

SEPTEMBER 2007

UPDATE

25 YEARS  
SECURING AMERICA'S FUTURE

Business Executives For National Security

## Dollars & Sense

### *BENS to Share Industry Analysis Skills with Intel Community*

What does America's intelligence community have in common with top Wall Street firms, strategic forecasters, and product marketers? The success of all depends on the quality and rigor of their in-house analytical teams. Now BENS, in classic fashion, has launched a groundbreaking project to share with leading intelligence agencies the best analysis techniques that business can offer.

At the request of the CIA, the Defense Intelligence Agency, and the State Department's Bureau of Intelligence and Research, BENS has convened a group of members and advisors from relevant sectors to survey industry best practices in analysis and to recommend approaches the agencies might adopt. Led by board member Don Smith—and including Tom Campbell, Jonathan Lewis, John Streicker, and board member Raphael Benaroya—the group intends to survey several dozen select firms on their best practices and lessons learned in research, analysis, and quality assurance of results.

Look for further details on this innovative project—which for the first time partners BENS with three titans of the U.S. intelligence community—in the coming months. If you would like to participate, contact Danielle Camner Lindholm at (202) 296-2125 or [dcamner@bens.org](mailto:dcamner@bens.org).

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### **BENS Works: Business Sense for National Security**

**Your Ideas: Keep Em' Coming** – Have an idea of how the insights, experience, and expertise of the private sector can build a more secure America? As a member-driven organization, BENS relies on your input and views to help guide our agenda. The nomination form that all BENS members received Sept. 4 is your chance to shape our work and initiatives for the coming year. To ensure that our Fall Policy Committee meeting benefits from your input, be sure to submit all nominations to Paul Taibl no later than Friday, September 14th, by email to [ptaibl@bens.org](mailto:ptaibl@bens.org) or fax to (202) 296-2490.

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### **Business Force News**

**Not Just Any Port in a Storm** – Throughout the country, whenever an official says, "the private sector is being included in our emergency plan for the first time," chances are it's BENS blazing the trail. In our latest "first," the L.A. Business Force/Homeland Security Advisory Council will be the first private-sector representative ever included in a security exercise at the vital Port of Los Angeles/Long Beach, the gateway for 40 percent of all U.S. trade. The September 27th drill will simulate a terrorist attack on the port, test cooperation between public and private leaders, and directly incorporate the Business Force's Business Response Network—a pool of thousands of emergency resources volunteered by nearly 50 member-companies—into the response and recovery efforts. For more information, or to join the Los Angeles BRN, contact Lauren Armistead at (213)346-9422 or [larmistead@hsac.bens.org](mailto:larmistead@hsac.bens.org).

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## Event Highlights and BENS Developments

**SOCOM Sensation** – Given the formidable reputation of U.S. Special Operations Command (SOCOM)—tasked with training special forces and coordinating the military’s war on global terrorism—it’s understandable that a BENS delegation would be energized about its August 24th visit to the Command’s Tampa headquarters. But as it turns out, SOCOM’s top brass were just as eager to welcome BENS and our insights. The 25-member party, led by Chris Melton and including fellow board members Ramon Marks and Zenon Nie, was treated to a full day of briefings and tours with Adm. Eric Olson, SOCOM’s commander, his deputy, Lt. Gen. Frank Kearney, and a dozen other top officers and civilians. The trip was such a success that SOCOM has already asked for our participation in one project—a November 5 roundtable with business leaders—proposed several more opportunities, and offered an annual invitation for BENS to return.

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## Upcoming Events

- **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).
- **San Francisco – BENS member Bill Campbell discusses his recent trip to North Korea**, Sept. 20, 5-7 p.m., Taylor and Company law offices. Limited seating. Contact Kathy Denzer at (415) 690-6254 or [kdenzer@bens.org](mailto:kdenzer@bens.org).
- **San Francisco – Lunch discussion of international financing post-9/11 with John Taylor**, Professor of Economics, Stanford University, Sept. 25, 12-1:30 p.m., Allied Arts Guild, Menlo Park. Contact Kathy Denzer at (415) 690-6254 or [kdenzer@bens.org](mailto:kdenzer@bens.org).
- **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).
- **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 CIA Director Gen. Michael Hayden and former Treasury Secretary Robert Rubin**, Nov. 15, 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).