



# Association of Contingency Planners Garden State Chapter Newsletter

Dedicated to the evolution of Business Continuity

3Q 2012

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

## President's Corner Stan Carlstadt

Hello once again everyone!

I hope everyone is having a great summer despite the never ending heat wave we are experiencing. I've done a good bit of sailing this summer up in Maine and on Chesapeake Bay.

Both areas are simply beautiful and known for the best sailing; as well as lobsters, steamed crabs and great food. I must say that the weather up in Maine is absolutely lovely - nice and cool just about every day. No need for air conditioners in houses up there. Chesapeake Bay is another story - sweltering hot, but just lovely, beautiful scenery. Wealthy people go to Maine in the summer and Chesapeake Bay in the spring/fall. That reminds me - I need to buy a lottery ticket.

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## FEMA Think Tank: Building, Sustaining & Envisioning Public-Private Partnerships

By: Richard Serino, FEMA Deputy Administrator

On July 24th, the U.S. Northern Command hosted the Building Resilience through Public Private Partnerships Conference. We held our latest FEMA Think Tank call on the second day of the conference and had a great conversation on how the emergency management community can develop and sustain relationships with the private sector and build these partnerships for the future. There were about 150 participants in the room and over 220 participants on the phone.

### Building and Sustaining Public-Private Relationships through Best Practices

Kicking off the call, we discussed best practices and highlighted the importance of engaging the private sector, including information sharing, engaging trusted partners and building resiliency.

Ira Tannenbaum, the Director of Public/Private Initiatives at New York City's Emergency Management Office, Bryan Strawser, Target's Senior Group Manager of Global Crisis Management, Jami Haberl, Executive Director of Safeguard Iowa Partnerships, and FEMA's current Private Sector Representative, Hilary Ward, Global Managed Services of Citi Group all led the panel style discussion. Each provided a unique perspective, from the insight of a large corporation to that of a nonprofit organization. The insight each speaker shared truly demonstrated the importance of whole community.

Our discussion focused on the coordination of private sector and emergency management resources prior, during and following a disaster. From these discussions, we were able to view real-life examples, which included working with the private sector to create a force multiplier in delivering messages, connecting businesses with regional private sector FEMA liaisons, and leveraging nonprofits to assist in building public/private partnerships.

**REMEMBER SEPTEMBER  
IS NATIONAL  
PREPAREDNESS MONTH!**

See "News Flash" on page 3

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**What is a BEOC (Business Emergency Operations Center) and why are they needed?**

**By Hank Straub**

**C**oncept **O**verview

**The BEOC is a Private Sector organized, managed, and staffed emergency coordination/operations center focused on all hazards disaster prevention, preparation, response, and recovery.**

**I**ts 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. The NJ Business Force as of April 1, 2009 has transitioned from BENS to regional sponsorship under the NJ Institute of Technology.

**B**EOC development is consistent with the basic guidance provided by President Bush's October 2007 National Strategy for Information Sharing as well as the January 2008 National Response Framework.

**T**his 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.

**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.

**Technologies**

NJIT is heading the BEOC Technology Committee effort as a

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.

**Our Mission**

Enhance collaboration and communication during response and recovery to catastrophic and extreme events.

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## FEMA Think Tank: Building, Sustaining & Envisioning Public-Private Partnerships Continued from Page 1

Additionally, we discussed how important it is to build a financial services toolkit to ensure disaster resiliency for businesses and the community at large. These are only a few examples of the critical need to work together before, during and after emergencies.

### Envisioning the Future of Public-Private Partnerships

During the second part of the call, we challenged the participants to discuss the future of public-private partnerships. Joe Donovan, Senior Vice President of Beacon Capital Partners and Preparedness Chair discussed collaborating on a future vision of public private partnerships. In particular, we talked about developing sustainable private/public partnerships and discovering creative ways to leverage these partnerships, such as educating the community on trusted business sources to utilize after a disaster strikes. I challenge you all to continue this discussion and discuss the future of public-private partnerships.

Where do we go from here, and how do we get there together? Post your comments and ideas to the Think Tank Online Forum.

[www.fema.gov/thinktank](http://www.fema.gov/thinktank)

The next Think Tank call will take place on August 17 in Vermont.

The theme for that discussion will be the role of faith-based and community organizations in advancing the whole community approach to emergency management. I encourage you to participate in the conversation on the Think Tank Online Forum by sharing and discussing ideas.

A full transcript of the July 24 conference call is available at [www.fema.gov/thinktank](http://www.fema.gov/thinktank)

#### “NEWS FLASH”

#### FEMA National Preparedness Month

National Preparedness Month (NPM) is sponsored by FEMA's Ready Campaign in partnership with Citizen Corps. NPM is held each September to encourage Americans to make sure they are prepared for disasters or emergencies in their homes, businesses, and communities.

#### NPM objectives are:

1. Be Informed
2. Make a Plan
3. Build a Kit
4. Get Involved

For additional information, visit: <http://community.fema.gov/connect.ti/READYNPM>

### *BEOC – continued from page 2*

#### Our Products

Information products to include common alerting protocol (CAP) authoring and distribution tools. Test and evaluation of technologies and systems that purport to enable collaborations. Exercise development and assessment.

#### Conclusion

The BEOC and its member organizations, associations, and consortiums, seek the active support and participation of associations to include but not be limited to NJ State Chamber of Commerce, NJ Business & Industry Association, ASIS, and other trade and professional organizations and associations that may be interested in the BEOC concepts and operations.

The BEOC will continue to seek partnerships with city, county, state, regional, and national Public Sector health and emergency management agencies.

#### Important BEOC Related Weblinks

NJ-BEOC Alliance  
<http://www.beoalliance.org/>

Cybercop  
<https://cybercop.esportals.com/>

The Disaster Center  
<http://www.disastercenter.com/>

Weather Center  
<http://alertsense.com/weathercenter.aspx>

## Symposium entitled "Civil Disturbances, Activists and Hacktivism: Strategies for the Private Sector" - Update

By Hank Straub

On Saturday, 3-17-12, New York City police detained 73 people after hundreds of Occupy supporters gathered in Zuccotti Park to celebrate the six month anniversary of the movement's birth. Since then, Occupy Wall Street activists called on supporters to skip work May 1 to protest police brutality carried out during the arrest of protesters in New York last weekend. Occupy demonstrations took place elsewhere in cities like Washington D.C., Boston and Phoenix marking a resurgence of the Occupy Movement with the arrival of spring.

While the tempo of Occupy actions slowed during the winter months, planning proceeded among various Occupy groups to unveil a reenergized Occupy 2.0 Movement. Further, Occupy organizers across the country have been mobilizing their followers for months toward a one-day general strike on May 1. In New York, a coalition of unions and worker justice groups are planning a solidarity march through the city. Since its inception, the Occupy Movement has proclaimed a long list of diverse grievances. As a result, well-known companies in the financial, food and defense industrial base industries have been targeted for direct action along with universities and commercial ports.

With these developments in mind, MSA Security, NJIT and the BEOC Alliance hosted a symposium devoted to the topic of mass dissent on April 5, at the New Jersey Institute of Technology, Newark, NJ.

A symposium entitled "Civil Disturbances, Activists and Hacktivism: Strategies for the Private Sector" was held from 8:00 am to 1:00 pm on April 5, 2012 in Ballroom A, NJIT Campus Center, New Jersey Institute of Technology, Newark, NJ. The event's sponsors are MSA Security, NJIT and the BEOC Alliance. The April 5th symposium presenters represent an array of expertise and will address dynamics of mass dissent movements as well as ways the Private Sector can minimize their subsequent impacts. For more information and how to register, see the attached announcement.

### Symposium Agenda:

- Welcome and Continental Breakfast, Hank Straub
- Key Note Address – Howard Belfor, President Belfor & Associates, LLC – Emerging Threats, Eliciting Senior Management Buy In for Security Investments

- Session # 1 – The Occupy Movement – Overview, Tactics and Mitigation, John Quinn, Director of Specialized Training, MSA Security
- Networking Period / Exhibits
- Session # 2 – Psychological Impacts and Implications of Civil Disturbances, Steve Crimando, MA, BCETS, CTS, CHS-V
- Networking Period / Exhibits
- Session #3 – Hacktivism – Risk Mitigation Strategies (Andrew Donofrio, Cyberology Consultants LLC.)
- Speaker's Panel Discussion, Question and Answer Session
- Buffet Style Lunch with an address by our host, Dr. Chumer, NJIT

Hacktivism, whether through computer technology or through physical means (such as the occupy movement or mass dissent movements as experienced in Egypt and Syria) is an "asymmetric threat" much different than the typical all hazards threat taxonomy. This asymmetry in turn causes reflection and critique of the "whole of community" or "homeland security enterprise" approach in framing emergency management behavior given Hacktivism and activism.

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## Symposium entitled "Civil Disturbances, Activists and Hacktivism: Strategies for the Private Sector" - Update

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**H**acktivists/activists with very limited \$\$\$, very limited resources other than connection to an ISP can outmaneuver, behave in a decentralized agile manner, share information virally by using social media, and keep steps ahead of the enterprise. This homeland security enterprise (Federal Agencies and DoD) literally spends billions of \$\$ a year in protection especially in the cyber arena only to be outflanked by a more agile and nimble adversary. For asymmetric threats the enterprise needs to adopt a different approach else we will continue to spend cyber security \$\$ protecting against yesterday's threats while being uncertain and unsure of the techniques and tactics being used to develop tomorrow's cyber threats.

**T**his will be a topic area for future discussions, symposiums, and conferences.

### Final Thoughts

Bernard Jones (Active Health Management) and a graduate of the NJIT MS program in Emergency Management and Business Continuity took the attached photos yesterday during the "Civil Disturbance, Hacktivism, Activism" conference held at NJIT April 5. The conference was attended by ~110 people and included private sector, public sector, and academic stakeholders.

**T**he Garden State ACP Chapter thanks Dr. Chumer and Hank Straub for extending an invitation to our chapter to this very informative symposium.

**P**hotos taken from the event are shown below and in our new ACP Photo Gallery starting on page 6

### Photos from the Symposium entitled "Civil Disturbances, Activists and Hacktivism: Strategies for the Private Sector"



(L. to R.) **Matthew Dimmick** (MSA Security), **Dr. Mike Chumer** (NJIT), **Steve Crimando** (Extreme Behavioral Risk Management), **Hank Straub** (NJ-BEOC), **Howard Belfor** (Belfor & Associates), **Andrew Donofrio** (Cyberology Consultants, L.L.C.), **John Quinn** (MSA Security)

ACP Garden State Photo Gallery \*new\*

ACP Chapter Meeting “Cloud Computing” – Princeton University (February 2012)



(L. to R.) Stan Carlstadt (Chapter President), Tatiana Pezzoli (Education Director), Richard Rehak (Chapter Treasurer). Tatiana & Richard receiving ACP Chapter Election Committee awards.



(L. to R.) Bob Graney, (Eagle Rock Alliance), Morten Mikkelsen, (DBSi), Michael Beninato Sr. (Program Director) Bob & Morten receiving their chapter meeting awards.

Additional photos taken at the “Civil Disturbances, Activists and Hacktivism: Strategies for the Private Sector” Symposium at NJIT (April 2012)



(L. to R.) Karin Pfizenmayer, (Information Director), Stan Carlstadt



(L. to R.) Stan Carlstadt, Lori Keenan (Chapter Secretary)



Our ACP Garden State Chapter table



The Symposium panelists chairing a panel discussion on “Hacktivism”

**ACP Sponsors**

The ACP Garden State Chapter would like to take this opportunity to thank all our sponsors who have helped to make our chapter meetings a success so far this year in 2012!



**President's Corner**  
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Our last Chapter Meeting was on June 12th in Bridgewater - it was a CPR course given by our chapter member Tim Ring. Tim works for Wyndham Hotels and is also an EMT and certified CPR instructor.

Tim did a great job in our session and we all walked away feeling that if ever needed, we can assist someone in need of CPR. Thanks much for a nice session Tim. I hope we can have another one next year.

I would like to ask everyone to make an effort to bring a guest to one of our Chapter Meetings. We want to encourage new members and think this would be a worthwhile effort with your assistance. Our Board has talked about having a prize raffle for bringing a guest. IE: bring a guest and your name will be put in a hat. Once or twice a year we will draw a name for a prize. I will bring this up in our next Board Meeting and hopefully get it put in place. The rest is up to you!

We are also going to send out a membership survey sometime in the next couple of months. We really do want your comments on how we can improve our chapter. What are your suggestions? What can we do different? When you receive the survey, please put some thought into it and give us your ideas. Our Board would really like to know what you would like to see happen in our chapter. Your input will be most welcome!

Hope you enjoy this newsletter issue - many thanks to Bernie Jones and Bill Michael for putting it together!!

Stay Cool & Fair Winds,  
Stan Carlstadt