



# **ENDEAVOR - Virginia**

**Update Briefing  
May 19, 2025**



# Today's Agenda

## Agenda

1. Introductions
2. Opening Remarks
3. ENDEAVOR VA Leadership
4. Progress to Date
5. Initiatives Underway
6. Tools & Resources
7. 2025 Activities Planned
8. Next Steps

# Purpose & Outcomes

- **Accomplishments**
- **Innovative Problem solving**
  
- **Disaster response framework**
- **Recognize Unique Value**
- **Active Participant Engagement**
- **Information, Relationships, & Results**






# Outcomes

- **Disaster response framework**
- **Unique Value**
- **Active Participant Engagement**
- **Information, Relationships, & Results**



**Ronald O. White MS, MA**  · 2nd

Vice President, Governmental and Regulatory Affairs, Southside Electric Coop and Past Civilian Aide to The Secretary of The Army, Adaptive, Multi-Functional, Dynamic, Innovative and Experienced leader.

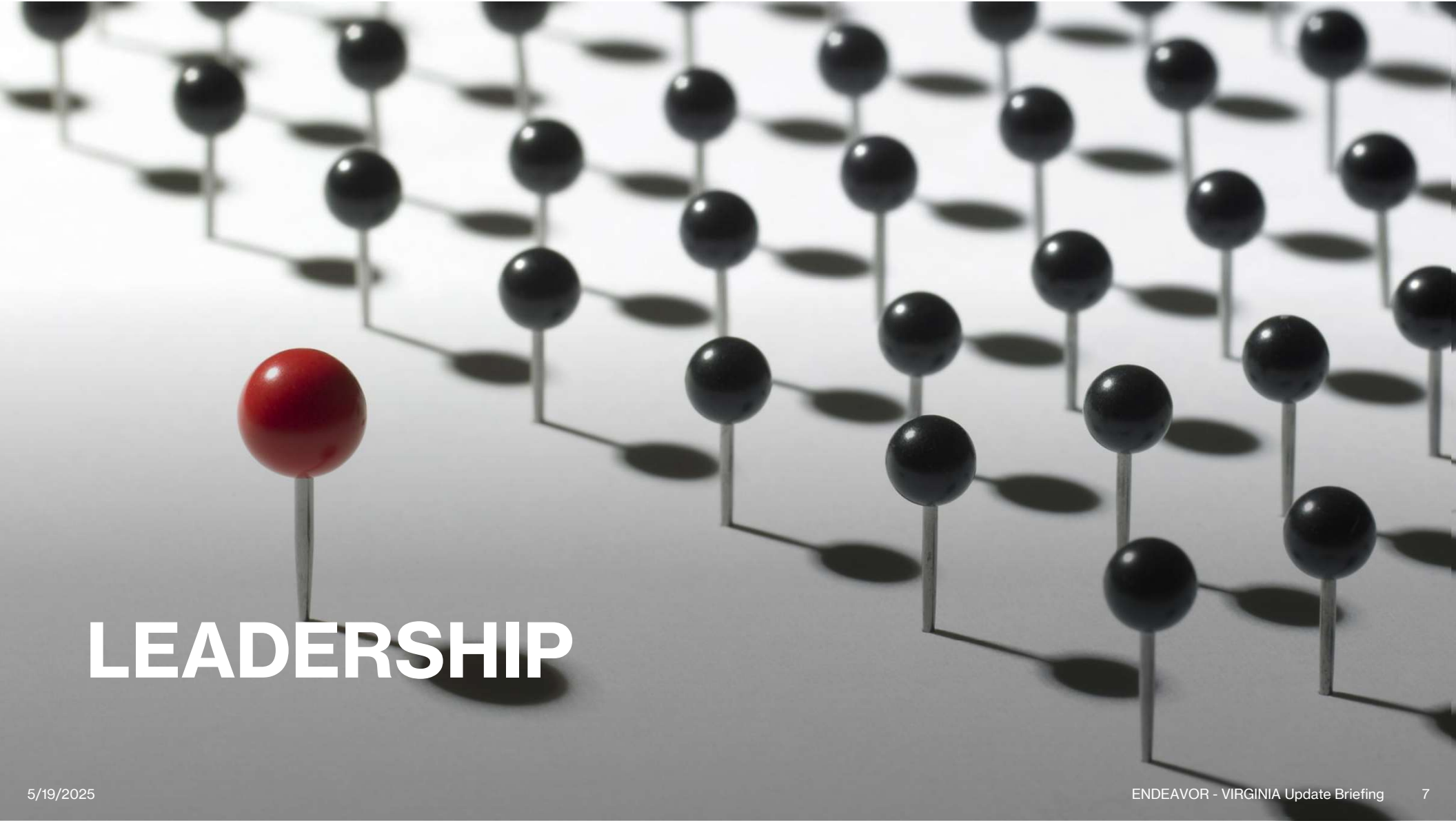
Multi-Functional, Dynamic, Innovative and Experienced leader.  
Coop and Past Civilian Aide to The Secretary of The Army, Adaptive,  
Vice President, Governmental and Regulatory Affairs, Southside Electric  
Ronald O. White MS, MA  · 2nd

# Opening Remarks



**Jennifer Sharpe**  · 1st  
Virginia Emergency Support Team (VEST)  
Richmond, Virginia, United States · [Contact info](#)

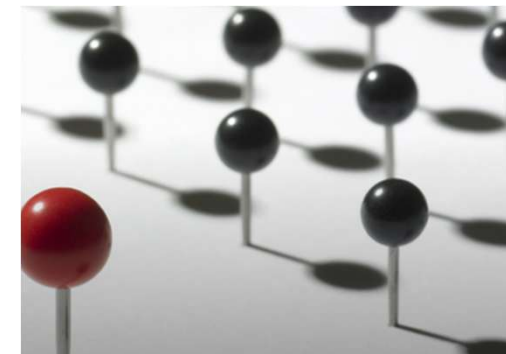
# Opening Remarks



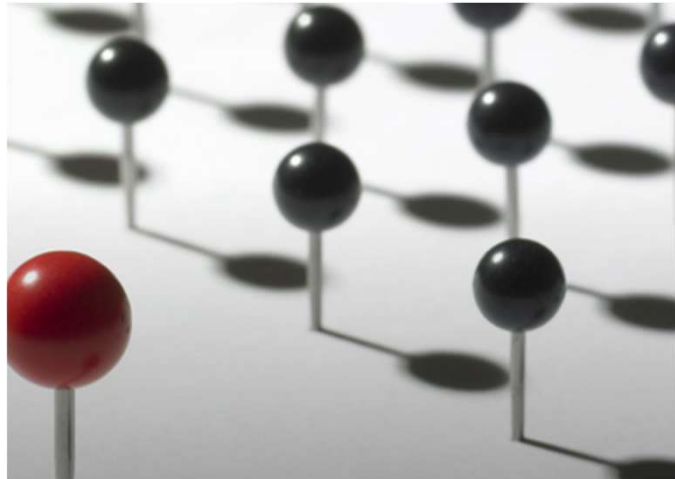
# LEADERSHIP

# Executive Committee - Virginia

First	Last	Organization	Title
Brady	Hendrix	Amazon	Global Lead Crisis Management
David	McGowan	American Petroleum Institute	Southeast Region Director
Robert	Crow	Cencora, formerly AmerisourceBergen Corporation	Sr. Director - Emergency Response and Crisis Management
Keith	Dowler	Capital One	Sr Manager Enterprise Crisis Mangement, Enterprise Risk Management
Tyler	Swearingen	Dominion Energy	Electric Transmission EP Program Manager
Jim	Lupacchino	Dupont	Emergency Services & Security Leader
David	Vanderbloemen	DV Consulting, LLC	Principal Consultant
Lindsey	Watson	Rappahannock Electric Cooperative	Director of Government Affairs
Ronald	White	Southside Electric Cooperative	Vice President for Governmental and Regulatory Affairs
Paul	Miller	Verizon	Outreach Manager
Martin	Culshaw	Wegmans Food Markets, Virginia/DC/NC Division	Asset Protection Division Manager
Justin	Sykes	American Petroleum Institute	Associate Director, Southeast Region
Debbie	Smith	Virginia Department of Emergency Management	VEST Coordinator Infrastructure Branch Liaison
John	Molnar	All Hazards Consortium	Director, Program Office
Jonathan	Spector	Converge Strategic Partners	Founder
Tom	Moran	All Hazards Consortium	Executive Director



# Who's Involved (Sample list)



- AdvanSix
- American Petroleum Institute
- Amazon
- Branch Group
- CapitalOne
- Carilion Clinic
- Cencora
- Cox Communications
- Crater Planning Dist. Commission
- Dish Wireless / Echostar
- Dominion Energy
- Dupont Chemical
- Health Response Alliance
- Innovative Renal
- Lyft
- NiSource
- Mobile Air and Power Rentals
- Rappahannock Electric Coop.
- Southside Electric Cooperative
- Verizon
- Virginia Credit Union
- Washington Gas
- Wegmans



# THE LARGER VIEW

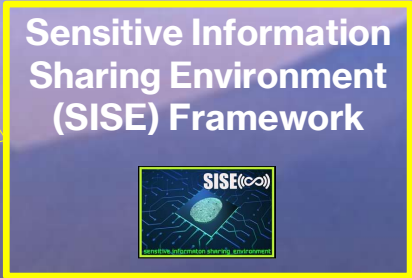
# The Larger Collaborative Eco-System



Legal & FOIA Protected Framework

- Problem Solving Work Groups**
- State Private Sector Liaisons (41 states)
  - Multi-State Fleet Response
  - Cross-Sector Cyber
  - SISE Information Sharing

- Partner Organizations**
- Sector Trade Association Partners (Electric, Comms, Food, Fuel, Health, Water, etc..)
  - Federal Partners (FEMA, DHS, CISA, EPA, DOT, HHS, AG, ACE, Commerce, etc...)
  - Associations Government and Non-Government
  - State EOC & Fusion Centers



ENDEAVOR - PA

**ENDEAVOR - VA**

- Response**
- Operational Coordination During Disasters

- Information Sharing**
- **SISE-net Hub** (Regional / National Ops Updates)
  - **SIGNAL App** (Cross-Sector Real-Time Ops Chat)

- Exercises**
- Cross-Sector Hurricane Season Prep

- Training**
- Training & Education
  - Emerging Solutions

# SISE's Collaborative Successes



- **Problem:** Prior to a hurricane/disasters, companies need information and resources to preposition and respond quickly. Post landfall, these needs escalate and increase the need for real-time collaboration across sectors and with state/local government.

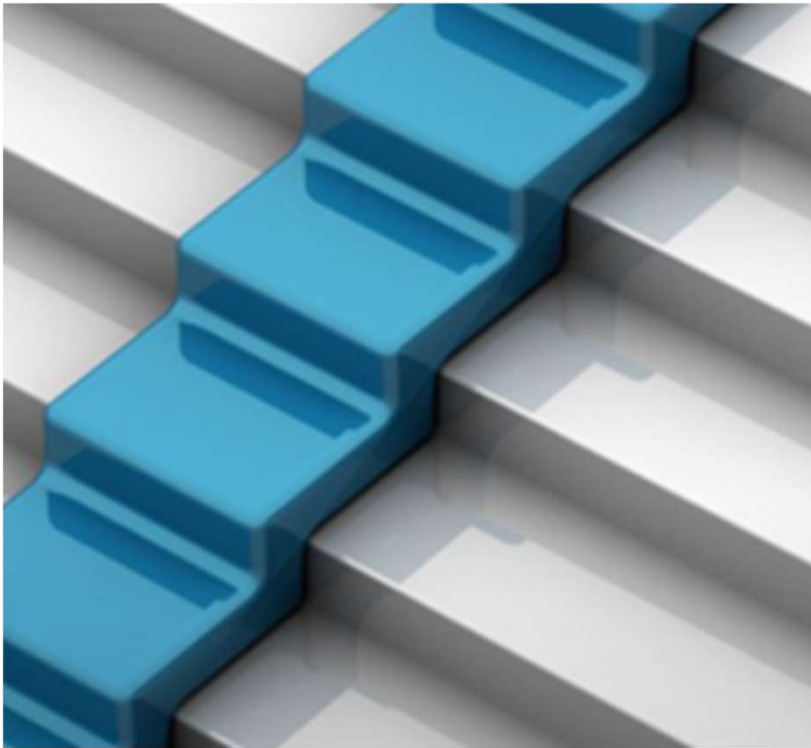
- **Multiple Solutions Produced via Collaborative Planning, Development & Cost Sharing:**

- **Planning** - Cross-Sector Working Groups (States and Private Sector Driven)
  - **Exercises** - Cross-Sector Virtual TTX For Hurricane Season Prep
  - **Standards** - ORL (Operational Readiness Level) Standard for Data Confidence
  - **Single Place for Operational Updates-** SISE-net Operational Info Sharing Hub
  - **Apps** - SIGNAL Cross-Sector Operational Chat App w/States
  - **Cyber** - Cross-Sector Cyber Work Group focused on planning
  - **Projects** - Regional Mustering Points for Disaster Response
- **Learn more...** <https://www.ahcusa.org/working-groups-overview.html>



# PROGRESS

# Progress to Date – *Laying the Foundation*



- **People**
  - Conducted 2 Annual Meetings. 4 Use Case Development Meetings, 1 Executive Committee Planning Workshop
  - Monthly Executive Committee Meetings since Fall 2023
- **Policy**
  - Solidified governance framework & sustainment model
- **Processes**
  - Developed Three (3) Use Cases, Several Others In Parking Lot
  - Issued Two (2) ENDEAVOR Program Reports
  - Membership Model Developed / Approved for Private Sector Sustainment
  - Developing Annual Work Plan for 2025-26
- **Technology**
  - ENDEAVOR-VA Information Dashboard Developed
  - Virginia Emergency Support Team (VEST) access
  - Integrated ENDEAVOR-VA with SISE WG and SISE-net Hub
  - Operationalized SIGNAL app usage during 2024 Hurricane Season



# PROBLEM SOLVING

	<b>Business Access &amp; Reentry</b>	<b>Virginia Transportation Situational Awareness</b>	<b>Virginia Emergency Information Sharing</b>
<b>Actions</b>	Virtual Use Case Development Meetings (Part 1 and 2) March 1 <sup>st</sup> & 8 <sup>th</sup> , 2024	Virtual Use Case Development Meeting Oct 19, 2023	Virtual Use Case Development Meeting March 28, 2024
<b>Solutions Identified</b>			
<i>Short-Term</i>	<ol style="list-style-type: none"> <li>1. Use State EOC for updates (VEST)</li> <li>2. Sign up for Local EM Solutions/Alerts</li> </ol>	<ol style="list-style-type: none"> <li>1. Virginia 511 site</li> <li>2. Monitor local government social media sites</li> </ol>	<ol style="list-style-type: none"> <li>1. ENDEAVOR-VA Dashboard w/Hotlinks to VA Govt Sites</li> <li>2. Access to private sector's SISE-net Hub</li> <li>3. State of Local Agency sites...511</li> </ol>
<i>Mid-Term</i>			
<i>Long-Term</i>			



## Additional Use Cases Underway

- **Cyber**
  - Establish Cross-Sector Work Group, Work Plan, Conduct Workshop, Info Sharing STD and simplified
- **Planning / Problem Solving**
  - ENDEAVOR model work group business model
  - Reducing Fiber Cuts
  - State Private Sector Liaison Partner Building w/THIRA
  - Develop Weather impacts committee
  - Coordinated Damage Assessments

# Additional Use Cases Underway

- **Technology**

- SISE-net Hub 2.0 Development and Launch

- **Parking Lot**

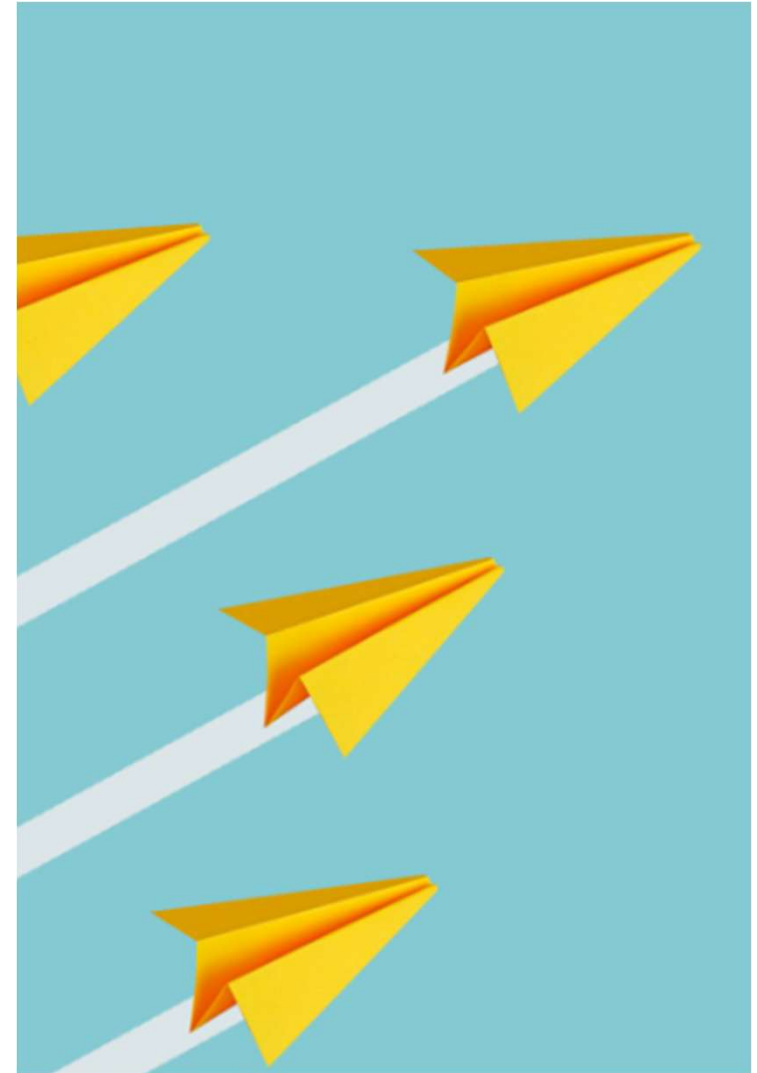
- Regional mustering/staging areas for disaster response
- Early Warning Indicators before Hurricanes/Disasters
- Artificial Intelligence in Emergency Management
- Evacuations and accountability with impacted remote workforce
- Cyber/GIS Integration – GIS based Visual Cyber Incident Alerting
- State Liaison / Industry Training
- PACE Planning Black Sky TTX. How do we communicate when things go dark?
- Artificial Intelligence in Emergency Management - Creating Information Resources For Disaster Situational Awareness

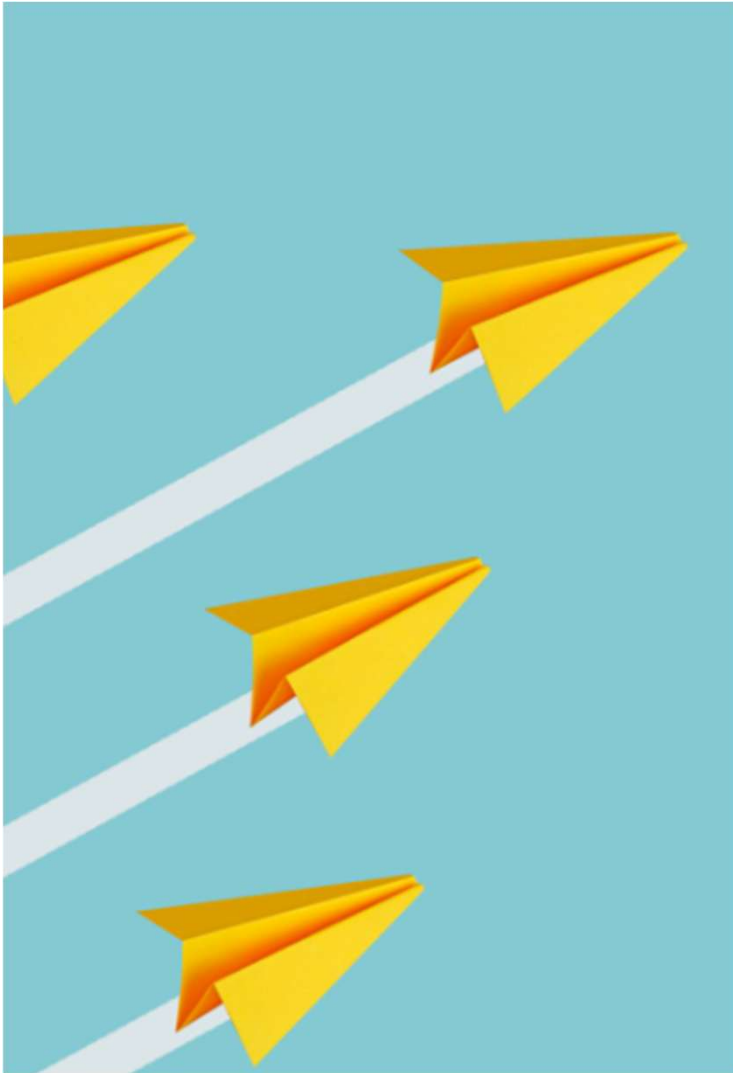


# INITIATIVES

# Initiatives – VDEM

- **Virginia Business Emergency Operations Center (BEOC)**
- **Current Status:** In Early Planning
- **Purpose:**
  - **Coordinate** private sector response with state and local emergency management.
  - **Share information** to maintain critical supply chains and restore services quickly.
  - **Support situational awareness** for both government and industry.
- **Benefits to Private Sector :**
  - Faster Access to Critical Information (closures, shortages, security, health, etc...)
  - Direct Line to Government Decision-Makers at Multiple Agencies (via VEST)
  - Shared Situational Awareness via Trusted Relationships (ENDEAVOR) and Info Sharing Technology
  - Opportunity to Influence Policy via advising policy makers on issues, regulations, messaging, streamlining processes, etc...



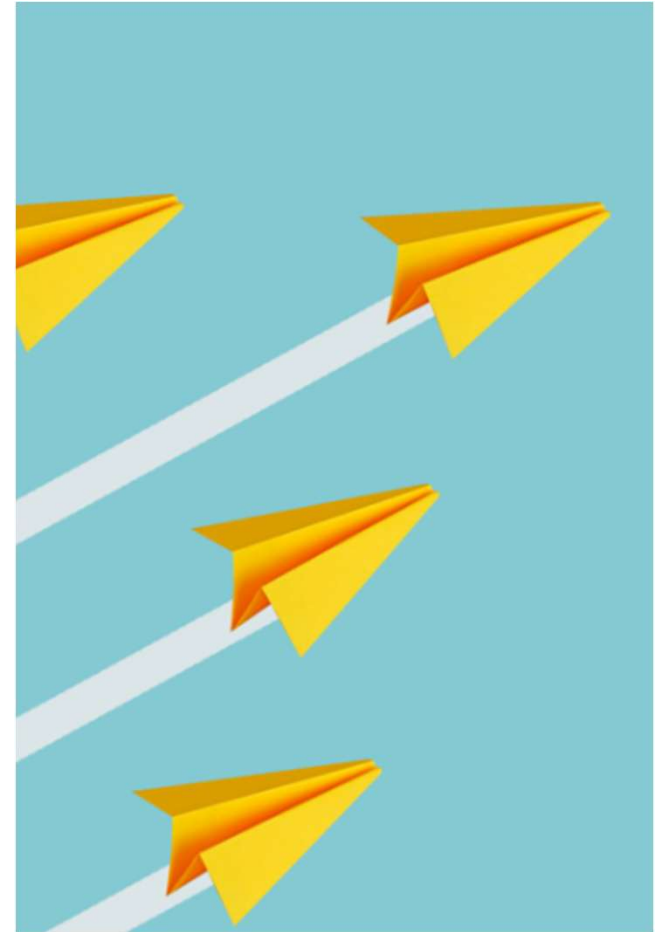


# Initiatives – Private Sector/ ENDEAVOR

- **Work Group Sustainment Model Developed**
  - ENDEAVOR Business Model for Private Sector Sustainment
- **Use Case Update:**
  - Activated:
    - Virginia Transportation Situational Awareness
    - Virginia Business Access / Re-Entry
    - Virginia Emergency Information Sharing
  - Developing:
    - **Cross-Sector Annual Integrated Planning Workshop** – to align state and private sector preparedness plans around selected use cases.
    - **Cross-Sector Cyber Problem-Solving Community** - a private sector effort that identifies shared challenges, prioritizes gaps, shares solutions, and learns from each other’s experiences.
    - **Regional Mustering Points** - leveraging Walmart Superstore parking lots to support power restoration efforts via creating mustering points for “out or region” utility resources to enhance state/local emergency management, transportation, and law enforcement coordination.

# Initiatives – ENDEAVOR

- **Hurricane Season Preparation**
  - Cross-Sector, Cross Functional Virtual Exercise – Coming Summer 2025
- **Events**
  - ENDEAVOR-VA Annual Mtg – In Planning
    - Virtual Fall 2025
    - In-Person Spring 2026
- **Communications**
  - New ENDEAVOR Online Brochure:  
<https://app.typeset.com/play/DW0ZO>





# ENDEAVOR-VA Home page

- [URL: https://goendeavor.org/va-charter-next-steps](https://goendeavor.org/va-charter-next-steps)
- **Virginia VEST Access**
- **ENDEAVOR-VA Information Dashboard**
- **SISE-net Operational Information Sharing Hub**

## Thank you for registering with the ENDEAVOR – Virginia Program

There are several resources that ENDEAVOR- VA members now have access to...



**VEST  
Sign Up**

*Incident Alerts & Updates from  
Virginia's EOC  
(when activated)*



**ENDEAVOR-VA  
Information  
Dashboard**

*"Most Requested"  
Disaster Links to Virginia  
Government Websites for  
Transportation, Fuel,*



**SISE-net Operational  
Information Sharing  
Hub**

*Regional & National Disaster  
Related Declarations, Waivers,  
SitReps, Updates, Disruptions,  
Status, Info Requests, etc...*

## Virginia VEST Notification Program Overview

The Virginia Department of Emergency Management (VDEM) provides the private sector with regular emails from the VEST Virginia Emergency Support Team) Portal during their activations for emergencies, disasters, and planned events as well as important ENDEAVOR- VA announcements

By entering your contact information, you opt-in and subscribe to receive notifications by email. The information you provide is protected and will not be used for any other



**Register For VEST Alerts Now**

# ENDEAVOR-VA Resources



Welcome to ENDEAVOR - Virginia (VA)

Thank you for registering with the ENDEAVOR – Virginia Program

There are several resources that ENDEAVOR- VA members now have access to....



Virginia Incident Alerts



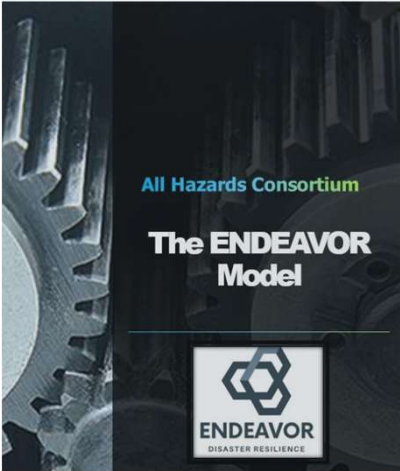
Information Dashboard



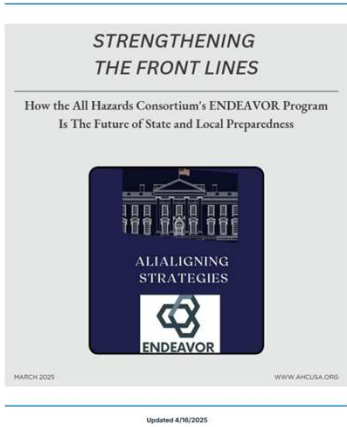
Regional & National Dashboard

Free w/ Online Registration	Benefit	Value
<b>Virginia Incident Alerts from the VEST</b> <i>(Virginia Emergency Support Team)</i>	When Virginia EOC activates, you'll receive daily updates and dashboards via email	Sends you more detailed operational alerts, situation /status reports, updates, dashboard links as released
<b>ENDEAVOR-VA Work Group Information Dashboard</b>	Access to aggregated website information and resources during storms & disasters	Helps you know what is going on within Virginia at a high level on transportation (road, rail, air) , weather, power outages, fuel status, etc...
<b>SISE-net Operational Information Sharing Hub</b>	Access the private-sector's SISE-net Hub for regional & national emergency alerts & updates	A trusted, centralized location where multiple states and sectors post operational updates, sitreps, declarations, waivers, disruptions, facility status, etc,..

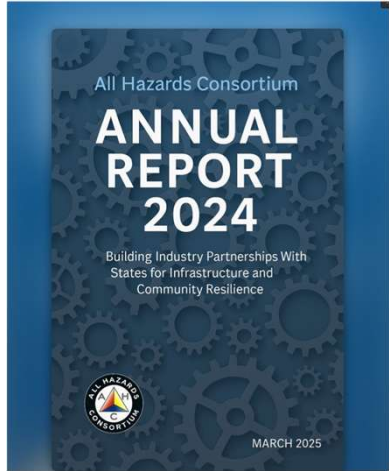
# ENDEAVOR Resources



ENDEAVOR Brochure:  
<https://app.typeset.com/play/DW0ZO>



ENDEAVOR Alignment w/ White Policy:  
<https://app.typeset.com/play/OV9WQR>



2024 Annual Report – All Hazard Consortium:  
<https://app.typeset.com/play/LGWKM>





# PLANNED ACTIVITIES



# 2025 Activities Planned

- **May**
  - ENDEAVOR-VA Membership Program Launch
    - May 29, 1:00pm ET
- **June/July**
  - SISE-net Operational Information Sharing Hub 2.0 Orientation and Access
  - SISE-net Cross-Sector Virtual Hurricane Preparation TTX
- **Fall**
  - VDEM Training programs available to ENDEAVOR-VA from VDEM
  - ENDEAVOR-VA Cross-Sector Workshop



---

# ENDEAVOR Membership Program

PREMIUM  
  
ENDEAVOR

**Coming June 2025**

## Benefit

<b>Custom Solutions</b>	Solve your disaster challenges faster by tapping into real-world ideas from peers.
<b>Trusted Contacts</b>	Instantly reach industry peers or state partners who can help – just one text or call away.
<b>Joint Planning</b>	Plan together with others so your team knows exactly what to do when disaster strikes.
<b>Crisis Updates</b>	Get instant alerts and updates so you can act quickly and keep your network informed.
<b>Real Projects</b>	Turn shared ideas into real solutions that strengthen your operations.
<b>Proven Strategies</b>	Learn what works from others so you avoid mistakes and save time and money.

PREMIUM



ENDEAVOR

## Member Benefits

# Next Steps

## 1. Visit ENDEAVOR-VA Home Page

1. <https://goendeavor.org/va-charter-next-steps>

## 2. Register

- i. Register with Virginia's VEST
- ii. Register with the private sector's SISE Info Sharing Hub

## 3. Attend ENDEAVOR-VA Membership Program Brief

- i. May 29 @ 1:00pm ET
- ii. Calendar invitations coming soon

## 4. Watch for email announcements

- i. Training
- ii. Virtual Hurricane Season TTX
- iii. Other meetings / activities

# Contact Info

## **Tom Moran**

Executive Director

All Hazards Consortium

[tom.moran@ahcusa.org](mailto:tom.moran@ahcusa.org)

[www.ahcusa.org](http://www.ahcusa.org)

Cell: 410-707-3698

## **Debbie Smith**

ENDEAVOR / VEST Coordinator

Infrastructure Branch Liaison

Private Sector Liaison

[debbie.smith@vdem.virginia.gov](mailto:debbie.smith@vdem.virginia.gov)

Cell: 804-866-7778

# Thank You for Attending

