Emergency Management in the Private Sector

Bryan Koon
Director of Emergency Management
Why Walmart Has an Emergency Management Department

Three Priorities for Responding to Disasters

• Take care of our people
• Take care of our operations
• Take care of our communities
Where We Operate
United States

- 1.6+ Million associates in 50 States
- 4,300+ Retail Outlets
- 148 Distribution Centers
- 50+ Corporate Facilities
Where We Operate
Internationally

• 700,000 associates in 25 Countries

• 4,000+ Retail Outlets in 15 Countries

• 40+ Corporate Facilities
What We Deal With
How the Department is Organized

Preparedness and Planning Section:
• Emergency Procedures, Flip Charts
• Associate, Customer, and Member Preparedness
• Training and Exercises

Operations Section:
• Emergency Operations Center and Alarm Central

Recovery / Mitigation Section
Our Partners
Federal and State Interaction

- Direct to DHS and FEMA through Private Sector Offices and Infrastructure Protection
- Direct to state emergency management agencies
- Through professional organizations like NEMA, IAEM, ACP
- Through business organizations like U.S. Chamber of Commerce, Business Civic Leadership Council (BCLC), Business Roundtable, and Business Executives for National Security (BENS)
- Local Relationships maintained by Field associates

How we work in State & Federal EOCs

- WM Associate Physically Present
- Through Representative Organization
- Through Phone & E-Mail

[Map of Hurricane Ike commodities distribution network]
Our Partners
Charitable Organizations
What We’re Doing
Preparedness / Awareness

• Initiated a major effort to educate associates in 2006
  • 1.6 million associates + family members = 1% of U.S.
• Continuous subtle messaging via:
  • Email
  • Posters
  • Internal Television and Radio Network
  • Intranet links / resources
  • Special events
• Targeted Merchandising
• Targeted / regional campaigns
  • Weather, geographical or other factors
• Recognition of efforts

• Business to Business through Sam’s Club and in conjunction with DHS Private Sector Office
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