

SUZANNE L. FREW, CURRICULUM VITAE (CV)

A respected leader in the fields of emergency management, community resilience and strategic communications, Suzanne Frew has been helping government, business and community organizations manage risk, build institutional capacity and improve communications for over 25 years. Ms. Frew specializes in risk reduction planning; operational continuity; training and exercises; multi-cultural collaboration; social media for emergency management; and strategic communications outreach. Ms. Frew is a contributing author to four disaster resilience books and has written numerous professional articles. She has worked throughout the United States, Southeast Asia, Asia Pacific, Caribbean, and Canada.

Sectors served include: public health, emergency management, education, environmental, transportation, law enforcement, social services, academia, and nonprofit.

PROFESSIONAL WORK HISTORY

President and Founder

The Frew Group
11/1999—present

Communications and Partnership Advisor/ Team Leader, Vietnam Training Program

Pacific Disaster Center/University of Hawaii
7/2009—6/2011

Senior Risk Communications Manager/Senior Strategist

CirclePoint
8/2006—9/2008

Consultant/Senior Program Developer

Science Application International Corporation (SAIC)
Engineering and Environmental Management Group
4/2002—7/2004

Mitigation Marketing, Education and Partnership Development Coordinator

Federal Emergency Management Agency (FEMA)
Mitigation Division, Region IX
5/1993—10/1999

Public Information Officer

FEMA Region IX
2/1992—4/1993

SELECTED PROFESSIONAL EXPERIENCES

Emergency Management

- **St. Paul's Episcopal School** Led development of the Oakland, CA-based elementary and middle school's Emergency Operation Plan.
- **National Public Radio** Team leader for the review and revision of NPR's companywide Hazard and Threat Handbook for CA compliance.
- **FEMA/ Applied Technology Council** Served on the development team of the FEMA/DOE 2017 *School Safety Guide for Natural Hazards*, the national state-of-the-art disaster preparedness, mitigation, response and recovery guide addressing K-12 grade school facility security, operational capabilities, communications, continuity of operations, community engagement and recovery.
- **San Francisco Bay Area Urban Area Security Initiative** Developed training elements for Commodity Points of Distribution (CPOD) exercise. Lead for local and state research,

SELECTED EDUCATION

- Design thinking course certificates, IDEOU
- Language and Art Certificate, St. Petersburg State University, St. Petersburg, Russia
- Cross Cultural Communications Training, UC Berkeley Extension
- Instructor Development Workshop Series, UC Berkeley Extension
- Disaster Operations Leadership Program, FEMA
- MFA/Photography, Rochester Institute of Technology
- BA/Interdisciplinary Public Relations / International Social Welfare, University of Alabama

AFFILIATIONS

- International Association of Emergency Managers, Emerging Technology Caucus, Diversity Ad Hoc Committee
- Gender and Disaster Network, Founding Member
- Community Emergency Response Team, Albany (CERT)

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facilitator of stakeholder meetings and team strategist for the development of the shelter annex of the Regional Emergency Coordination Plan (RECP). Senior strategist for development of Citizen Preparedness Program Capability Assessment and Plan program guidance and funding recommendations.

- **California Department of Social Services** Co-developed agency's administrative Continuity of Operations/Continuity of Government Plan.
- **IBM Crisis Response Team** Provided onsite response and shelter operations support for businesses and faith-based organizations in Hurricane Katrina response. Supported development of Post Traumatic Stress Disorder program for the Government of Sri Lanka in Indian Ocean Earthquake and Tsunami response.
- **City of Los Angeles.** Wrote terrorism annex/public outreach sections of hazard mitigation plan and facilitated public meetings.
- **Centre for Emergency Preparedness and Response, Public Health Agency of Canada.** Provided expert testimony at National Roundtable on communication outreach strategies for US disaster resiliency initiatives targeting at-risk populations.
- **Crowding the Rim Partnership (Stanford University/ Circum Pacific Council/US Geological Survey /American Red Cross).** Project manager of the international resilience education project addressing cascading health, economic and infrastructure disaster impacts around Pacific Rim countries. Innovative initiative included a three-day summit attended by representatives from eight sectors from 22 countries, a game simulation, a high school educational module, and interactive hazards map database.
- **American Planning Association.** Coauthor of Planning for the Unexpected: Land Use Development and Risk (PAS Report 531), a review of the strategic principles of risk management, approaches to city- and county-level review of land development applications and how the processes of risk assessment, risk mitigation, and risk transfer can be integrated into the planning function.
- **National Earthquake Hazards Reduction Program.** National Institute of Building Sciences Team Lead for development of congressional report on federal agency education/information outreach practices to vulnerable, high risk and marginalized populations through the National Earthquake Hazards Reduction Program.
- **FEMA, Mitigation Division, Region IX.** Served as Mitigation Education and Marketing Branch Chief, Deputy Mitigation Office, and Public Information Officer on response and recovery operations and regional liaison for private sector partnership development with business and industry and community-based organizations.

Training and Exercise

- **New Mexico Public Health Department** Team leader for development of the 2018 training programs for the state Emergency Operations Center (EOC) Representatives and Department Operations Center staff and conduct of Train-the-Trainer training session.
- **FEMA/Natural Disaster Preparedness Training Center, University of Hawaii** Developer, instructor and evaluator for FEMA-certified *Social Media for Disaster Response and Recovery* training course; instructor for *Natural Hazards Awareness for Community Leaders*. (Current)
- **Bureau of Coastal and Environmental Quality** Training program lead/primary trainer for 2017 *Major Siting Certification Program* for large-scale land development/redevelopment projects, addressing building permitting processes, environmental impact assessments and mitigation alternatives for the Commonwealth of the Northern Marianas Island (CNMI) government agency representatives and land developer agents/investors.
- **Port of San Diego** After-Action Report (AAR) and Improvement Plan (IP) contributor, exercise controller and facilitator for Recovery and Business Resumption Tabletop Exercise and

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Emergency Operations Workshop/Tabletop Exercise for strategic port spanning five cities, and including two maritime cargo terminals, cruise ship terminals, twenty public parks and hundreds of tenant sub-tenant businesses. Primary specialization: public information, social media, access and functional needs, and business recovery.

- **San Francisco Bay Area Urban Area Security Initiative/Tetra Tech** Small group facilitator for water-related Tabletop Exercise (TTX). Developed cultural context training elements for Commodity Points of Distribution (CPOD) exercise.
- **New Mexico Public Health Department** Team leader for statewide Homeland Security Exercise Evaluation Program (HSEEP)-based TTX evaluating public/private health care facilities, emergency management and first responder response to Ebola Virus Disease.
- **County of Maui** Onsite consulting planner for 2014 *Makani Pahili* Statewide Hurricane Exercise. Developed and co-facilitated port operations TTX and responsible for developing and coordinating multiple functional and full-scale exercises for islands of Maui, Molokai and Lanai.
- **Government of Vietnam.** Team Leader for the development, implementation and evaluation of Government of Vietnam's *Natural Disaster Risk Management Project (NDRMP) Education and Training Program*, a World Bank-funded training program for central and provincial level government officials (mitigation was a component of the training program.)
- **San Francisco Bay Area Metropolitan Transportation Commission (MTC).** Evaluator for the annual regional transportation response and recovery coordination exercise of the MTC Regional Emergency Operation Plan and the Bay Area transportation agencies' response to a region-wide terrorist attack.
- **San Francisco Bay Area Metropolitan Transportation Commission.** Project manager/subject matter expert for the research and development of the CBRNE informational elements of the Terrorism Annex of the MTC Regional Emergency Operation Plan. Evaluator for annual regional exercise with terrorism scenario.
- **California Department of Social Services.** Developer, facilitator, evaluator of terrorism TTX for internal staff based on scenario using multi-bombing incidents on state capital.
- **Golden Guardian.** Exercise evaluator of the City of San Francisco's Emergency Operation Center's Joint Information Center and information outreach activities from surrounding counties.
- **California Department of Public Health.** Developer/instructor of risk communications module, TTX, and *hotwash* facilitator for a three yearlong statewide training program on weapons of mass destruction.
- **Orange County Sheriff's Department.** Instructor/course developer of demographics training module for *Terrorism Liaison Officers Training for School Networking* program.
- **Federal Bureau of Investigation (Sacramento Field Office).** Instructor for cross-cultural issues in outreach and community engagement.
- **Asia Disaster Preparedness Center.** Co-developer/instructor of *Disaster Risk Communications* training program for project managers of urban mitigation projects in twelve countries in Asia.
- **FEMA Emergency Management Institute** Developed and trained *Disaster Resistant Jobs: Strategies for Community, Emergency, and Economic Risk Management* course for economic developers and emergency managers, incorporating approaches to support mitigation planning, funding and community engagement.

Communications/Outreach

- **Social Media Roundtable.** Convened 2017, 2016, 2015 and 2013 social media roundtable for researchers, academics and practitioners at the international Natural Hazards Workshop, hosted by the University of Colorado.

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- **County of Maui Department of Planning.** Led community outreach activities and co-developed participatory game for creating innovative environmental policy guidelines, entitled “Post-Disaster Reconstruction Guidelines and Protocols for the Conservation of Coastal Resources and Protection of Coastal Communities of Maui County.” Specialized in inclusive outreach to diverse community members.
- **University of Hawaii’s Pacific Disaster Center.** Served as Communications and Partnership Advisor for organizational outreach strategy and implementation process for expanding PDC’s online/offline communications, brand awareness, social media strategy and partnerships.
- **Asian Disaster Preparedness Center.** Co-author/developer/instructor of instructional course manual for international disaster mitigation project managers and outreach teams.
- **FEMA, Mitigation Division, Region IX.** Extensive leadership roles leading mitigation education and communications planning, training, partnership development and outreach to public and private sectors and community members throughout multiple states and Pacific Island region.
- **FEMA, Region IX.** Regional Public Information Officer for ongoing agency public affairs, public relations events, strategies and media relations. Spearheaded production of informational/educational outreach, video documentaries, trade show exhibits, book series, regional newsletter and numerous multi-media productions. Developed programmatic policies. Managed cadre of twenty-five Public Information Officers and Congressional Liaison Officers.
- **FEMA, Region I.** Served as a reserve Public Information Officer for disaster response and recovery operations for typhoons in the Western Pacific Ocean, producing multi-lingual, cross-cultural informational/educational products, communication strategies and campaigns. Supported mitigation initiatives for regional disasters.

SELECTED PUBLICATIONS

- Role of Risk Communication in Community Resilience Building; Routledge Publishing, “Harnessing the Power of Social Media for Disaster Risk Reduction and the Mitigation Planning Process,” chapter author, Suzanne Frew: (Forthcoming, 2018)
- “Teaching Key Elements of Decision Making Online for Homeland Security and Emergency Management,” article, Journal of Homeland Security Education, co-author, Clayton Wukich, Suzanne L. Frew, Alan Steinberg, Philadelphia, 2016
- Social Media for Government: Theory and Practice; Routledge Publishing, “Social Media in Emergency Management: Examples from the Field,” chapter co-author, Suzanne Frew, Alisha Griswald: March 2016
- “Listen, Respect, Adjust: Integrating Social Media Cross Cultural Communications into Post-disaster Reconstructions Planning,” article, IAEM Bulletin, International Association of Emergency Managers: July 2015
- “Teaching Key Elements of Decision Making Online for Homeland Security and Emergency Management,” paper, American Political Science Association’s Teaching and Learning Conference, co-author, Clayton Wukich, Suzanne L. Frew, Alan Steinberg, Philadelphia, Pennsylvania, February 2014
- Social Media for Natural Disaster Response and Recovery; FEMA course material; National Disaster Preparedness Training Center at the University of Hawaii, co-author, Dave Kozuki and Suzanne Frew: January 2012
- “International Program on Climate Change and Variability Risk Reduction,” coauthor, poster presentation at the 35th Annual Hazards Research and Applications Workshop, Broomfield, Colorado, July 2010
- Disaster Communications; course material for Vietnam's Natural Disaster Risk Management Project Education and Training Program; Pacific Disaster Center and

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Vietnam Ministry of Agriculture and Rural Development, co-author, Erin Hughey, Heather Bell, Suzanne Frew, Margaret Roth: February 2010

- “Search for the Tipping Point: Five Keys to Building Resiliency Success,” a paper and presentation at the Roundtable on Emergency Management and Resiliency Building, Centre for Emergency Preparedness and Response, Public Health Agency of Canada, Toronto, Ontario, Canada, February 2008
- “Harnessing the Power: San Francisco Bay Area Launches a Regional Public Informational Initiative,” article, International Association of Emergency Managers Bulletin: July 2007
- “Crafting Cross-cultural Risk Communication Strategies,” invited essay, Real Risk, Tudor Rose: 2006
- Planning for the Unexpected: Land Use Development and Risk; American Planning Association PAS Report 531, co-author, Laurie Johnson, Laura Samant and Suzanne Frew: February 2005
- “Respecting the Snowflake: A Global Perspective for Building Effective Risk Communications,” invited essay, Know Risk, Tudor Rose and United Nations/International Strategy for Disaster Reduction: January 2005
- “The Differences Between Cats and Dogs: Considering the Social Cultural Dimensions of Communicating,” invited article, On The Line, “Natural Hazards Observer”, Natural Hazards Center: May 2004
- “Asian Urban Disaster Mitigation Program Risk Communications Strategies Guidelines,” (unpublished), Asian Disaster Preparedness Center: March 2003
- “Rim Sim: A Role-Play Simulation,” USGS Bulletin 2209, co-author, Robert C. Barrett, Suzanne L. Frew, David G. Howell, Herman A. Karl, and Emily B. Rudin; 2003
- “Public Awareness and Social Marketing,” chapter, Proceedings: Regional Workshop on Best Practices in Disaster Mitigation, Bali, Indonesia: September 2002
- “Developing Successful Partnerships,” chapter, Proceedings: 2nd International Earthquake and Megacities Workshop, Manila, Philippines: December 1999

SELECTED PRESENTATIONS

- “Building Trust and Engagement: Bridging Cultural Divides in Risk Communications,” individual presentation, 2017 International Association of Emergency Managers (IAEM) Conference, Long Beach, California, November 2017
- “Emergency Communications: Organize, Strategize, Plan, Implement,” co-presenter, National Association of Government Web professionals 2013 Annual Conference, Louisville, Kentucky, September 2013
- “Breaking New Ground: Integrating Social Media into Your Business Practice,” presentation to the Maui County Dental Society, Kahului, Hawaii, July 2013
- “Social Media for Disaster Management” Online Lecture, Information Science Department, Otago Business School, University of Otago, New Zealand, January 2013
- “The Tubes Are Clogged: Disaster Messages via Social Media,” panel presentation at the 35th Annual Hazards Research and Applications Workshop, Broomfield, Colorado, July 2010
- “Averting the Tipping Point: Risk Communications for Swine Flu and Other Healthcare Emergencies,” a webcast, EIIP Virtual Forum Presentation, May 2009.
<http://www.emforum.org/vforum/090513.htm>
- “Reality Check: Making our Risk Communication Investments Work,” a panel presentation at the Western State Seismic Policy Council Conference, Reno, Nevada, October 2007
- “Socio-Cultural Strategies for Multi-Disciplinary Risk Communications,” panel presentation, Crowding the Rim—Dealing with Energy Needs, Food, and Other Living Resources and Natural Calamities around the Pacific, Technical Session, Geological Society of America/American Association of Petroleum Geologists Joint Annual Meeting, San Jose, CA: April 2005

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- “Innovative Techniques in Disaster Risk Communication,” Community and Ecology: The Intersection of Community Sociology and Environmental Sociology, International Sociological Association (ISA) Mini-Conference, San Francisco, CA: August 2004
- “Innovative Techniques in Disaster Risk Communication,” panel presentation, International Visual Sociology Association (IVSA) Annual Conference, San Francisco, CA: August 2004
- “I Talk. You Talk. Is Anyone Listening?” panel presentation, 30th Annual Hazards Research and Applications Workshop (invitational), Boulder, CO: July 2004
- “Developing Cultural Brokers: The Next Generation Challenge for Public Risk Communication,” panel presentation, 29th Annual Hazards Research and Applications Workshop (invitational), Boulder, CO: July 2004
- “Turning Data Into Intelligence: Social Marketing and Risk Communication,” plenary panel presentation, Emergency Management Higher Education Conference, FEMA/Department of Homeland Security, Emmitsburg, Maryland: June 2004
- “The Difference Between Cats and Dogs: Social Cultural Dimensions of Health Risk Communication,” lecture, Residents Research Seminar, Children’s Hospital Oakland Research Institute (CHORI), Oakland, CA: May 2004.
- “Breaking Barriers: Social Cultural Dimensions of Risk Communications,” panel presentation and proceedings paper, American Association for the Advancement of Science 2004 Annual Meeting, Seattle, WA: February 2004
- “Educating Communities to Sustain Economic Health in the Face of Disasters,” proceedings paper, World Congress on Natural Disaster Mitigation, New Delhi, India: February 2004
- “Economic Risk Assessment,” panel presentation, Risk and Vulnerability Applications and Networking Workshop, 30th International Symposium on Remote Sensing of the Environment, Honolulu, HI: November 2003
- “Breaking Barriers: Designing and Implementing Cross Cultural Risk Communication Strategies,” new research workshop, Hazards Research and Applications Workshop (invitational), Boulder, CO: July 2003
- “Risk Communication Strategies,” panel presentation, Symposium on International Disaster Response Law: Anticipating the Future, San Jose State University, San Jose, CA: March 2003
- “Public Awareness and Social Marketing,” closing plenary speech and paper, USAID/ADPC Regional Workshop on Best Practices in Disaster Mitigation, Bali, Indonesia: September 2002
- “Educating the Changing Face of America,” essay, Creating the Earthscope Legacy Workshop, Tucson, AZ: August 2002
- “Keys to Successful Partnerships: An International Case Study,” panel presentation, Hazards Research and Applications Workshop (invitational), Boulder, CO: July 2002
- “How Does the Changing Face of America Impact Land Use Planning and Risk Reduction,” panel presentation, Hazards Research and Applications Workshop (invitational), Boulder, CO: July 2002
- “Crafting the Earth’s Tale,” poster and abstract, Earthscope Workshop, National Center for Atmospheric Research, Boulder, Colorado: Spring 2002
- “Crowding the Rim,” panel presentation, Peninsula Geological Society, Stanford University, Stanford, CA: February 2001
- “Developing Successful Partnerships,” panel presentation and proceedings paper, 2nd International Earthquake and Megacities Workshop, Manila, Philippines: December 1999

CONTACT INFORMATION

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