

FOR IMMEDIATE RELEASE

Contact: Fred Yaeger  
Office: (914) 423 7972  
Cell: (914) 525 9198

**BUSINESSES NEED TO RECOVER QUICKLY IF A HURRICANE HITS NEW YORK CITY**

**New York City's Office of Emergency Management and BNET  
Provide An Innovative Business Emergency Response Program**

The arrival of this year's hurricane season on June 1 marks the beginning of the period in which Mother Nature's unpredictability should capture the attention of New York City officials, business leaders, and residents. Coastal storms, which include nor'easters, tropical storms, and hurricanes, can cause severe damage and hazardous conditions in the City, especially in low-lying areas where flooding is more likely to occur. Last year's natural disasters in the Gulf Region, have demonstrated the need for reliable emergency response plans not only to serve the needs of the general public but the needs of the City's vital businesses centers.

The New York City Office of Emergency Management (OEM) is the agency responsible to prepare for emergencies, educate the public, and coordinate emergency response and recovery efforts, to ensure the overall readiness of the City of New York.

To help insure the resiliency of the City's critical business centers the NYC OEM has partnered with the Business Network of Emergency Resources, Inc. (BNET), a non-profit corporation that offers the Corporate Emergency Access System (CEAS – [www.ceas.com](http://www.ceas.com)). CEAS is a program designed to reduce the impact of economic injury following a large-scale emergency such as a hurricane. Through a credentialing system for essential employees, the program rapidly facilitates business recovery activities in an impacted area by providing employees with quick access to affected worksites. These activities include facility shutdown and time-sensitive recovery actions, both of which help mitigate financial loss, retain customers and employees and maintain the overall economic health of the City.

“Safeguarding and restoring businesses and the infrastructure is key to the rapid recovery of the City and its people” said Peter Picarillo, Executive Director of BNET, Inc. “With 85% of the nation's critical infrastructure being privately owned, the CEAS reentry system is essential for making business a priority following a hurricane or other disaster.”

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“Business disruptions or emergencies can have crippling financial consequences, and can bring trading days to a halt, sometimes for several days at a time,” commented Robert Leviton, M.D., President of BNET, Inc. “Following a disaster a company’s inability to recovery quickly can ultimately threaten their ability to survive. The ultimate goal of BNET’s program is to help organizations resume critical business functions as soon as possible after a business disruption occurs.”

When activated, CEAS allows businesses to quickly access their business facilities and take necessary measures to ensure business continuity. Essential employees and critical service providers selected by the employer can gain access to affected sites by presenting a CEAS standardized credential that is recognized by the NYC Police Department. Designated employees receive the CEAS credential upon enrollment in the program, which streamlines the access process and helps to eliminate the confusion in the aftermath of a hurricane. Companies are allocated credentials based on a percentage of the total number of employees, with only critical staff receiving access.

For more information on the CEAS program, visit [www.ceas.com](http://www.ceas.com), or visit New York City’s OEM’s website, see <http://www.nyc.gov/oem>.

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**About Business Network of Emergency Resources, Inc (BNET)**

BNET, headquartered in New York City, is a not-for-profit company dedicated to establishing practical and effective emergency and crisis management solutions through partnerships between the public and private sector. Created by BNET, the Corporate Emergency Access System (CEAS) uses a ‘critical employee access card’ system to mitigate the economic loss incurred through any business emergency and accelerate recovery time for both business and government. For more information visit [www.ceas.com](http://www.ceas.com).