

State Partnership-New Jersey Business Force

Summary

The New Jersey Business Force (NJBF) , the founding member of the BEOC Alliance 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.

Background

The NJBF evolved from a Business Executives for National Security initiative following the 9-11 terrorist attacks. The ultimate goal was to strengthen homeland security through proactive Public-Private partnerships. 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.

Goals and Objectives

The NJBF membership, through the Business Emergency Operations Center SM Governance Committee, is committed to expanding the BEOC initiative across the Philadelphia and New York-New Jersey Metropolitan Regions. This expansion is occurring nationwide as well as through our membership in the Department of Homeland Security Infrastructure Protection Regional Consortium Coordinating Council (RC3). Our near-term goals include:

- 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?"

Description

Programmatic Emphasis: The NJBF has moved beyond its initial charge of building Public-Private partnerships and is promoting resiliency among diverse business

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communities. Business helping business 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 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 participation on county, state, regional, and national committees and councils.

Membership

Founding Members

1. ADP (Governance Committee)
2. The Amelior Foundation
3. DRS Technologies
4. KPMG
5. MITRE
6. Pfizer (Governance Committee)
7. Prudential (Governance Committee)
8. St. Barnabas Health Care System
9. Stevens Institute of Technology
10. The CIT Group (Governance Committee)
11. United Retail Group, Inc.
12. Verizon (Governance Committee)

Charter Members

1. Accenture
2. Atlantic Health Systems
3. Lucent (before Alcatel merger)
4. NC4 (Governance Committee)
5. NJ Resources (Governance Committee)
6. NJ Transit
7. Oracle Corporation
8. Public Service Electric and Gas (Governance Committee)
9. United Water (Governance Committee)
10. Viacom

Members (present and former)

1. APEX Innovations (Governance Committee)

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2. ARDEC (Armament Research Development and Engineering Center -Picatinny Arsenal) (Governance Committee)
3. Booz Allen and Hamilton, Inc.
4. The Cherson Group
5. Dun and Bradstreet (Governance Committee)
6. Goldman Sachs (Governance Committee)
7. Honeywell
8. Hudson County OEM (Governance Committee)
9. Instinet
10. Johnson and Johnson
11. Liberty Science Center
12. Monmouth University (Governance Committee)
13. NJ Association of Homes & Services for the Aging (Governance Committee)
14. New Jersey Network -NJN (Governance Committee)
15. Skyweb, Inc.

Requirements for Success

Dedicated core of members
Persistent leadership

Resources

New Jersey Business Force has the following resources available through its partnership- A seat in the Emergency Operations Center, resources to help prepare for, respond to, and recover from disasters; tools and templates; web resources; and tools and templates.

Training and Exercises

New Jersey Business Force hosts and participates in joint training exercises with the private sector.

Communication Tools

New Jersey Business Force uses the following methods of communication with their public/private sectors; email alerts; text messaging; in-person meetings; conferences and other events; teleconferences; video conferences; and website.

Links

<http://www.njbf-beoc.com/>

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