

AUGUST 2007

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SECURING AMERICA'S FUTURE

Business Executives For National Security

## A Billion Here, a Billion There...

### *BENS Launches Push for Pentagon Business Manager*

Companies have them. Cities have them. States have them. But the Pentagon — with a half-trillion dollar annual budget and dozens of departments and agencies — does not. What is it? One of the most common elements of effective, efficient organizations: a chief management officer.

Now, in the latest follow-on to our classic Tail-to-Tooth Commission, BENS — and board member and commission chair Josh Weston — is calling for the creation of a Chief Management Officer for the Defense Department, to oversee transformation of its business operations. The high-ranking position, proposed by the Government Accountability Office, would ensure continuous, focused leadership over support systems — from infrastructure to acquisition — that continue to waste billions of dollars every year. BENS will press for its creation with the leaders of the House and Senate Armed Services Committees when they resume consideration of relevant bills after Congress' August recess.

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### Business Force News

**Southern Comfort** — Not content to rest on its laurels after successfully responding to damaging tornadoes in March, BENS' Georgia Business Force has begun preparations for the next potential emergency as the 2007 hurricane season moves towards its peak. The Business Force is running communications drills and orienting the newest of its 41 member companies on how to operate in both the state's Emergency Operations Center and BENS' Business Operations Center (BOC). Members are now working with the Federal Emergency Management Agency to explore expanding the BOC concept into a southeastern regional operation—a step that would bring added comfort and safety to Americans across the South.

**Hometown Gangs, Homeland Threat** — Terrorists aren't the only threat to our cities and our communities: in Los Angeles County alone, more than 1,000 gangs with 80,000 members — including a branch of the notorious nation-wide Mara Salvatrucha (MS-13) — regularly wreak havoc through drugs and violent crime. Those startlingly high statistics met ten L.A. Business Force/Homeland Security Advisory Council members as they attended a July 12 briefing by Lt. Ralph Ornelas, head of the L.A. Sheriff's Department's Gang Intervention Unit. In addition to describing the department's strategies in combating gangs, Lt. Ornelas also detailed how public-private partnerships between communities, law enforcement, and business are working to change the conditions that breed gang membership. Special thanks to member Doug Weitman for hosting the event.

**Securing the Heartland** — In Missouri, BENS doesn't just have a seat when it comes to protecting the state — we're in the driver's seat. Spurred by the positive example of the MidAmerica Business Force, state leaders have launched the Missouri Public-Private Partnership Committee, a group meant to link business with government as the main private-sector advisor to, and liaison with, the state's Office of Homeland Security. The Business Force, as the Committee's chair, and member companies AT&T, Bayer Crop Science, Global Messaging Solutions, Kansas City Power & Light, SES, Inc., and Shook, Hardy & Bacon LLP are at the vanguard of the Committee's efforts to secure Missouri against terrorist and natural emergencies alike.

**Getting Ready for the Gathering Storm** – With tens of billions of dollars in potential damages if a Category 3 or greater hurricane strikes a city in the Northeast United States, any hope of mitigating such a catastrophe lies in more intense planning, including public-private cooperation. That was but one conclusion from the BENS New Jersey Business Force's June 20 Private Sector Hurricane Symposium; read the full report of its findings at [http://www.bens.org/mis\\_support/Hurricane-Report-073107.pdf](http://www.bens.org/mis_support/Hurricane-Report-073107.pdf).

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## Event Highlights and BENS Developments

**This Just In** – Today, BENS is pleased to welcome our latest team member, Kirk Oberfeld, as the new director of our New York region. A journalist and editor by training, Kirk also has extensive experience in marketing, public relations, and corporate communications. Most recently, he served as Vice President for Research and Communications at the Philanthropy Roundtable and edited its *Philanthropy* magazine – the nation's preeminent publication on non-profits and giving. Please join us in welcoming Kirk; you can reach him at [koberfeld@bens.org](mailto:koberfeld@bens.org).

**Off the Radar** – A 20-member BENS contingent, led by COO Don Hays, dropped into Lockheed Martin's Marietta, Georgia plant July 9 for a private, behind-the-scenes look at construction on America's most advanced fighter aircraft: the F-22 Raptor and the F-35 Lightning II. The group next deployed to Atlanta's Fort McPherson for briefings on the status of U.S. forces worldwide, delivered by senior Army commanders: Gen. Charles Campbell, head of Army Forces Command, the backbone of Army manpower and readiness; Maj. Gen. Dennis Hardy, Deputy Commander of Army Central Command; and Lt. Gen. Jack Stultz, chief of the U.S. Army Reserve. Members left with a keen sense of the challenges the Army faces as it continues to pursue business-style transformations in the midst of all the strains of a major, ongoing military conflict.

**Know Your Neighbors** – Launching ideas, not missiles, is the U.S. military's role when engaging the 31 nations of Central and South America, Rear Admiral Harry Harris, Jr. told a luncheon crowd of 26 Dallas BENS members on July 2. The new Director of Operations at U.S. Southern Command, Adm. Harris outlined how U.S. forces help our hemispheric neighbors meet the challenges posed by a regional population of 500 million, 40 percent of whom subsist on less than \$2 per day. However, it was Adm. Harris' last posting that generated the most interest: Commander of Joint Task Force Guantanamo, in Cuba, where he ran the detention camp for several hundred terrorist suspects. Stressing that the military does not decide who to detain at the camp or for how long, Adm. Harris discussed his responsibilities of housing prisoners both humanely and effectively.

**Save the Date** – Mark your calendars for an impressive double ticket on Thursday, November 15 – former Treasury Secretary Robert Rubin and current CIA director Gen. Michael Hayden will be the guests of honor at BENS' annual Eisenhower Award Dinner in New York City. Look for more details on the event, to be held at 583 Park Avenue, in the coming months.

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## Upcoming Events

- **Atlanta – Lunch with Dr. Robert R. Friedman**, Professor of Criminal Justice and Distinguished Chair of Public Safety Partnerships at Georgia State University, Aug. 14, Four Seasons Hotel. Contact Aimee Yrlas Simpson at (404) 220-1268 or [ayrlassimpson@bens.org](mailto:ayrlassimpson@bens.org).
- **Dallas – Lunch with Lynne Kidder**, BENS Senior VP, Business Force, Aug. 16, 11:45 a.m.-1:30 p.m., Hotel Crescent Court. Contact Matthew Elias at (214) 315-2576 or [melias@bens.org](mailto:melias@bens.org).
- **New York – Greg Behrman**, author of *The Most Noble Adventure: The Marshall Plan and the Time When America Helped Save Europe*, Sept. 12, 12 p.m., Harvard Club. Contact Steve Ewell at (202) 296-2125 or [sewell@bens.org](mailto:sewell@bens.org).
- **Dallas – Joint Strike Fighter (JSF/F-35) Facilities Tour**, Oct. 12, Lockheed Aeronautical Corporation, Fort Worth. Contact Matthew Elias at (214) 315-2576 or [melias@bens.org](mailto:melias@bens.org).
- **Atlanta – Visit to Robins Air Force Base**, Nov. 8. Contact Aimee Yrlas Simpson at (404) 220-1268 or [ayrlassimpson@bens.org](mailto:ayrlassimpson@bens.org).