



Association of Contingency Planners Garden State Chapter Newsletter

Dedicated to the evolution of Business Continuity

3Q 2011

<http://gardenstate.acp-international.com>

President's Corner

Stan Carlstadt

I hope everyone had a great summer and got through the earthquake, hurricane Irene and all the rain ok. Quite a series of events - especially poignant for folks such as us!

As we are starting into the fall season, I would like to mention to everyone that our Board of Directors annual elections are about to begin. If you are at all interested in serving on the Board, please do reply when the Nomination Committee sends out an email to the membership. We are always looking for new members to sit on the Board. If you have any questions about serving on the Board, always feel free to contact me and I will gladly fill you in on what it takes to fill a position.

Our Program Director, Mike Beninato has our next three chapter meetings scheduled - the next one will be at Ernst & Young in Secaucus on October 11th. See our website for detailed information and registration. Mike has been doing a great job this year and we appreciate his efforts very much.

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ACP Chapter Recap NJIT

By Bernard Jones, MS, CBCP

On Wednesday March 16th, our Garden State ACP Chapter held a very informative meeting on the campus of the New Jersey Institute of Technology (NJIT) in Newark New Jersey. In attendance were 23 chapter members who were treated to a presentation as well as a group activity with the overall theme within Emergency Management and Business Continuity of "making connections". A link to the presentation that was given that day is included at the end of this article.

Over the past four years, NJIT has been a great supporter of the Garden State ACP Chapter and has hosted numerous ACP Chapter meetings on campus in Newark, as well as presented at chapter meetings at other venues like Medco Health Solutions. At this particular chapter meeting, there were a number of topics covered, namely:

- Information Sharing Activities between the private and public sectors within New Jersey and New York
- Sharing regarding Fusion Centers
- Information Sharing regarding FEMA Region #2
- Update on the large scale disaster exercise at Prudential in Newark on February 4th
- Update on the DHS/FEMA National Level exercise (NLE) 2011

Scheduled to present at the meeting were Col (Ret.) Henry L. Straub the Director of the New Jersey Business Emergency Operations Center (NJ-BEOC) at NJIT and Dr. Michael Chumer, a research professor of MS in Emergency Management and Business Continuity at NJIT. Dr Chumer was unable to present as he was called to a FEMA-DHS meeting in Washington D.C. on short notice. Filling in for Dr. Chumer at the meeting, was our Garden State Chapter Information Director, Bernard Jones.

The overall theme of the presentation was a discussion on the NJ-BEOC and its objective with regard to making connections between the private sector, public sector, and academia on emergency management and business continuity planning. The NJ-BEOC deems it vital that partnerships become established and nurtured between these three entities for the purpose of striving toward better emergency planning, mitigation, response, and recovery.

The presentation began with a background discussion focused on the rise in terrorism and specifically on the recent conspiracies to commit terrorism here on our own U.S. soil.

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NJ- BEOC – Business Emergency Operations Center Summary- Overview By Bernard Jones, MS, CBCP

With permission from the officers at the NJ-BEOC, this article is a reprint of a previously produced document which describes the NJ-BEOC organization in detail. The members of the Garden State ACP Chapter are encouraged to review the contents of this article and to present any questions/comments to either:

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Overview:

The New Jersey Business Emergency Operations Center (NJ-BEOC) is a Private Sector organized, managed, and staffed emergency coordination/operations center focused on all-hazards disaster prevention, preparation, response, and recovery. Its goal is to make the Private Sector self-reliant and self-sufficient during emergencies and disasters through information sharing and shared situational awareness. The BEOC is being jointly developed through a collaborative effort between academia, led by the NJ Institute of Technology (NJIT), business, as represented by the New Jersey Business Force (NJBF), and the Armament Research Development and Engineering Center (ARDEC) Picatinny Arsenal.

Mission Statement:

The BEOC Alliance seeks to improve and strengthen the capacity of governments (local, county, State), FEMA, our business partners, and NGOs in preventing, preparing for, responding to, and recovering from disasters of magnitude through a dynamic partnership triad comprising academia, private sector entities and government.

Concept Overview: The NJ Business Force as of April 1, 2009 has transitioned from BENS to regional sponsorship under the NJ Institute of Technology. The BEOC provides a set of unique services described below.

- BEOC development is consistent with the basic guidance provided by President Bush's October 2007 National Strategy for Information Sharing
www.whitehouse.gov/nsc/infosaring/sectionV.html as well as the January 2008 National Response Framework
www.fema.gov/pdf/emergency/nrf/nrf-core.pdf
- This BEOC effort places the NY/NJ Region in the forefront of visibility at the both the Federal level and among several Department of Defense (DOD) agencies. Furthermore the BEOC is evolving into a national collaborative model for private sector information sharing and is being further developed as an information sharing exchange between the private sector and public sector during emergency management scenarios.

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Rules and Functions:

1. Business-to-Business Collaboration and Communications. The organization and design of the BEOC will facilitate 360-degree communications between private sector participating organizations. It will establish both a physical and technologically enabled virtual hub to connect individual company emergency operations centers (EOCs) on a real-time basis. This will provide for effective cross-industry support during a crisis as well as form the basis of an Information Sharing Environment (ISE) vital for intelligence gathering, analysis and dissemination.

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ACP Chapter Recap: NJIT
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Natural disasters have been in focus recently as well, with six of the greatest disasters in human history occurring in just the last six years. When we add in FEMA's policy which speaks to self-sustainment for the initial 72-hour period immediately following a catastrophic event, we have come to the realization that a private sector emergency operations center model is warranted hence why the NJ-BEOC was initially established.

The NJ-BEOC primarily acts as a B2B communication "nexus" establishing information sharing, research efforts, and network building, allowing business to work together while facing the many disastrous events which we have spoken earlier. Through the use of information technology, command and control concepts, information gathering and information sharing, the NJ-BEOC has become a successful, viable entity and one which is being modeled by jurisdictions throughout the country and the world. Lastly, with the help of the NJ-BEOC, numerous organic private sector networks have since been established throughout the country.

At the heart of the NJ-BEOC research efforts is the C4IF lab. C4IF stands for Crisis Communication, Collaboration, Coordination, and Information Fusion. There are a number of research projects which the C4IF Lab is engaged in, including:

- NJIT/ARDEC Virtual SIX (Security Information eXchange) Portal
 - Enhanced social networking features
- Modeling & Simulation
 - Semi-Automated Forces (OneSAF)
 - Morristown Railway Station Scenario
- Proofs of Concept
- Common Alerting Protocols (CAP) & other electronic messaging
- Communication interoperability w/ diverse systems

Decision making and information sharing between the private sector and public sector were key observations there were illustrated/illuminated during the exercise/simulation. Our goal is to obtain the after-action reports from the exercise and review/discuss the contents at a future ACP Chapter meeting.

Next Col (Ret.) Henry Straub and Bernard Jones presented on the FEMA-DHS sponsored National Level Exercise (NLE) 2011 program. NLE 2011 was to simulate a major earthquake occurring in the central U.S. region along the New Madrid Seismic Zone (NMSZ). The NMSZ was selected as 2011 marks the bicentennial anniversary of the great 1811 New Madrid earthquake. Participants in the exercise would include the eight states in that make up the Central U.S. Earthquake Consortium (CUSEC) as well as FEMA Regions IV, V, VI, & VII. The private sector would also participate, through coordinated national, regional, & state Private Sector Working Groups.



Garden State ACP Chapter Program Director, Mike Beninato presenting the Director of the NJ-BEOC at NJIT, Col (Ret.) Henry Straub, with an award.

Next a re-cap was given with regard to a recent large scale disaster exercise which took place at Prudential in Newark back on February 4th. That particular exercise simulated a chlorine release in Kearny, New Jersey. One of the primary objectives of the simulation was to identify how private sector and public sector entities work together during a large-scale emergency event.

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Bernard Jones accepting award from Mike Beninato

NJ- BEOC – Business Emergency Operations Center Summary- Overview Continued from Page 2

2. Interface with Public Sector Emergency Operations Centers (EOCs.) The BEOC will be independently activated in parallel with Public Sector agencies at multiple levels of government (city, county, state, regional, national) such as the Hudson County EOC. A Memorandum of Understanding (MOU) has been signed with Hudson County as the initial Public Sector partner. Other Public Sector entities have contacted us regarding the expansion of this partnership initiative. Our objective is to provide a timely communication conduit with different levels of Public Sector agencies starting with New Jersey and those in New Jersey as the epicenter. This role is intended to be an additional level of support to the Public Sector and not to intrude upon the incident management responsibilities at play during response scenarios at the municipal, county, state, federal, and DOD levels. The key for the private sector is "anticipation". Communication with government allows the private sector to engage in anticipatory processes both for their own survivability and to assist government response activities.

3. Business to Non-Government Organization (NGO) Collaboration. The BEOC will provide an important interface and collaboration function with NGOs like the American Red Cross and Salvation Army that are involved in community preparedness and response initiative.

4. Asset and Volunteer Mobilization. One of the ancillary functions of the BEOC will be to solicit, both on a pre-arranged and spontaneous basis, supplies and volunteers as needed by the Public Sector EOC partners and member NGOs. The NJBF developed Business Response Network (BRN) is available now and is populated with thousands of items available on a pro bono basis. See www.businessresponsenetwork.org for further information.

Operations:

1. Staffing. The BEOC will be staffed by pre-identified, pre-trained, and pre-equipped individuals from the business community who have been empowered by their organizations to participate in BEOC drills and emergency operations. Initial member participation will likely include monthly sessions for planning, training, and exercising.

2. Physical, Virtual, Mobile Components. The BEOC will select a primary and back-up physical facility to be activated for meetings, drills and emergency events. More significantly, technologies are currently being assembled that will enable effective participation on a virtual basis. This virtual capability is critical for both the initial minutes following an event and in cases where travel restrictions are imposed. A mobile component is being investigated with Monmouth University based on their DOD-funded work on advanced mobile command centers.

3. Volunteer Registry, Training, Deployment, and Management. An MOU has been signed with The World Cares Center (WCC) in New York City to administer the volunteer component of the BEOC. WCC is a non-profit organization specializing in the training, management, and effective use of spontaneous volunteers. See www.worldcares.org.

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Our meeting concluded with a discussion on the “points of contact” for the NJ-BEOC as well as how members of the Garden State ACP chapter can become more involved in ongoing NJ-BEOC activities like the weekly NJ-BEOC planning conference calls and the NJ-BEOC Listserve.

Overall this was an excellent meeting with a large amount of important and practical information shared amongst the entire group. We look forward to continuing the great partnership between the Garden State Chapter of the ACP and NJIT for many years to come.

Link to the presentation: http://gardenstate.acp-international.com/indexfiles/documents/Presentation_to_ACP_Garden_State_Chapter_-_3-16-11.ppt

Bernard Jones, Garden State ACP Chapter Information Director

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Technologies:

NJIT is heading the BEOC Technology Committee effort as a function of their role as the State of New Jersey Homeland Security Technology Center. Committee membership includes Apex Innovations, NC4, Verizon Communications, New Jersey Public Television (NJN), Picatinny Arsenal, and Monmouth University. NJIT's strategy for the BEOC is to integrate existing technologies into an effective platform for use in an emergency operations environment – especially as it relates to virtual participation. The following is a list of NJIT BEOC technology research thrust areas for 2009 and 2010:

1. Notifications/Alerts

- Integration of the National Center for Crisis and Continuity Coordination (NC4) system alerts with other technologies, as well as potential access to NC4's E-Team product.
- Utilization of NJN's DigitalSecure private channel datacasting capabilities.
- Deployment of ham radio technologies to augment traditional means of communications through collaborations with RACES and MARS.

2. Collaboration

- Integrated Platform. Desktop video conferencing with enhanced capabilities (i.e. integrated cell phone communications.) hosted by Verizon.
- Physical Collaboration. The use of the Picatinny Arsenal's EOC facilities as a test bed to build exercise simulations, exercise diverse technologies, and develop protocols for the physical BEOC.
- Mobile Collaboration. An informal partnership has been established with Monmouth University to integrate their Rapid Response Center's mobile technology with the developing BEOC operational protocols.

3. Communication

- Use of Video conferencing technology hosted by Verizon in NJ. This allows for rapid video bridging required for sit reps during emergency response and recovery
- Communications capabilities embedded in the NJBF Private Channel within the NC4 ESA system
- Apex Innovations i-INFO system capabilities

4. Incident Management Support: Continued deployment and enhancement of the Apex Innovations' i-INFO supported BRN asset and volunteer registry database for resource sharing and inventory control. This aligns itself with the concept of resource response.

5. Modeling and Simulation (M&S): The BEOC will develop M&S systems and technologies to be used primarily by the private sector for exercise simulation activities. We will explore the use of L3 communication M&S technologies as well as ARDEC M&S technologies and test their use during Tier 1 through Tier 4 exercises. We will seek to integrate with DHS simulation and modeling activities.

6. Total Integration. This capability is provided by the NC4 Cyber-cop portal. This allows the BEOC to function virtually and to share information securely with private sector EOCs during the prevention/mitigation, response, and recovery dimensions of emergency management. The NJBF/ BEOC is beginning to develop a private sector Information Sharing Environment (ISE) and a private sector SAR (Suspicious Activity Report) process with SEERN (Southeast Emergency Response Network) that integrates the BEOC with SEERN and other regional partners using the single sign-on feature of NC4's Cybercop portal.

Governance:

A Governance Committee of senior level management from NJ Business Force organizations has been established to oversee BEOC policy, interface with top-level Public Sector partners (i.e. Federal and FEMA private sector offices, NORAD/NORTHCOM Interagency Support Group, governmental agencies and departments), and to recruit the participation of senior executives of other companies and organizations. The Governance Committee will meet semi-annually as a minimum

Participation:

The BEOC is a NJBF, NJIT, and ARDEC initiated and supported center but does not require NJBF membership for virtual Cybercop portal participation. NJBF membership, however, will be encouraged over time for those organizations deriving internal benefits from their BEOC involvement.

**The 6th Annual ACP Mid-Atlantic Regional Expo
Friday, November 11th, 2011**

Philadelphia, PA, June 1, 2011. The Association of Contingency Planners is excited to announce the Sixth Annual ACP Mid-Atlantic Regional Symposium, scheduled to be held in the Philly area on **Friday, November 11th, 2011.** The 2011 Expo will be held at the Airport Ramada Inn, 76 Industrial Highway, Essington, PA

This annual event is hosted by the ACP, and is open at no charge to all ACP members in good standing. This comprehensive day long event brings together over 200 public and private sector leaders, business owners, emergency managers, and business continuity professionals. The goal is to provide specialized information, thought-provoking ideas and useful takeaways on how to successfully address and implement Business Continuity, Disaster Recovery, and Emergency Management initiatives and overcome the identified challenges.

The Expo provides a great venue for small and large business owners, continuity program managers and practitioners, and the public sector alike the opportunity to engage with noted speakers presenting innovative tools, strategies, and solutions to successfully implement world-class continuity and emergency management solutions and best practices.

With continuous education sessions throughout the day, special keynote speakers and dedicated space for over 30 vendors and sponsors to set up displays and interactive demonstrations, as well as the opportunity to meet and engage industry leaders and key service providers, the Expo has become a leading ACP event each year!

Sponsor Information and Vendor Opportunities

Contact Linda Farrington at LFarrington@vitalrecords.com, or call Linda at 610-287-9578

About the ACP: The Association of Contingency Planners (ACP) is a non-profit trade association comprised of over 40 chapters and 2,500 members representing business continuity, disaster recovery and emergency management professional's from a wide range of industries including financial, insurance, healthcare, telecommunications, manufacturing and disaster recovery services.

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Thanks also go out to Bill Michael for developing this issue of the newsletter. You are invited to submit any kind of article or information regarding BCP/DR/EM. Bill is always seeking additional newsletter input. Thank you to Bernard Jones our Webmaster for submitting the two articles in this newsletter.

I'm looking forward to seeing everyone at our next Chapter Meeting at Ernst & Young!

All My Best,

Stan Carlstadt

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ACP Sponsors

The ACP Garden State Chapter would like to take this opportunity to thank the sponsors who helped to make our chapter meetings a success!

