NEW JERSEY BUSINESS FORCE at NJIT

A Primer

Who We Are
Genesis of NJBF at NJIT

- NJBF rollout formally announced by former Governor James McGreevey on November 12, 2002
- NJBF stood up in 2003
- Transition from Business Executives for National Security (BENS) to regional sponsorship under NJIT completed April 1, 2009
We’ve Come A Long Way Since 2003...

- Established to help fill public sector resource & volunteer voids following a terrorist attack
  - Hart-Rudman Commission on homeland security identified serious shortfalls in government preparedness
  - Private Sector could help close gaps ... in theory anyway
  - NJBF became proof of concept

- Shifted focus from terrorism to all-hazard threats
- Neophyte to a bona fide Private Sector voice
NJBF at NJIT

The NJBF at NJIT is a non-profit, non-partisan consortium of companies and institutions dedicated to improving Homeland Security through effective Public-Private partnerships & business-to-business collaborations
Our Core Competencies

• Facilitation
  o Provide a Private Sector perspective

• Communications
  o Adaptive technologies for shared situational awareness

• Leveraging “Best Practices”
  o Cross-sector collaboration

• Exercising & Experimentation
Mission Statement

The New Jersey Business Force at New Jersey Institute of Technology seeks to improve and strengthen the capacity of New Jersey, FEMA Region 2 and our business partners in preventing, preparing for, responding to, and recovering from disasters of magnitude through a dynamic partnership triad comprising academia, private sector entities and government agencies.
NJBF Goals

• Mobilize the Private Sector Community to...
  o Actively participate in Homeland Security initiatives
  o Safeguard critical infrastructure, workforces & NJ citizens
  o *Support* prevention, response & recovery efforts

• Preserve Continuity of Community
  o Help return impacted communities to normal
  o Restore local, state & regional economies

• Build resiliency across the region through...
  o Exercises
  o Seminars/Symposiums
  o Sharing best practices
Business Emergency Operations Center℠

The Genisis

• Need for Business-to-Business Collaborations became impetus for establishing a BEOC

• Exemplifies Partnership Triad synergies
  – NJ Business Force
  – NJ Institute of Technology
  – ARDEC - Picatinny
Partnership Triad

Academia

Government

Business
Business Emergency Operations Center\textsuperscript{SM} Concept

U.S. Army ARDEC Test bed EOC

End State is Resilience
Business Emergency Operations Center℠ Initiative

• Collaboration between academia, business & government

• Private Sector organized, managed & staffed emergency coordination/fusion center
  o Consequence management support
  o Shared Situational awareness
  o Assist Private Sector decision making
Business-to-Business Communications

Desired BEOC Capabilities

• Notifications & Alerts
• Intelligence Analysis & Verification
• Communications
• Versatile Reach-Back
• Incident Management (Connectivity)
• Incident Management Support & Resource Tracking  
  – Business Response Network
• Visualization (GIS & Sensor Integration)
• Modeling, Simulation & Training
• Integration (Planning)
• Collaboration for Shared Situation Awareness
Creating Common Operating Pictures through Omni-Directional Communications

Federal
Regional
State
County
Local

Common Operating Picture

Situational Awareness

Information Sharing
BEOC Implementation Strategy

The “Fire, Ready, Aim” Deployment Model

- Implement & Deploy
- Adjust & Upgrade
- Experiment & Exercise

First Event Activation – Aug 08
Democratic National Convention

BEOC Support to Colorado Emergency Preparedness Partnership during August DNC

Distance: 1745 Miles
PRIVATE SECTOR DISTRIBUTIVE INFORMATION FLOW DURING DNC

Multiple Systems = Communications Resilience
NJBF Exercise & Experimentation Program

Major NJBF Exercises – state, regional & national

- NJBF-NJOEM Business Response Network Exercise
  - Two drills in fall 2003
- Pandora’s Jar (Hosted by NJN) – 12/04
- TOPOFF 3 Private Sector Roundtable (Hosted by Liberty Science Center) – 4/05
- International Safety & Security Conference (NYC) TTX – 2/06
- Emergency Preparedness Association Conference TTX - 5/06
- TOPOFF 4 Command Post Exercise – 6/06
- Private Sector Pandemic Flu TTX (Hosted by PSEG) – 7/06
  - Culminating activity in 2006 Pandemic Flu activity series
- TOPOFF 4 NJBF Looking Glass (Hosted by NJIT) – 10/07
- BEOC Communications Technology Experiment – 12/07
NJBF Exercises & Experimentation (cont.)

- USNORTHCOM Limited Objective Experiment #3 – 5/08
  - Army War College – Carlisle, PA
- National Level Exercise 2-08 – 5/08
- M.O.B. Evacuation TTX – 5/08
  - Augmented State Exercise Support Team in TTX development & report writing
  - Provided Private Sector perspective
- USNORTHCOM Limited Objective Experiment #6 – 2/09
  - HQ USNORTHCOM – Colorado Springs, CO
- National Level Exercise 09 – 7/09
NJBF Symposia

- Oct 06 - “Disaster Sheltering – Public-Private Partnerships in Action” - Edison, NJ
  - NJBF & NJANPHA
- Feb 07 Internet Reliability Symposium, Will the Internet Be There When You Really Need It? “ – SunGard, Carlstadt NJ
  - NJBF, SunGard & AT&T
- Jun 07 Private Sector Hurricane Symposium – Stevens Institute, Hoboken, NJ
  - NJBF, Stevens Institute & AIG
- Jul 08 Critical Infrastructure Symposium – NJIT, Newark, NJ
  - DHS (Critical Infrastructure Protection), NJBF, NJIT & AIG
PROFESSIONAL PUBLICATIONS

• DHS Lessons Learned Website
  o NJBF Private Sector Pandemic Flu TTX*
  o NJ T3 Private Sector Roundtable AAR*
  o Pandora’s Jar – A Tabletop Exercise*
  o 2006 NJ EPA Conference – Private Sector TTX Report
  o TOPOFF 4 NJBF Looking Glass Report*
    • Cited by DHS LLIS as “Lesson Learned – Information Sharing” – March 2009
    • “Information Sharing: Ensuring Public-Private Sector Information Exchange Prior to an Incident”

• Professional literature
  o Homeland Defense Journal (Feature Article) – March 2007
    • “Pandemic Preparedness,” pgs 34 - 39

• February 2007 Internet Reliability Symposium White Paper
  o Co-authored with SunGard

*Denotes Frequently Previewed Item on DHS Lessons Learned Information System
“To not prepare is the greatest of crimes; to be prepared beforehand for any contingency is the greatest of virtues.”

Sun Tzu

http://academic.brooklyn.cuny.edu/core9/phalsall/images/suntzu.jpg