

01 March 2025

# Light the Way: Wildfires Relief, Recovery, & Purpose-Driven Impact

Illuminating paths of resilience, collaboration, and impact



# Agenda

Illuminating paths of resilience, collaboration, and impact

<b>10:00 - 10:05</b>	<b>Welcome and Opening Remark</b>	David Doan
<b>10:05 – 10:15</b>	<b>Lighting the Way with Our Superpowers</b>	Menaka Gopinath
<b>10:15 – 10:30</b>	<b>Sharing Stories of Lighting the Way</b>	Menaka Gopinath Brandon Ramirez
<b>10:30 – 10:45</b>	<b>PMI-LA Wildfires Relief and Recovery Task Force   Updates</b>	David Doan
<b>10:45 – 11:00</b>	<b>Kyrstin Ohta: A Story of Resilience and Professional Impact</b>	Kyrstin Ohta
<b>11:00 – 11:10</b>	<b>PMI-LA Collaborates with PM4NGOs</b>	Mike Cullihan
<b>11:10 – 11:20</b>	<b>PMI-LA Collaborates with Business Contingency Group</b>	Lee Goldstein
<b>11:20 – 11:30</b>	<b>Call to Action and Closing Remark</b>	David Doan



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# Welcome and Opening Remark

Uniting our strengths to *Light the Way*: Resilience,  
recovery, and purpose-driven impact



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# Lighting the Way with Our Superpowers

For each other, and for the profession.

Presenters: Menaka Gopinath, Brandon Ramirez

# Our PMI Purpose Guides our Efforts

Our commitment to elevating our world, gives greater intention to our efforts across the brand.

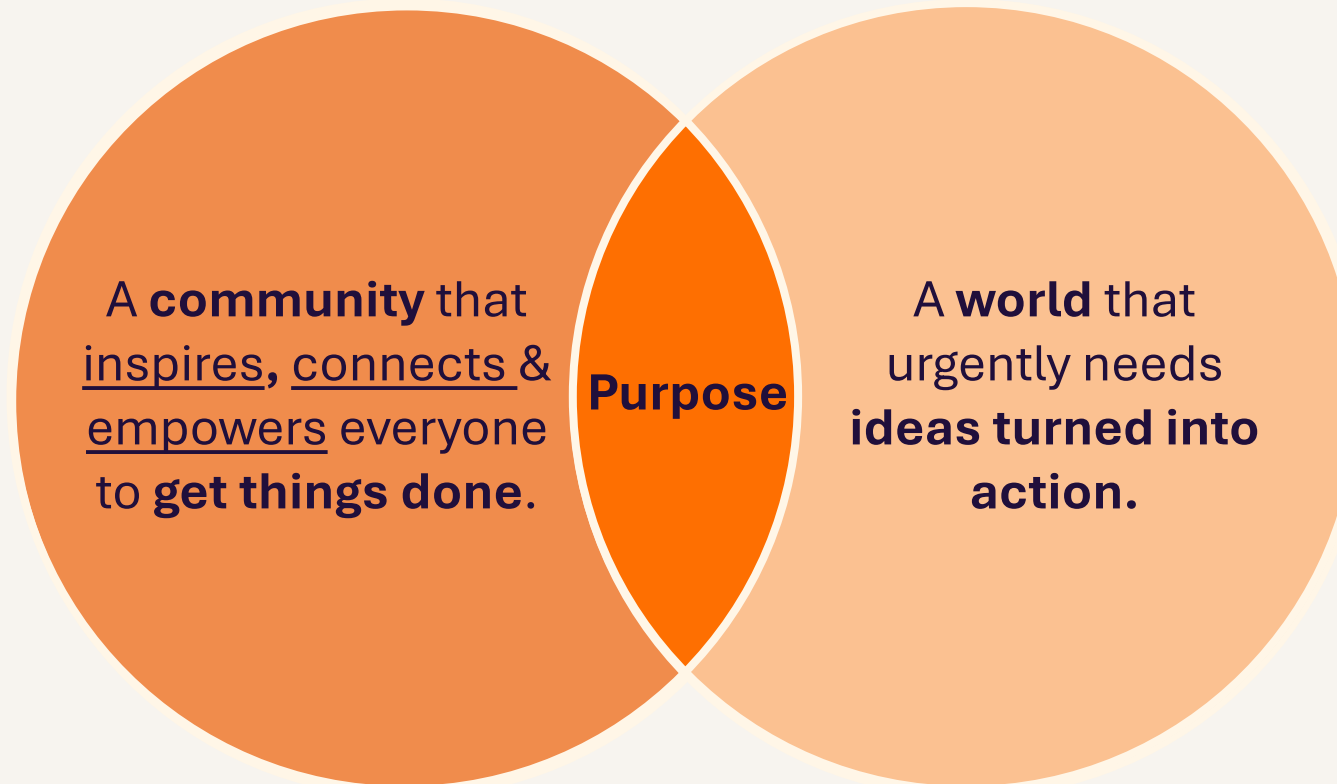
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# Our Purpose is Guided by our Superpower

Our Community ...

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# Our Community Enables Our Ability to Deliver Impact

And we are seeing that real-time with all of us supporting one another through the wildfires

## IN THE MIDST OF THE FIRES, BUILDING A NETWORK OF SUPPORT

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- Connecting members who were in need with those who could help
- Setting up the LA Wildfires Relief and Resources page

## IN THE POST-FIRE RECOVERY, GUIDING THE REBUILD

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- Establishing a committee focused on LA Wildfires Relief and Rebuild
- Continuing to support members and providing mutual aid to our profession

## TO EXPAND IMPACT, SUPPORTING THE BROADER COMMUNITY

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- Considering how to support non-profit partners to scale for new level of resourcing
- Linking to larger rebuild initiatives – both via non-profits but also government and commercial

# How do our superpowers as a profession help light the way?

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**We are Lighting the Way for the profession to be its best and deliver the best outcomes to elevate our world.**



**Inspiring people to enter the profession**  
**Helping people grow in the profession**  
**Guiding people to deliver greater impact in the profession**  
**Building relevance and respect for the profession**

# Brandon's Video

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# PMI-LA Wildfires Relief and Recovery Task Force | Updates

The PMI Los Angeles Chapter (PMI-LA) is committed to supporting our community. We are taking action to provide relief and recovery resources. Learn about our initiatives, partnerships, and long-term vision. Together, we can rebuild and create a more resilient future.

Presenter: David Doan



# PMI Los Angeles Wildfires Relief and Recovery

Taking action: Immediate steps

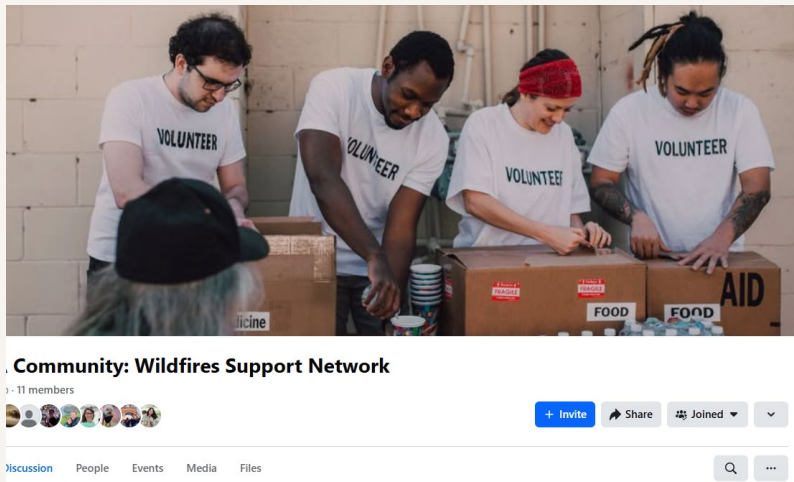
## Member Survey

Launched a survey to assess member needs and provide targeted support



## Facebook Group

Created a “[PMI-LA Community: Wildfires Support Network](#)” Facebook Group for community support and information sharing



## Amazon Wishlist

Created an Amazon Wishlist for essential supply donations to nonprofits



# PMI Los Angeles Wildfires Relief and Recovery

Los Angeles Wildfires Relief and Recovery Resources

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Let's take a tour of the "[Los Angeles Wildfires Relief and Recovery Resources](#)" page

# PMI Los Angeles Wildfires Relief and Recovery

Collaborating and connecting with the community



# Kyrstin Ohta: A Story of Resilience and Professional Impact

Presenter: Kyrstin Ohta

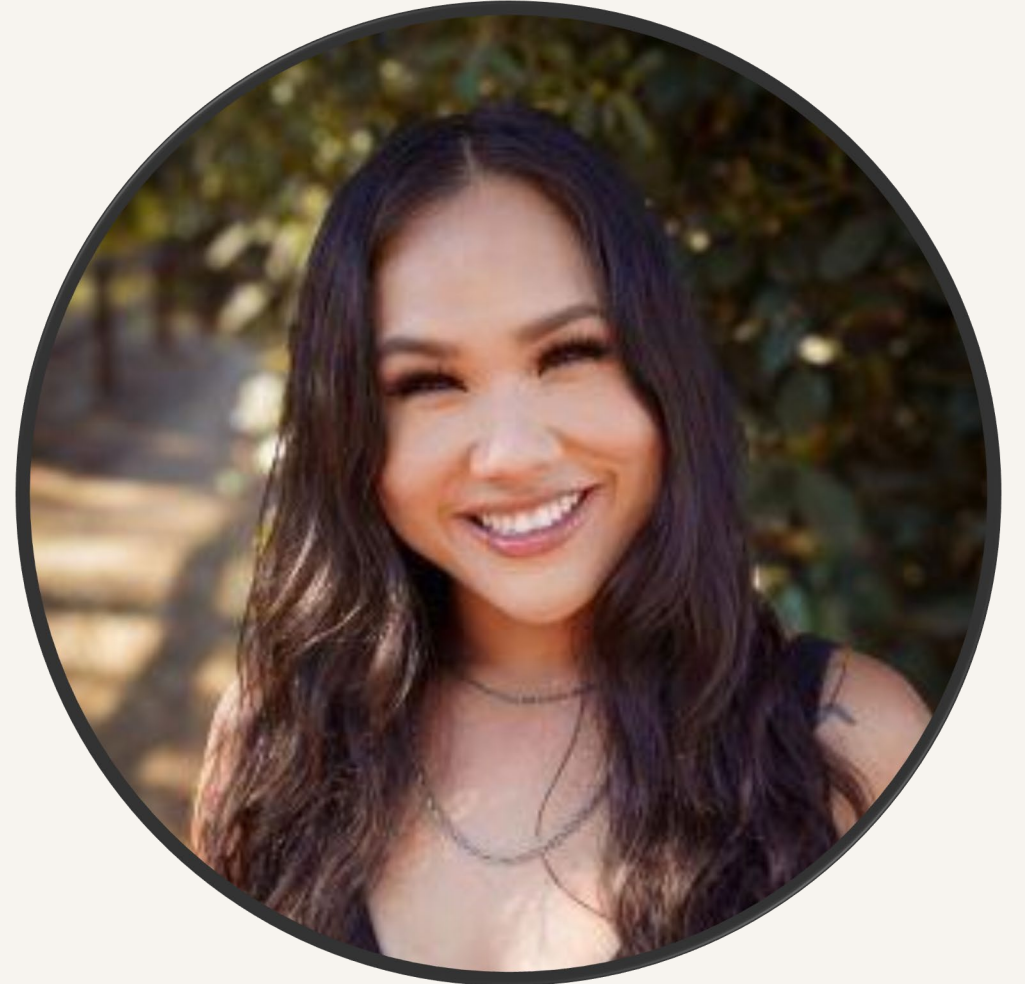




# Kyrstin's Story

A story of resilience and professional impact

- Personal introduction and story
- Utilizing project management in disaster recovery
- Building community, networks, and addressing emotional and psychological impacts
- Key lessons and takeaways
- Closing remarks and Q&A
- **GoFundMe:**
  - [“Help Charlie & Kyrstin Recover from the Eaton Canyon Fire”](#)



# PMI Orange County Upcoming Event



“California Wildfires Victims Support Webinar: Managing Stress in Challenging Times”

A promotional graphic for a webinar. The background is a sunset over a beach with palm trees and a fire in the distance. On the left is a circular portrait of Dr. Al Zeitoun. The text is in yellow and white. The IIL logo is in the top right.

PMI ORANGE COUNTY & INTERNATIONAL INSTITUTE for LEARNING (IIL)  
*presents the*  
**California Wildfires Victims Support Webinar**  
**“Managing Stress in Challenging Times”**  
by Dr. Al Zeitoun, DASM, PgMP, PMP, PMI-RMP, PMI-SP  
Thursday, March 20, 2025  
6:45 PM to 8:00 PM PST

**All proceeds will be donated to the California Fire Foundation. PMI.org has agreed to match the funds from this event.**  
**If you were affected by the wildfires, please contact us at [dir.education@pmi-oc.org](mailto:dir.education@pmi-oc.org) for complimentary registration.**

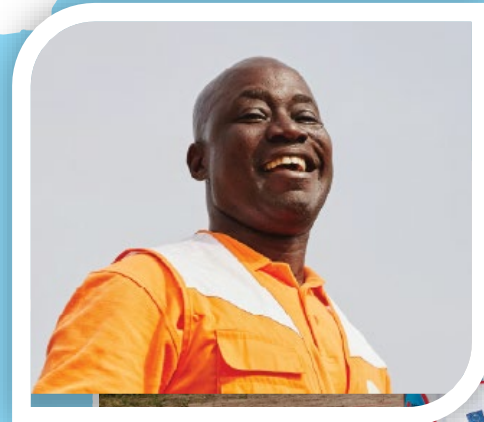
The PMI-OC Chapter would like to recognize [IIL \(International Institute of Learning\)](#) for their incredible generosity in offering to donate this special webinar to support the CA Wildfire Victims. **All proceeds will be donated to the [California Fire Foundation](#). PMI.org has also agreed to match the funds from this event.** Please join us for this special event to support those impacted by the CA Wildfires.



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# PMI-LA Collaborates with PM4NGOs

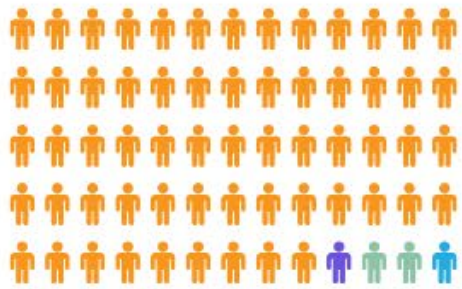
Presenter: Mike Culligan



[www.pm4ngos.org](http://www.pm4ngos.org)



# DPro Facts & Figures



- Project DPro
- MEAL DPro
- Finance DPro
- Program DPro

- 47,286**  
professionals took the Project DPro Exam
- 75.5%**  
of candidates have successfully passed the exam
- 35,714**  
certified project managers
- 168**  
countries
- 1300**  
organizations
- 75.9%**  
of certified professionals are based in developing countries

DPro = Guides for Development Professionals



# What makes project management in our sector unique?

A project is successful if it is ...

- On Time
- On Budget
- On Scope

**And ... delivers its intended social good**





# PM for Social Good

April 2025

[mike@pm4ngos.org](mailto:mike@pm4ngos.org)



[www.pm4ngos.org](http://www.pm4ngos.org)

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# PMI-LA Collaborates with Business Contingency Group (BCG)

Presenter: Lee Goldstein



# Business Contingency Group (BCG)



## Established 2002

- Based in Los Angeles

## Capabilities

- Emergency Management
- Business Continuity/Disaster Recovery/COOP
- Humanitarian Assistance

## Recent Local Experience

- City of Los Angeles:
  - Two Emergency Operations Center Functional Exercises
  - Two Recovery Tabletop Exercises (Earthquake-Caused Dam Emergency Severe Adverse Weather Incident)
- Developed 6 Web-based e-learning courses for the City of Los Angeles's Emergency Management Department of the.
- Courses include:
  - EOC Management and Operations
  - ICS Management
  - ICS Operations
  - ICS Planning and Intelligence, ICS Logistics
  - ICS Finance and Administration

# Business Disaster / Incident Lifecycle

Disaster / Incident



Time

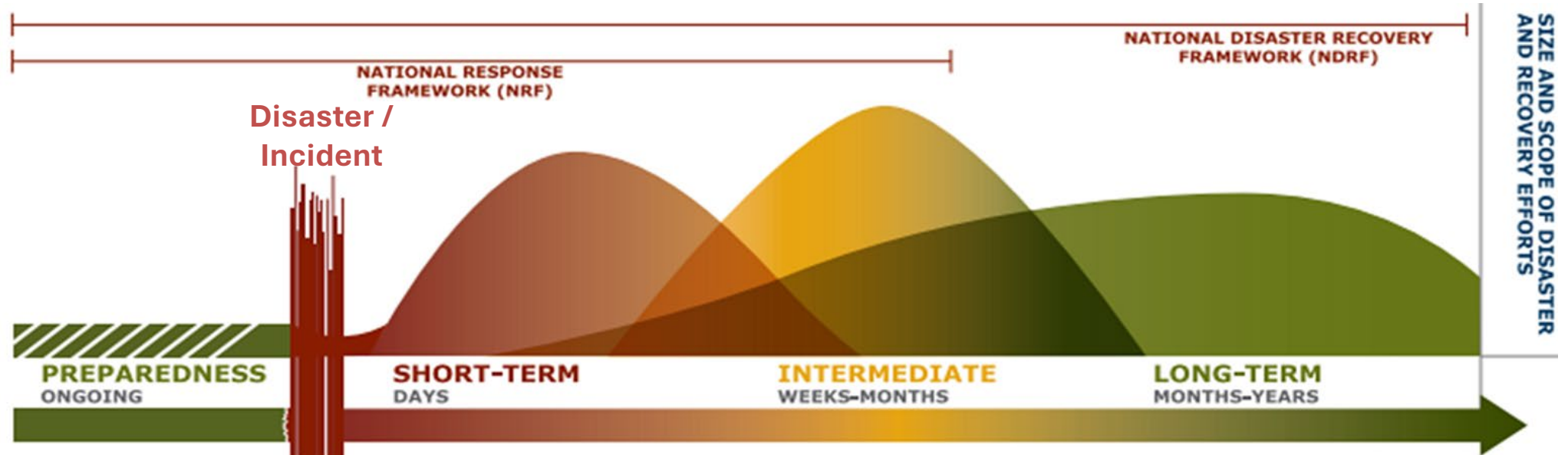
Risk Assessment  
Mitigation



Life / Safety Plans      Business Continuity / IT Disaster Recovery Plans

Crisis Management Plan

# Community Recovery Timeline



## Activities

- Pre-disaster response planning
- Pre-disaster recovery planning
- Mitigation planning & implementation
- Community capacity building
- Partnership building
- Planning for continuation of services and support for residents during and after disaster

- Provide emergency shelter & housing
- Provide emergency medical / mental health care, & financial assistance
- Clear debris from & reopen primary transportation routes
- Establish interim infrastructure to support business re-openings & cash flow
- Assess and understand risk and vulnerabilities to mitigate additional damage

- Provide accessible interim housing solutions
- Initiate large-scale debris removal
- Plan immediate infrastructure repair & restoration
- Support reestablishment of businesses
- Engage & support mental/behavioral health support networks providing ongoing care to impacted people
- Ensure continuity of care via temporary accessible public health facilities
- Inform residents re: opportunities and resources for building back stronger

- Develop permanent housing solutions
- Restore & rebuild infrastructure to meet current & future community needs
- Implement economic revitalization strategies
- Facilitate funding to business rebuilding
- Support & help residents connect with ongoing counseling, behavioral health, & case management services
- Reestablishment of disrupted health care facilities
- Implement mitigation strategies & projects

# What Can Business Contingency Group Do to Help?



## Subject Matter Expertise

Provide subject matter expertise on Emergency / Crisis Management and Recovery to the PMI-LA Wildfires Relief & Recovery Task Force



## Publicize

Help educate and publicize the need for Emergency / Crisis Management and Business Continuity / Recovery Plans and Programs



## Assist Organizations

Provide assistance to organizations on developing/maintaining their own Emergency / Crisis Management and Business Continuity Recovery Plans and Programs

# Business Contingency Group (BCG)

Lee Goldstein, CBCP, MBCI, CBRM

(818) 800-8665

[leeg@businesscontingencygroup.com](mailto:leeg@businesscontingencygroup.com)



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# Call to Action and Closing Remark

Presenter: David Doan

# Be the Light That Drives Changes

A call to action

- This presentation outlines actionable steps you can take.
- It focuses on driving meaningful change through project management.
- Your involvement can create a brighter, more resilient future.



# Support Wildfire Relief Efforts

Or support community

- **Support and Donate**
  - Support and donate to your nonprofit organization of choice
- **Volunteer Your Time**
  - Offer your project management skills to the Los Angeles Wildfires Relief and Recovery Task Force, chapter, and community



Every action rebuilds lives and communities. Your support matters.



# Share Your Story

“What Lights You Up?” | “Light the Way”



## 1 Inspire Others

Showcase how project management creates meaningful impact

## 2 Submit Your Video

Share a story and video

- Inspire others by sharing your “*What Lights You Up*” or “*Light the Way*” story.
- Submit a video.
- Demonstrate how project management can drive impact.

# Skills for Social Good

Together, we can “*Light the Way*” toward a brighter, more resilient future. Your actions create positive change.

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**PMI-LA**



**Project Managers  
Without Borders (PMWB)**



**PM4NGOs**



Apply your project management expertise to real-world challenges.

Collaborate with organizations driving purpose-driven initiatives.

# Key Takeaways

Your actions, big or small, contribute to a larger movement of positive change. Let's continue to "Light the Way" together.

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## Support

Wildfires relief

## Share

Your story

## Skills

For social good

## Engage

With community

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# Closing Remark

Together, we *Light the Way*: Building resilience,  
Inspiring change, and creating a brighter future



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Thank you for joining us and being part of this journey.

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Together, we can light the way toward resilience, recovery, and meaningful impact.