



**TWYLA GARRETT**

Speaker | Author | Business Woman

Investment Management Enterprise

"Turning your Challenges into Solutions"

# Twyla N. Garrett

1. Biography
2. Media Topics
3. Fact Sheet – Accomplishments
4. Fact Sheet – Speaking Engagements
5. Fact Sheet – Books
6. Contact | Social Media

## **BIOGRAPHY:**

Twyla Garrett is an extraordinary entrepreneur, corporate speaker, and compelling author who has been personally invited to speak at The Whitehouse on the issues of creating jobs, economic growth and the controversial fiscal cliff of 2012. Garrett is known for her notable (sometimes 100% self-funded) business deals as much as she is for providing excellent opportunities to individuals facing immense challenges.

Ms. Garrett is an executive consultant to federal, state and local emergency management and homeland security programs nationwide. Her operational experience dates to Tropical Storm Isabel field response operations in 2003 and has continued for 10 years in direct or indirect support as a consultant to government. She managed national level preparedness and response programs at the Senior Executive Service level for eight years. Ms. Garrett has extensive hands-on experience in all facets of civil and military contingency planning at the federal and non-federal level.

Since she owned IME in 2000, Ms. Garrett has assisted FEMA and the Department of Homeland Security in the drafting and development of the National Response Plan as well as supported numerous clients in assimilating the NRP and NIMS. In 2005 and 2006, she moderated and facilitated a four day session with all FEMA HQ and Regional Directors and all National Capital Region. She facilitated an executive TTX to prepare all elements for the Hurricane Season using the National Response Plan and the FEMA Hurricane CONOPS. Similarly she facilitated the review of 2004 hurricane season for FEMA IA and PA programs. Supported FEMA Logistics in 2004 program review. Ms. Garrett facilitated a National Capital Regional based Exercise for Commonwealth of Virginia, State of Maryland and District of Columbia where Mayor of DC played along with all DC departments and agencies and all Federal Agencies in terrorism and disaster scenario. Deployed to Hurricanes Katrina and Rita in LA and MS in support of USACE Command staff and interagency infrastructure support mission. Supporting HSPD 8 National Preparedness Goal and National Priority Planning for National Capital Region and Maryland Governor's Office of Homeland Security.

She has supported the Integration Staff of DHS with development of training and testing of the Principle Federal Official (PFO) concept per the NRP. She has facilitated more than 75 tabletop and field exercises conducted in every Federal Region in the US. Exercises she has facilitated include catastrophic scenarios such as Cascadia Subduction Zone earthquake in Pacific Northwest, catastrophic hurricanes in New Orleans LA, Miami FL, New York City, Tidewater VA, Washington DC and earthquakes in San Diego California, Radiological Dispersion Devices in Washington DC and Richmond VA and multi-state flooding in Mid-west. She also has facilitated COOP exercises for DC Government, and

Hampton Roads, Virginia. Other clients include FEMA; SPAWAR, DHS, the Government of the District of Columbia; the Maryland Governor's Office of Homeland Security; the Metropolitan Washington Council of Governments ; the Council of State Governments; and The Infrastructure Security Partnership

An Ohio native, Ms. Garrett attended John Marshall High School, Ursuline College (BA), and University of Phoenix (MA). While in high school Twyla learned to prepare complex tax returns and used her mathematical intuition to advance her business curiosity in college. She started off working for the Defense Finance and Accounting Service in downtown Cleveland and move to San Diego, California and held positions of deputy controller NADEP and Foreign Military Sales (FMS) Manager for Space and Naval Warfare System Command (SPAWAR). Feeling that entrepreneur itch, she left the federal government and started her own management consulting firm, Investment Management Enterprise (IME) in 2000. IME employs people in three states and also overseas. The company provides homeland security and disaster preparedness and IT innovation services.

As business took flight. Twyla Garrett provided a give back to Cleveland, a 1.5 million dollar entertainment complex designed to single-handily add to the improvement of Cleveland's economic culture. Her entertainment complex has hired formally homeless individuals, provided musicians and artists with actual moneymaking opportunities, and served the community by supporting American goods and services. Always involved in the food and beverage industry, and with upscale shopping plaza is the project currently in the works.

On a personal note, Twyla Garrett is an abuse survivor who has successfully disabled all the challenges associated with how and where she grew up. Isolated from her mother and siblings at the age of fourteen, Garrett was supported by a single father. Before the court-order to live with her father, Twyla had to endure psychological, sexual, and verbal abuse. Her strong will to thrive (not just survive) instilled a fighters-instinct. This "instinct" is why Twyla is able to use her positive drive as a motivator to start and grow many businesses. It is also what allows her to share insight (including that of her venture failures) with others who share an enthusiasm for business ownership. Mentoring young adults on the subject of business is a top priority for Ms. Garrett.

Twyla's memoir will be published in 2013 and it will be followed by a series of "how-to" business books. Currently, Twyla's business blog and social media accounts furnish motivational quotes and an over-the-shoulder view of her unique perspective on profiting in business while helping others.

**MEDIA RELATED TOPICS:**

Public Safety

Logical Security

Cyber Security

Homeland Security

Disaster Preparedness and Recovery

Broadband in and Emergency

Information Technology Innovation

Government & Politics

Entrepreneurship

Business Creation

Leadership and Motivation

Overcoming Family Challenges and Abuse

Expanding Globally

**FACTS | ACCOMPLISHMENTS:**

- 2013 – Award Winner Top 100 Diversity Owned Business in Virginal
- 2013 – Award Winner Top 500 Emerging Business in the US
- Odysseys Media Business Advisory Board Member
- National Capital Region Biometric Board Member
- Adjunct Business Faculty for the Graduate School USA
- Graduate of Dartmouth Tuck Business School Executive Program
- Henson Valley Academy Board Member
- Junior Achievement Mentor
- American Council of International FLEX Scholarship Evaluator
- Emergency Support Functions Advisor for ESF2 (Information Technology) and ESF13 (Police) for the National Capital Region (NCR)
- Named one of Cleveland Magazine’s Most Interesting People of 2009
- Member of Women’s President Organization (WPO)
- Member of the Project Management Institute (PMI)
- Member of Women Business Enterprise National Council (WBENC)
- Divine Divas Mentoring Award by the University of Texas and Pursuit of Dream Foundation
- Cleveland Living Legends 2010 Awardee
- City of Cleveland Entrepreneur Proclamation
- Named one of Cleveland Magazine’s Most Interesting People of 2010
- Aggressive real estate-pruner who utilizes opportunities to rebuild economically depressed cityscapes
- Member of the Black US Chamber of Commerce
- Former Chief Information Officer for Public Safety for the Commonwealth of Virginia for Governor Gilmore and Governor Warner 2000 – 2003
- Former Program Manager and Senior Interoperability Advisor to the National Capitol Region
- Member for the National Public Safety Telecommunications Council (NPSTC) Emergency Management Services Working Group (EMSWG)

**FACTS | SPEAKING ENGAGEMENT:**

- Black Males in College Achievement & Success Symposium Speaker
- Black Enterprise 20/20 Vision Forum Panelist
- Black Enterprise Entrepreneur Conference Key Note Speaker
- Babson College Key Note Speaker for Entrepreneur Conference for Women in STEM
- United States Department of Agriculture (USDA) Food Safety and Inspection Services – Round top Discussion “How Might We Increase Women In Leadership Positions” Speaker and Awardee 2013
- National Capital Region Homeland Security Seniors Executive Speaker and Facilitator 2009, 2010, 2011, 2012, and 2013
- National Level Exercise Evaluator
- University of Texas – Austin Key Note for the Entrepreneur Symposium 2012

- University of Texas – Austin Key Note for the Entrepreneur Symposium 2013
- Certified Homeland Security Level III (ABCCHS)
- Certified Business Manager (ABM) • 2004
- Federal Emergency Management Agency (FEMA) Certified Exercise Trainer
- DAWIA Certified BCF Level II (Financial)
- DAWIA Certified CON Level II (Contracts)
- Member of the Association of Business Managers (ABM)
- Member American Board for Certification in Homeland Security (ABCCHS)
- Armed Forces Communications and Electronics Association (ACEFA)
- Inland Society of Tax Consultants (ISTC)

#### **FACTS | BOOKS AUTHORED:**

- Homeland Security Guide for Elected Official 2013
- “My Mother Word” My Journey on Business Success - How a negative influence can be your best motivator 2013
- Author of Maryland’s Prince Georges County – Emergency Management Accreditation Program
- Author of Maryland’s Prince Georges County Continuity of Operation Plan and Continuity of Government Plans
  - Department of Homeland Security
  - Office of Public Safety
  - Department of Public Work
  - Police Department
  - Fire Department
  - Department Human Service
  - Department of Health
  - Chief Information Officer Technology Office

#### **FACTS | BLOGS AUTHORED:**

- Your Disaster Plan IS my business!
- What qualifies as a disaster?
- Disaster Giving - What is real?
- Tips on obtaining FEMA Aid.
- Four Tips on Business Success.
- How to Prioritize.
- Leadership .... do you have it?
- Women Leaders - Why we do it better!
- Avoid Future Legal Messes. Start Your Business Rig...
- How to fail!
- Get A Government Contract!
- Business Idea.... Now What?
- Venture Capital - Do you believe in your dream?
- The ability to sell.... can you?
- Manage your company's holiday party!
- Buying a small business in 2013
- The balance sheet doesn't drive business....
- Don't write a long business plan.... the format is...

- Are you creating ripples?
- Entrepreneurs are proactive.
- Are You A Patient Business Owner?
- Black Friday Deaths Could've Been Prevented!
- Growing your business!
- Did Hurricane Sandy Exposed Our Political Failure?...
- Tips for weekend productivity!
- What Financial Cliff?
- Growth vs. Standing Still in Business
- What is your business marketing mistake?
- Before the holiday break say these words!
- Buying Online Ads - 3 tips
- Business & Insurance Forms
- My top 5 tips for running a business.
- An Overview of Your Business' Legal Status
- Is God Involved with Your Business?
- SURVIVORS MUST CONTACT FEMA TO KEEP TEMPORARY HOUS...
- Don't Be Positive, Be Proactive!
- "Fighting the fiscal cliff."
- Christmas Sales Down, Is Your Business?
- Four Things To Know When Starting A Business
- Is Your Business Being Scammed?
- 2013 Business Trends - As I See Them!
- The last day of 2012
- Are You Networking?
- Rework that business plan!
- How To Make Your Business Better For 2013
- What's Killing Your Business?
- Does Your Business Need A Mobile App?
- The Transition of Employee to Entrepreneur
- How To Be More Productive For The New Year
- 7 Steps To Help Your Business Grow
- 5 Ways Business Owners Can Stay Sane in 2013.
- Internet Marketing
- Is Your Business Global?
- Is the new Blackberry right for your business?
- 1st Time Business Owner? 3 steps that can help you...
- Do you have a job?
- Are you creative?
- Can being "green" be a smart marketing move?
- Defense Spending Cuts Impacting Business!
- OSHA?
- Paying A Bonus Opposed To A Salary Increase.
- Developing HR Policies
- The Justice Department sued Standard & Poor's Rati...

- Are you reaching for magic in business?
- Free Business Plans? Yes!
- Twyla Garrett Hosts Free Business Advice Blog.
- Business Opportunities for 2013!
- Take Your Business Drama to Your Mama...
- Small Business is BIG Business!
- Easy Business & The Federal Government
- Two Problems Associated with Focus!
- Business Apps that YOU must have!
- There's Networking and then there's NETWORKING!
- How to waste time in business!
- Tips for team building!
- Shout Your Pay From The Roof!
- The Biggest Tech Trends!
- Sex and The Big 5- Is Your Human Resources Departm...
- What your employees aren't sharing!
- Save Your Company Money
- Tips for Internal Auditing
- Business Plan Mistakes!
- Email Blasts: How to make them work!
- Company Email and Abuse
- Yahoo! Says No More Working From Home!
- Beat Your Business Competition!
- When to Fire A Client....
- Negotiating with Clients
- Going Out of Business
- 5 Questions to Answer Before You Start A Business!...
- Gossip- When to Fire Friends.
- Who Says You NEED to Work Hard?
- 3 Self-Descriptive Words That Make Yourself Look S...
- Get Me A Meeting With.....

**CONTACT/SOCIAL MEDIA:**

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