



NEW YORK CITY

Office of Emergency Management

## **NYContinuity**

*Emergency Management Newsletter for Businesses*

NYC OEM  
August 2010

Welcome to **NYContinuity**, a monthly publication to help you prepare for emergencies, strengthen your continuity plans, update you on emergency management news, and inform you about events and resources available to businesses in New York City.

This month's continuity feature discusses the Corporate Emergency Access System (CEAS), which allows businesses to gain access to restricted areas to prepare for an extended absence in the event of an emergency. [Find out more about this program below.](#)

Having trouble convincing upper management to invest in business continuity planning? This month's second feature discusses tips for making the case. [Check out the article for details.](#)

The last feature presents the New Business Acceleration Team (NBAT), a valuable resource for anyone starting a new business in NYC. [Check out the feature to see what NBAT can do for you.](#)

**NYContinuity** is a newsletter for small business owners and continuity professionals brought to you by OEM.

### **Continuity Feature: CEAS the Opportunity**



After an emergency, streets are closed, sidewalks are blocked, and building access is restricted. What would you do if you couldn't get to your business? OEM and BNET, a nonprofit organization, have partnered to create a solution, the Corporate Emergency Access System.

When activated, the Corporate Emergency Access System (CEAS) authorizes employees designated as essential staff to gain access to restricted areas after an emergency. Critical operations staff are then able to shut down technology systems, enable remote access, and retrieve vital assets needed for an extended absence.

CEAS may be activated during any emergency that requires City officials to close a portion of the city for an extended period of time. Any business can apply for CEAS credentialing.

CEAS is administered by BNET, a not-for-profit company, with guidance from a NYC Executive Advisory Board. The Executive Advisory Board is composed of business continuity managers from organizations in New York City that subscribe to the program. CEAS is also active across the region, with participating jurisdictions in Long Island, upstate New York, and several surrounding states.

There is a small cost associated with the CEAS program. CEAS cards begin at \$50/card for two years. CEAS is the only program recognized by the NYC Police Department and the NYC Office of Emergency Management.

To enroll in the program, go to <http://ceas.com/>, or, to find out more information, visit [www.nyc.gov/ceas](http://www.nyc.gov/ceas).

## Making the Case for Business Continuity



One of the biggest challenges in business continuity planning is making the case to upper management about why emergency planning is important. Although business continuity may not have a formula for return on investment, it does have benefits that can help a business re-open after a disaster strikes.

With the right tools, business continuity can be marketed to management across your organization. Be sure to highlight current examples in the media of other local businesses that were affected by an emergency. Discuss the benefits of what business continuity planning can do for your business in terms of reputation and increased resilience. Relate continuity to your company's mission. Build a relationship with each part of your organization to ensure that every business function is included in the plan.

Engage with NYC OEM for more information on business continuity planning through the [For Businesses](#) section of OEM's website.

## National Preparedness Month



Are you ready? September is National Preparedness Month and OEM and the NYC Citizen Corps Council will host events all

month to encourage New Yorkers to prepare for emergencies.

National Preparedness Month will kick off at five sites across the City on September 2. The sites are:

- The Bronx - The Hub
- Brooklyn - Borough Hall
- Manhattan - Columbus Circle
- Queens - Queens Borough Public Library - Flushing
- Staten Island - Ferry Terminal

Stay tuned for more information on upcoming events, or visit the [NYC Citizen Corps Council website](#).

## NYC New Business Acceleration Team

Starting a new business? The Mayor's Office has created the New Business Acceleration Team (NBAT) to help new restaurants, bars, bakeries, and butcher shops open their doors more quickly. NBAT works with new businesses to review permit and license requirements and schedule required inspections. When obtaining these vital documents, remember to keep copies off-site in case of an emergency. It's never too early to start planning.

Contact NBAT at [nbat@nbat.nyc.gov](mailto:nbat@nbat.nyc.gov) or call 311 for more information.



If you have any topics or themes that you would like to see covered or any suggestions for how we may improve this newsletter, please send an e-mail to [publicprivate@oem.nyc.gov](mailto:publicprivate@oem.nyc.gov). To see if your topic has been covered in a past issue, please visit the [NYContinuity Archive](#).

Sincerely,  
The **NY**Continuity Team

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