

THE ROLE OF BUSINESS

Rebuilding with Resiliency:

The Los Angeles Urban Wildfires

Tuesday, August 26, 2025

9:00 AM to Noon

Hosted at: Snap Inc.

[Los Angeles Corporate Convening](#)

In January 2025 two large urban wildfires swept through Los Angeles County simultaneously. This type of natural disaster is unprecedented based on both location and time of year. Thousands of homes, businesses, schools, houses of worship, and other structures were destroyed. Emergency response was challenging, the infrastructure was strained and, in some cases, sub-standard. Countless people's lives have been disrupted either directly or indirectly by the fires.

Along with other forms of philanthropy, companies stepped in with general relief support, and companies also stepped in to help their own employees impacted by the fires. Complicating this disaster, and different from so many wildfires, is that it occurred in a densely populated severely housing constrained region, the largest County and the 2nd largest City in the United States by population. While debris removal is happening, utilities are repaired, and some rebuilding has begun to take place, this is a complex situation with many stakeholders coming together, some with opposing thoughts on what the future should be in the rebuilt areas.

What will be both the near term and long-term economic impact on the region? With more frequent and stronger natural disasters, how can companies best help Los Angeles and also better prepare for large scale urban disasters?

Meeting objectives

- Update on the current situation of the Palisades and Eaton Fires
- Vision for rebuilding with community over the long arc of recovery, next 3 to ten years.
- What is the role that business can play as communities rebuild? How can companies support communities rebuild for the future?
- Practical and actionable steps

9:00 – 9:10 AM GOOD MORNING

- Welcome
- Agenda review

Deidre Lind, CEO, **A Better Impact**, Governance & Sustainability Center Fellow, **The Conference Board**

9:10 – 9:25 Why The Conference Board?

The mission of The Conference Board (TCB) is to help leaders navigate globally the biggest issues impacting business and better serve society by providing trusted insights and fostering connections among senior executives.

- **Jeff Hoffman**, Institute Leader, Corporate Citizenship & Philanthropy, **The Conference Board**. *Interim Leader, Governance & Sustainability Center, The Conference Board*

TCB Corporate Citizenship Leadership Council Member Reflections

- **Scott Heimlich**, President, Amgen Foundation & Executive Director, Philanthropy, **Amgen**
- **Lisa Haines Heppleman**, Senior Vice President, Corporate Social Responsibility, **The Walt Disney Company**

9:25 – 9:50 Seeing the Need & Filling a Gap: Empowering Residents

The Department of Angels was born out of hundreds of conversations with community members, disaster experts, and survivors of the megafires. Since January 7, we've developed structures and programs that help residents impacted by the Eaton and Palisades fires gather trusted information and lift issues as a result of these urban firestorms. We learned that success or failure often turns on the capacity of community members to design and lead their own recovery. We will learn the results of a statistically significant survey conducted among residents of both wildfires in June 2025 as well as the latest rebuilding challenges and updates.

- **Brandon Levin**, Director, Office of the CEO, **Snap Inc.**
- **Andrew King**, Department of Angels

9:50 – 10:25 How Do We Rebuild? Building on Best Practices and Innovation

What will it take to build back these diverse and unique communities? Looking at other wildfires, we know that building back can take a decade or longer, and interim housing is sporadic. Can Los Angeles leverage new and innovative solutions to address this timeline? In addition, the challenges of Altadena, a community known for a higher percentage of Black-owned small business and single-family homes, offer even greater challenges to a population that traditionally lacks equal access to capital. Beyond that the number of Altadena homeowners over age 65 exceeded the national average, adding to the challenges of this increasingly vulnerable population.

Nick Geller, Managing Director, **Steadfast LA**

Sarah Dusseault, Lead Strategist, **LA4LA**, Department of Angels & Housing Expert

Lew Horne, President, Advisory Services, Greater LA, Orange County & Inland Empire, **CBRE**

Moderator: Robin Hughes, President and CEO, **Housing Partnership Network**

10:25 – 10:40 BREAK

10:40 – 11:10 The Economic Impacts

The Los Angeles wildfires in January 2025 resulted in significant economic, property, and employment losses, potentially the largest economic impact of any single wildfire in the nation's history. What impact will the January firestorms have on California's economy and how can that impact business operations? Moving forward what opportunities are there for companies to invest in the recovery and rebuilding efforts?

We know other disasters will hit. If you're operating a business in California, you need to take steps to improve the chances that your business operations and systems will still run after a natural disaster by planning for Business Continuity, Business Resiliency and Disaster Recovery. Consider the effects a natural disaster may have on your business, including infrastructure damage that might prevent employees from getting to work for days or weeks. Take steps to help protect your people and keep your business systems running in that scenario. This will improve your chances of maintaining revenue as well as operations during the region's recovery.

Stephen Cheung, President & CEO, **Los Angeles County Economic Development Corporation**

FIRESIDE CHAT

11:10 – 11:40 The Vision for the Next Three to Five Years

By design, much of the relief, recovery and rebuilding efforts of these megafires in Los Angeles are impacted by government – through policy, disaster relief, and community assistance, and through disaster relief services. But what is the role of the private sector? Working from different perspectives, can corporations and private philanthropy work together, and collectively with government, as we look towards rebuilding communities?

- **Raul Anaya**, Head of Business Banking at Bank of America, President, **Bank of America - Greater Los Angeles**
- **Miguel Santana**, President & Chief Executive Officer, **California Community Foundation**

11:45 – Noon Round Robin – Group Discussion

What questions do you have of your peers? What do you have to share with the group that could be helpful? What would you have done differently in January if you knew what you know now?

CLOSE

STAY TUNED!

[September - National Disaster Preparedness Month](#)

TCB Disaster Philanthropy Report published:

“Rebuilding with Resiliency: The Los Angeles Urban Wildfires”

Corporate Citizenship Watch Webcast

[Rebuilding with Resiliency: Lessons from the Los Angeles Fires](#)

Tuesday, September 23

8:00 AM Pacific Time, 11:00 AM Eastern

Registration is complimentary and open to all



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