Background: The NJBF evolved from a Business Executives for National Security initiative following the 9-11 terrorist attacks. Strengthen homeland security through proactive Public-Private partnerships was the ultimate goal. The creation of the NJBF represented a strategy for marshalling Private Sector assets and capabilities to support all phases of emergency management particularly in the aftermath of terrorism. When judiciously mobilized, Private Sector assistance can help redress Public Sector shortfalls during major crises. With established two-way communications channels in place, NJBF members are now adopting an all-hazards approach featuring resiliency and joint survivability.

Programmatic Emphasis: The NJBF has moved beyond its initial charge of building Public-Private partnerships and is promoting resiliency among diverse business communities. Business helping business (B2B) is the next-step effort and an end state sought through a convergence of programmatic synergies.

- Engage local, state and national officials in a growing two-way dialogue
- Further hone and refine the Business Emergency Operations Center\textsuperscript{SM} (BEOC) construct
  - The first operational test was staff support and subject matter expertise provided to Denver’s business community during the 2008 Democratic National Convention
- Pursue connectivity with other private sector organizations across the state, region and nation
- Conduct and participate in exercises, experimentation and symposia
- Encourage and promote health emergency planning including Pandemic Flu preparedness
- Maintain active memberships on county and state Public Sector committees

Near-Term BEOC Goals: The NJBF membership, through the Business Emergency Operations Center\textsuperscript{SM} Governance Committee, is committed to expanding the BEOC initiative across the Philadelphia and New York-New Jersey Metropolitan Regions.

- Increase information sharing with Public Sector agencies and among private sector entities
  - Information technologies become “force multipliers” for achieving situational awareness
- Determine what the private sector needs to know during disasters and when
- Serve as a touch-point for private sector resources and volunteer mobilization/management
- Build self-sufficiency through collaboration, cooperation and exchanges of best practices
- Help answer the question, “How long will we be on our own in a disaster?”

Benefits of NJBF Membership

- Advantages of cross-sector linkage
  - Fosters information sharing and common operating pictures
  - Creates awareness of supply chain interdependencies and vulnerabilities
- Improved private sector coordination and support during major events
  - Members receive a user ID on the NC4 ESA system and information sharing portal
- Enhanced employee protection which lessens the demands placed on state and Non-Government Organizations (NGO) during disasters and emergencies
- Help enable companies to resume continuity of operations sooner through greater self-reliance
  - Preserve reputation and image
- A primary goal is informed decision-making

Mission: The New Jersey Business Force (NJBF) 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.

Members: 20 with 12 additional affiliates and partners

For more information about the NJ Business Force at NJIT contact 609-777-3999