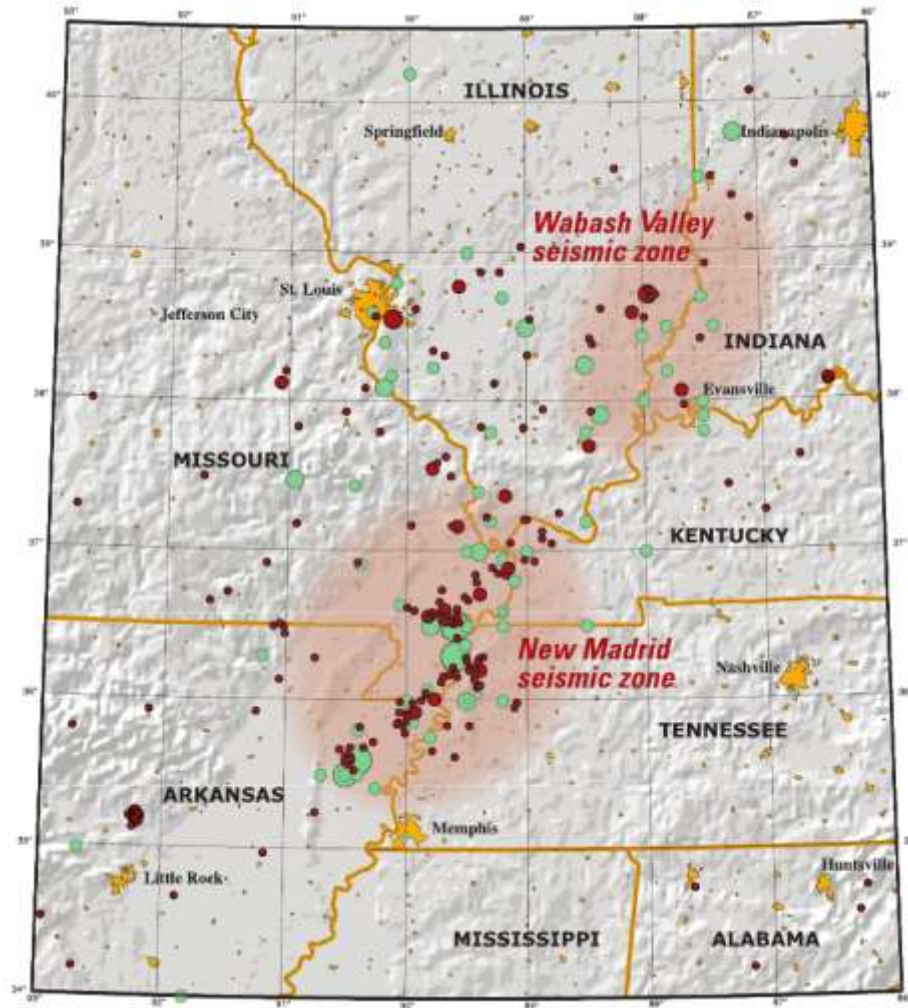
***\*\* I am neither an employee of; nor a contractor for, the U.S. Department of Homeland Security (DHS) \*\****

# Critical Infrastructure Partnership Advisory Council (CIPAC) Framework





# New Madrid Seismic Zone (NMSZ)



# **New Madrid Seismic Zone (NMSZ)**

**December 16th, 1811 - Northeast Arkansas - 2:15 am local time**

**Magnitude ~7.7**

The first main shock

This powerful earthquake was felt widely over the entire eastern United States. People were awakened by the shaking in New York City, Washington, D.C., and Charleston, South Carolina. Perceptible ground shaking was in the range of one to three minutes depending upon the observers location. The ground motions were described as most alarming and frightening in places like Nashville, Tennessee, and Louisville, Kentucky. Reports also describe houses and other structures being severely shaken with many chimneys knocked down. In the epicentral area the ground surface was described as in great convulsion with sand and water ejected tens of feet into the air (liquefaction).

# **New Madrid Seismic Zone (NMSZ)**

**Feb. 7<sup>th</sup>, 1812 - New Madrid, Missouri - 3:45 am local time**

**Magnitude ~7.7 – 8.0**

The BIG One:

The third principal earthquake of the 1811-1812 series. Several destructive shocks occurred on February 7, the last of which equaled or surpassed the magnitude of any previous event. The town of New Madrid was destroyed. At St. Louis, many houses were damaged severely and their chimneys were thrown down. The meizoseismal area was characterized by general ground warping, ejections, fissuring, severe landslides, and caving of stream banks.

# Why do you care about the NMSZ?

## Critical Infrastructure

Pipelines

Ports

Roads

Aviation

*And you guessed it:*

Rails

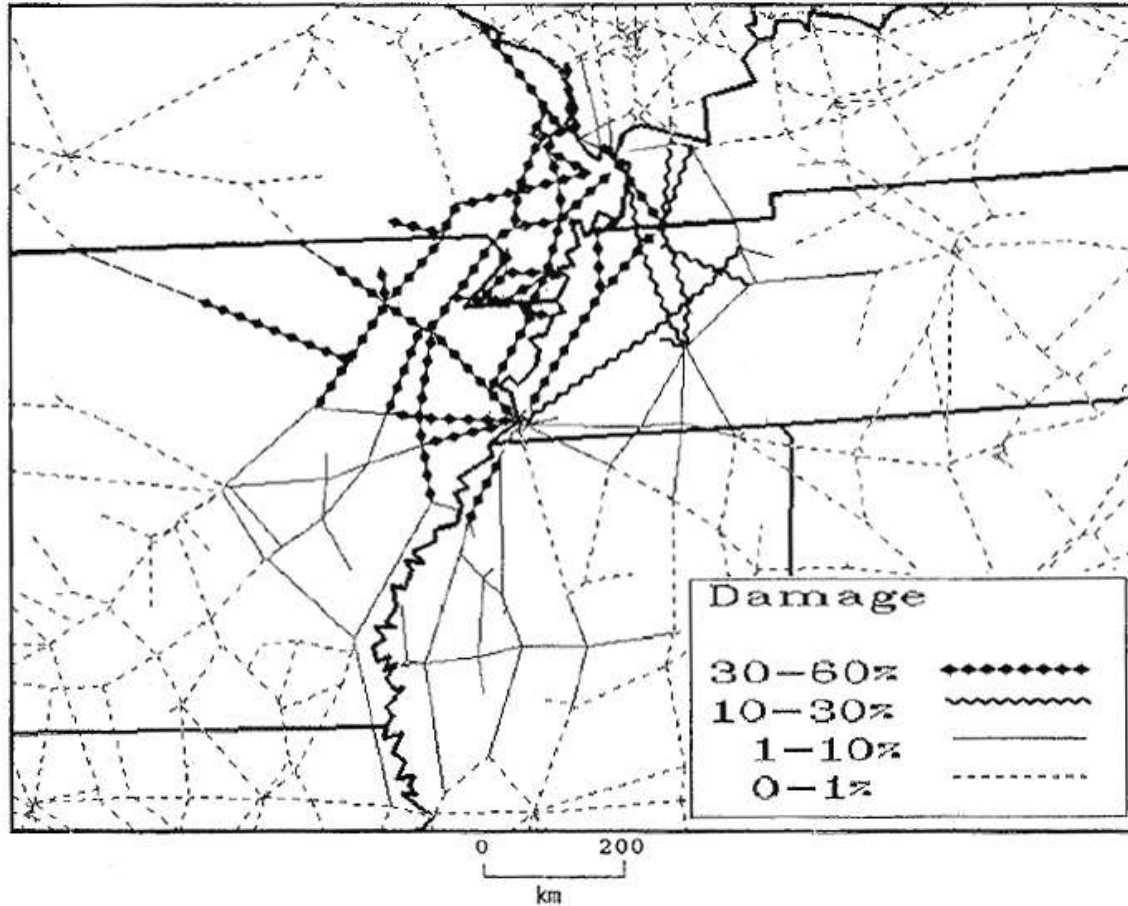
Rail Yards

Rail Bridges

Rail Tunnels

Rail Facilities

# ***NMSZ Data from FEMA (1994)***



# Rail Bridges



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# National Level Exercise 2011 (NLE11)

## EXERCISE FOCUS

NLE 2011 will simulate the catastrophic nature of a major earthquake in the central United States region of the New Madrid Seismic Zone (NMSZ). The year 2011 is the bicentennial anniversary of the 1811 New Madrid earthquake, for which the NMSZ is named. NLE 2011 will be the first NLE to simulate a natural hazard.

NLE 2011 activities will take place at command posts, emergency operation centers and other locations to include federal facilities in the Washington D.C. area and federal, regional, state, tribal, local and private sector facilities in the eight member states of the Central United States Earthquake Consortium (CUSEC). The eight member states of CUSEC encompass four different FEMA regions: Alabama, Kentucky, Mississippi, and Tennessee (FEMA Region IV); Illinois and Indiana (FEMA Region V); Arkansas (FEMA Region VI); and Missouri (FEMA Region VII).

**To participate in the National and/or Regional NLE 2011 Private Sector Working Groups, please contact [Private.SectorNLE@dhs.gov](mailto:Private.SectorNLE@dhs.gov)**

# Questions & Contact Info.

Questions?

***Membership:***

[membership@seern.org](mailto:membership@seern.org)

Ian Hay

President

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# Citations & Resources

- <http://earthquake.usgs.gov/earthquakes/states/events/1811-1812.php>
- <http://web.mst.edu/~rogersda/nmsz/Consequences-NewMadrid%20EQ-Aug2008-USGS.pdf>
- [https://www.ideals.illinois.edu/bitstream/handle/2142/14810/Volume%20II\\_Part%201.pdf?sequence=6](https://www.ideals.illinois.edu/bitstream/handle/2142/14810/Volume%20II_Part%201.pdf?sequence=6)