



MACY'S CORPORATE SERVICES  
BUSINESS RESILIENCY GROUP

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From the office of:

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Macy's is pleased to support the application submitted by SABER, the Single Automated Business Exchange for Reporting, for the ICP Award for the Technology Innovation category. SABER greatly improves the coordination between businesses and governments in their effort to reopen after disaster to serve their communities and speed all their citizens' return to normal.

Macy's uses SABER to communicate our store status so that information can be used by governments at the state and community levels to prioritize their own allocation of resources. This is important for several reasons.

- If a Macy's is open, government knows that in that area people will have the goods and other essentials to support returning to their residences.
- If a Macy's is open, government also has an indication (what former FEMA Administrator Fugate called the "Waffle House Index") that if stores are open that part of the community is stable.
- If a Macy's is open but operating on generator power, government knows it should prioritize fuel resupply to keep the store open.
- If a Macy's is undamaged but not open because it has no electricity, government knows prioritizing utility restoration in that area will open the store which will speed community return to normal.
- If a Macy's is not open government knows that the parking area may be a suitable distribution or staging area for government supplies of food, water, etc.

Add to these examples status information from other current SABER Members for pharmacies, building supplies, food stores, water utilities, check cashing casinos, hotels, warehouse stores, big box suppliers, and others and you see the power of the information SABER makes available to government at incredibly reduced effort on the part of the stores whose primary goal is to reopen.

Reopening of SABER Member facilities means not just business but community restoral. At the macro level, SABER members represent about 8% of the Gross National Product. At the micro, community level, when a Macy's reopens employees return to work. The employees of SABER Members tend to be those more at risk of personal economic disaster following disaster. They tend to be lower wage earners of diverse social backgrounds. In older disaster-prone communities, they also tend to be senior citizens. When a Macy's business returns to normal, our employees rebuild their homes, move out of shelters, and get off government individual emergency assistance. This is how the community returns to normal. SABER speeds this



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process by allowing government to prioritize resource allocation to get businesses back in business.

Macy's has participated with SABER in numerous preparedness activities through exercises. SABER has simulated Macy's status information in exercises for cities, counties, states, and federal agencies to help governments exercise how they prioritize business recovery, and by doing so, community recovery.

All this is done at no cost reflecting SABER's commitment to the emergency preparedness mission and the creative financial management that has allowed SABER to grow over the past four years.

Macy's and the communities it serves and the people it employs benefit from our membership in SABER. We welcome being part of an innovative organization that certainly deserves to be a FEMA ICP Award winner, SABER.