

MITCHELL & ASSOCIATES

320 East 54th Street, Suite 1E
New York, NY 10022

212-929-8404 (Tel) 212-691-6231 (Fax) cheryl@mitchell-associates.com

NEWS • NEWS • NEWS • NEWS • NEWS • NEWS • NEWS • NEWS

FOR IMMEDIATE RELEASE

TERRORISM EXPERT COUNSELS BOMA/NY AND IREM
ON PRACTICAL ‘REPOSE’ TO CHANGES IN SECURITY
AT JOINT LUNCHEON

Contact: Cheryl Mitchell
212-929-8404

NEW YORK, NY --- “When disaster strikes, building management professionals are “the police chiefs of their building communities,” said terrorism expert Robert J. Strang, CBS News security analysts and CEO of Investigative Management Group before a packed house of building management professionals at the annual BOMA/NY-IREM annual luncheon. “It is their level of preparation, planning and response that makes the difference. ”

The renowned commentator and securities specialist, who credited just such preparation, planning and response for the educated level of the World Trade Center tenants on 9/11, outlined his “practical approach for responding to the ever-changing security concerns” faced by commercial building managers.

“Unlike the fruitless civil defense campaigns of the Cold War era, the consequences of certain kinds of terrorist attacks can be significantly mitigated if fear and panic are replaced by knowledgeable preparation,” he stated, and offered a five-part platform as a practical approach.

The program is built on:

- ✓ **Awareness:** Stay informed, conduct a comprehensive security audit and

-more-

Terrorism expert/2

participate in local law enforcement programs/initiatives/networks. Make sure you also identify and understand potential threats, assess vulnerabilities and potential impact, and communicate timely information to your tenants.

- ✓ **Prevention:** Detect, deter and mitigate threats through awareness and vigilance, surveillance and access control.
- ✓ **Protection:** Among the components of a good physical security plan are blast mitigation, state-of-the-art entry point screening and intrusion detection, assessment and delay. With infrastructure now a target, many buildings are extending their perimeters, hardening barriers and installing shatterproof materials.
- ✓ **Response:** To manage and coordinate your response, make sure that you have all emergency plans prepared and updated, communicate to staff and tenants, stock up on and pre-stage emergency equipment, rehearse—and drill—both tenants and the building management staff, and update continuously to ensure you have the latest in equipment, technology, information and procedures.
- ✓ **Recovery:** To restore services after an emergency event and maintain continuity, conduct a business impact analysis, create a long- and short-term plan, have backups and redundancies, and care for your people and tenants.

“In the face of 9/11 New York’s resolve is incredible; the legacy of 9/11 is a more aware, better prepared city,” concluded Strang. “Let us never forget.”

BOMA/NY is the greater New York area Association of BOMA International, with more than 850 members active in all areas affecting the industry—from continuing education to

Terrorism expert/3

advocacy to codes & regulations updates. It is the sponsor of the real estate industry's most prestigious awards—the Pinnacles—recognizing excellence in operations and personal contribution. BOMA/NY is a major source for professional education and is the exclusive provider of the BOMI coursework required for the RPA, FMA, SMA and SMT designations. In recent years, the Association has become an increasingly influential voice at City Hall, the State House in Albany and in Washington, DC, lobbying for issues as diverse as air quality protocols to greater security measures.

-end-