

OCTOBER 2007

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25 YEARS  
SECURING AMERICA'S FUTURE

Business Executives For National Security

## BENS to Honor Rubin & Hayden

### *Eisenhower Award for Stewards of American Prosperity & Security*

As our 25th anniversary year continues, BENS is proud to announce that the next recipients of our prestigious Eisenhower Award—to be presented November 15 in New York City—will be two leaders who have dedicated their lives to ensuring our nation's prosperity and security: former Treasury Secretary Robert Rubin and Gen. Michael Hayden, Director of the Central Intelligence Agency

Rubin, now Chairman of the Executive Committee of Citigroup, Inc., served as President Bill Clinton's Secretary of the Treasury from 1995 to 1999. During his tenure, he was credited with helping to balance the federal budget and responding deftly to a series of global financial crises that threatened to upend markets and economies around the world.

Gen. Hayden of the Air Force—the highest-ranking intelligence officer in the Armed Forces—became the 18th director of the CIA in May 2006. Previously, he helped coordinate all U.S. intelligence efforts as the first Principal Deputy Director of National Intelligence from 2005-2006, after serving as Director of the National Security Agency from 1999-2005.

Invitations to the November 15 gala, to be held at 583 Park Avenue, will be mailed this week. For more information, contact Jennie Moonis at (202) 296-2125 or [jmoonis@bens.org](mailto:jmoonis@bens.org).

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### Event Highlights and BENS Developments

**Iraq: Perspectives from the Front** – As a member of the congressionally-chartered Jones Commission that evaluated the Iraqi Security Forces—and from BENS' many trips to the country—BENS CEO Chuck Boyd has a first-hand perspective on the challenges and options facing the U.S. in Iraq. Now, BENS members have the unique opportunity to hear the Commission's findings directly from Chuck and other key principals: an October 3 conference call with Chuck, Commission chair and former U.S. European Commander Gen. Jim Jones, USMC (Ret.), and fellow commissioner and former DC Police Chief Charles Ramsey. To participate in this 2 p.m. Eastern call, **call (866) 548-2693 (U.S.) or (904) 596-2360 (international). No log-in code is required.** For questions about the call-in procedure, contact Jessi Copeland at (202) 296-2125 or [jcopeland@bens.org](mailto:jcopeland@bens.org).

**Postcard from the Hermit Kingdom** – “Sweet and terribly naïve about North Korea and the world beyond.” That was the impression BENS member Bill Campbell and his wife Marjorie gained of the North Korean people during a rare tour of the secretive country last May with a private group. Recounting their journey at a September 20 San Francisco reception hosted by fellow member Steve Taylor, the Campbells were less enamored of the Communist government's Orwellian reach. “It is a totally information controlled society. There are no personal computers, and each home has a

loudspeaker system that broadcasts propaganda. They can be turned down but not off." As a result, the population is convinced that America is an implacable, irredeemable foe. Bill Campbell tried to break the misconception barrier by pointing out to their regime-provided guide a clear contrast to North Korea's tight monopoly on the truth: he can "go home, turn on my computer, access the Internet, and read what any other country in the world thinks of the U.S." The Campbells' overall impression: any Korean reunification would make the German experience "look like a cakewalk."

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## BENS Works: Business Sense for National Security

**Of Ports & Portals** – BENS is pleased to welcome Steven Naplan to the staff as a Vice President for Policy, focusing on cyber and port security issues. He previously served as a counterterrorism and homeland security advisor to former President Bill Clinton, former Secretary of State Madeleine Albright and former National Security Advisor Samuel Berger. Before that, he worked in the White House from 1995-2001, including a tour as Director for Multilateral and Humanitarian Affairs at the National Security Council, and in the Office of the Secretary of Defense from 1993-1995. Join us in welcoming Steven at [snaplan@bens.org](mailto:snaplan@bens.org).

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## Business Force News

**Cyclone Warning!** Congratulations to Jami Haberl, appointed as the new director of the Safeguard Iowa Partnership, our latest Business Force collaboration. An Iowa State Cyclone, Jami earned her Master's of Public Health and Master's of Health Administration from Des Moines University and served with the Iowa Department of Public Health from 2002-2006, first as a bioterrorism coordinator and then as Executive Director of its Center for Disaster Operations and Response. Please join us in giving Jami a warm BENS welcome at [jhaberl@safeguardiowa.org](mailto:jhaberl@safeguardiowa.org).

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## Upcoming Events

- **Atlanta – Member & government partner event**, October 9th, Dante's. Contact Aimee Yrlas Simpson at (404) 220-1268 or [ayrlassimpson@bens.org](mailto:ayrlassimpson@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).
- **Washington, DC – Alfonso Martinez-Fonts**, Assistant Secretary for the Private Sector Office, Department of Homeland Security, Oct. 12, 10 a.m. Contact Steve Ewell at (202) 296-2125 or [sewell@bens.org](mailto:sewell@bens.org).
- **Kansas City – Dinner with Maj. Gen. Tod Bunting**, Adjutant General of Kansas and state Director of Homeland Security, Oct. 18, 6:30 p.m., The River Club. Contact William Lawson at (816) 842-1778 or [wlawson@bens.org](mailto:wlawson@bens.org).
- **New York – Lunch with Adm. William Fallon, USN**, Commander, U.S. Central Command, Oct. 22, 12 p.m., The Princeton Club. Contact Kirk Oberfeld at (240) 483-9588 or [koberfeld@bens.org](mailto:koberfeld@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).
- **New York – BENS Eisenhower Award Dinner honoring former Treasury Secretary Robert Rubin and CIA Director Gen. Michael Hayden**, Nov. 15, 6:30 p.m., 583 Park Avenue. Contact Jennie Moonis at (202) 296-2125 or [jmoonis@bens.org](mailto:jmoonis@bens.org).
- **Kansas City – Member appreciation event**, Nov. 25, 12 p.m., Arrowhead Stadium. Contact William Lawson at (816) 842-1778 or [wlawson@bens.org](mailto:wlawson@bens.org).
- **Washington, DC – Lt. Gen. Doug Lute, USA**, Assistant to the President and Deputy National Security Advisor for Iraq and Afghanistan, Nov. 29. Contact Steve Ewell at (202) 296-2125 or [sewell@bens.org](mailto:sewell@bens.org).