Regional Business Preparedness Campaign

Troy Neville, ABCP
Campaign Coordinator

This is the third newsletter in the 2011 Regional Business Preparedness Campaign. The previous newsletters can be downloaded from: www.millersville.edu/cdre/business-continuity/index.php

Averting a Disaster: The Right Information At The Right Time

By Troy Neville

Having the right information at the right time can sometimes prevent a disaster, or at least lessen the impact a disaster has on business operations. Businesses are also responsible for protecting employees and visitors from danger.

- Do you monitor a weather radio or receive other alerts if a tornado warning is issued? Even for the evening shift?

- How quickly will you be notified to lock your doors to protect your employees and customers if a bank robbery suspect has escaped on foot near your business?

- Are you notified about the latest e-mail scams so you can alert your employees?

There are a number of resources businesses can utilize to say informed of possible threats.

PA Criminal Intelligence Center

Another source of threat information businesses have is the Critical Infrastructure and Key Resource (CI/KR) Unit from the Pennsylvania Criminal Intelligence Center (PaCIC) operated by the Pennsylvania State Police (PSP). According to Cathy Baughman, Intelligence Analyst Supervisor at PACIC, the new initiative is intended to increase the information exchange between criminal justice agencies and critical infrastructure owners and operators who share the fundamental responsibility of safeguarding our communities.

"The CI/KR Unit was created to monitor and track threats to the assets, systems, and networks, whether physical or virtual, so vital to the United States that their incapacitation or destruction would have a debilitating effect on security, national

Please take our business preparedness survey

Millersville University's Center for Disaster Research and Education is conducting research to assess the current level of business preparedness in the South Central PA region.

We would appreciate your taking 10 minutes to complete our online survey. The survey is anonymous and secure. The aggregate results of the survey will be published at a later date.

The survey can be reached at: www.millersville.edu/cdre/business-continuity/index.php.

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Updates and patches are critical to maintain a solid information system security solution.

economic security, public health or safety, or any combination thereof. Their primary mission is to educate and inform by preparing and disseminating Information Bulletins on known risks and potential threats to critical infrastructure and key resources in the Commonwealth."

But PaCIC's capabilities are enhanced by information received from the public sector.

Baughman adds, "Critical infrastructure protection is a shared responsibility between criminal justice agencies and the private sector. In order to build a partnership and obtain maximum benefits, an open dialogue between PaCIC analysts and their partners is essential. Critical infrastructure owners and operators are encouraged to contact PaCIC to discuss emerging threats, share concerns, or simply provide feedback. Individuals can also help prevent terrorist attacks by being alert and reporting suspicious activity at critical infrastructure facilities. It is not always possible to gather detailed information, but collecting as much information as possible will greatly assist the investigative and analytic process."

Suspicious activity to look for:
- Eliciting Information
- Breach
- Attempted Intrusion
- Photography
- Observation
- Theft
- Sabotage/Tampering/ Vandalism
- Cyber Attacks
- Expressed Threat
- Flyover
- Weapons Discovery

Information to gather:
- Date and time

- Location
- Description of incident
- Number of individuals involved
- Description of individuals and/or vehicles involved
- Description of equipment involved
- Contact information of reporting individual and witnesses
- Why is it suspicious?

PaCIC can be a valuable source of information for businesses, and an open exchange of information from the businesses enhances the benefits to everyone.

The Intelligence Analysts at PaCIC can be reached via electronic mail at SP-ProtectPA@state.pa.us, or by calling the toll-free telephone line at (855) 772-7768.

Anyone interested in receiving CI/KR products, please fill out and return the registration form below. If you would like a CI/KR presentation at your next business function or meeting, send a request via electronic mail.

Department of Homeland Security

This type of state-level coordination and collaboration also exists at the Federal level. The Homeland Security Information Network for Critical Sectors (HSIN-CS) from the Department of Homeland Security (DHS) allows DHS to communicate, coordinate and exchange information with critical sector stakeholders.

"HSIN-CS provides users with access to current situational awareness reports, suspicious activity reporting, prevention and preparedness strategies, real-time collaboration tools," says Stephen White, Protective Security Advisor with the DHS

Office of Infrastructure Protection.

HSIN-CS allows businesses to:

- Access a single DHS source for infrastructure protection alerts, information bulletins and analysis related to individual sectors
- Engage in secure discussions and document sharing with a vetted sector peer group
- Contribute to and benefit from strategic and tactical information sharing on an ongoing/periodic basis
- Conduct effective ongoing situational awareness
- Access timely information on recommended pre-incident prevention and preparedness practices and activities
- Respond more effectively both during an incident as well as in its aftermath

"As an example of real time information sharing, as Hurricane Irene approached the east coast, HSIN-CS established a separate portal specifically for this event. Situational awareness updates were continually posted. Information relative to accessing state roads during emergencies was provided. Weather updates from the most reliable sources helped steer decision making," says White.

Users are directed to sign up based on their particular sector. 18 sectors have been identified as delineated in the National Infrastructure Protection Plan. Sign up for the sector to which you belong. Be sure to sign up for the Alerts Notification. This way you receive an email notification when any new posting is made. If the information in the

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alert pertains to your sector, you can log in and "pull" the information.

To access HSIC-CS please email your name, employer, work email address, and sector associated with, to:

CIKRISEAccess@dhs.gov

National Weather Service

So far in 2011, there have been seven confirmed tornados in South Central PA. Business owners are responsible for the safety of their employees and visitors, but many businesses either do not have methods for key personnel to receive timely weather alerts, or have no plan for what to do if severe weather is approaching.

A weather radio is a reliable and inexpensive means to receive alerts from the National Weather Service (NWS). However, this requires someone who is able to monitor the radio when severe weather is threatening.

Email and text alerts for severe weather can also be obtained from NWS contractors and third parties. Be sure key personnel receive these alerts and a plan is in place to take appropriate action.

Business, Industry and Infrastructure Subcommittee

Businesses can also stay informed by joining (at no charge) the South Central Pennsylvania Task Force's Business, Industry and Infrastructure (BI&I) Subcommittee.

"Members of the BI&I Subcommittee have access to unclassified information alerts on a wide variety of topics," says George Giangi, Subcommittee Chair. "Maintaining situational awareness is an important part

"Plan to maintain the security of the important information throughout a disaster situation."

of emergency preparedness. This can include information on the latest cyber threat, events that may impact on traffic flow, severe weather and criminal alerts in the region. Another advantage to being a part of the BI&I Subcommittee is networking with similar businesses in the region to gain insight into lessons learned and best practices. It is also a great way for businesses to coordinate plans with emergency responders, help shape public policy and take advantage of various training programs at no cost to them."

Information on the Business, Industry and Infrastructure Subcommittee can be obtained by visiting:

www.ready4business.org.

the U.S. since 1963 to alert the public of an emergency or severe weather event through radio and television stations. However, today, with more people "on the go", new methods are needed to ensure the public receives timely information wherever they are. Also, many businesses do not view local television programming or listen to local radio stations during business hours and cannot receive these alerts.

"Through the years, one of the things that has come to light is the need for a better method to distribute information to the public. Hurricane Katrina pushed the federal government to ask the locals to create better systems for communicating with target audiences and the public in general, says Duane Hagelgans, Public Information Officer for the South Central Task Force (SCTF).

To allow responders to mass notify the public of urgent events, SCTF has selected

public notification system from Everbridge Systems which has been implemented as South Central Alert (SCA).

According to Hagelgans, "SCA has all the white page and yellow page information from the phone companies loaded into the system. The SCA system also allows for all two million residents and businesses in our eight county region to opt in to the system with information other than that which is in the phone book. The secure SCA site allows citizens to list five locations for which they want to be notified of possible urgent events. For instance, a citizen can list their home, the home of a parent or child, a child's school, a work location or any other important location for which they have a need to know if there is an alert. Most importantly, the citizen can list up to ten methods for contacting him or her in a priority order."

"When an alert is put out by an emergency management agency, the system will call the list in the priority order until the message is received and acknowledged by the citizen," says Hagelgans.

To sign up for SCA alerts, go to:

https://www.sctfpa.org/sc-alert.php

and click on the SCA button.

Regional Business Continuity Conference planned for November 2nd

The South Central PA Task Force will hold a Regional Business Continuity Conference in Harrisburg, PA on November 2, 2011. The one day conference will be FREE for businesses located in the South Central PA region. However, registration is required and seating is limited.

Building a business continuity plan may seem like an impossible challenge for many businesses. However, even a basic plan can have a positive impact on an individual business, the local community, and the region as a whole.

We are designing the conference to break the planning process into smaller components that managers and business owners can use to make their businesses more resilient to disasters and disruptions.

Session topics include:

- Conducting a Business Impact Analysis
- Emergency Response Planning
- Data Backup Best Practices

- Business Continuity Plan Development
- Business Recovery Funding Through Insurance
- IT Security
- Business Continuity Plan Testing
- Crisis Communication
- IT Disaster Recovery Plan components

The conference brochure and registration form is attached to this newsletter.

A good Business Continuity Plan can reduce the downtime and impact of an incident on business operations.

About the Regional Business Preparedness Campaign

Regional Business Preparedness Campaign is a collaboration between Millersville University's Center for Disaster Research and Education and the Business, Industry and Infrastructure Subcommittee of the South Central PA Task Force. They have partnered with the Chambers of Commerce in the region to reach out to their members. The goal of the Campaign is to improve business preparedness in the South Central PA region. Additional articles will be published in September.

Business Industry and Infrastructure Subcommittee of the South Central PA Task Force

The Business, Industry and Infrastructure Subcommittee of the South Central PA Task Force is made up of members of the business and government community that volunteer to assist the business community in preparing for disasters. Their website is: www.ready4business.org

Millersville University's Center for Disaster Research and Education

Millersville University's Center for Disaster Research and Education provides multi-disciplinary education, research and internship opportunities, including a Master of Science in Emergency Management and a Minor in Environmental Hazards and Emergency Management. Their website is: www.millersville.edu/cdre.

Campaign Coordinator

Troy Neville, ABCP, is the Coordinator for the Regional Business Preparedness Campaign. He is a Graduate Student in Millersville University's Master of Science in Emergency Management Program; a member of the Business, Industry and Infrastructure Subcommittee; and a Consultant with Design Data Corporation in Lancaster. Troy can be reached at tneville@ddco.com.

RESOURCES

[Department of Homeland Security— Critical Infrastructure](#)

[Department of Homeland Security— U.S. Computer Emergency Readiness Team](#)

[Kaspersky Lab Threat Post](#)

[National Weather Service All Hazards Radio Network](#)

[NOAA Space Weather Prediction Center](#)

[PA Criminal Intelligence Center](#)

[South Central PA Task Force Business, Industry and Infrastructure Subcommittee](#)

[South Central PA Task Force— South Central Alert](#)

[Symantec Security Response](#)

Thank You!

Millersville University's Center for Disaster Research and Education, and the Business, Industry and Infrastructure Subcommittee of the South Central PA Task Force would like to thank the following Chambers of Commerce for participating in this Campaign:

- Lancaster Chamber of Commerce and Industry

- Harrisburg Regional Chamber of Commerce

- York County Chamber of Commerce

- Greater Chambersburg Chamber of Commerce

- Lebanon Valley Chamber of Commerce

- Gettysburg-Adams Chamber of Commerce