

Building a Group to Respond to Terror

By Tim O'Reiley, Daily Record

The job: Brian J. Dunlap, executive director of New Jersey Business Force in Livingston, is head of the state branch of Business Executives for National Security.

He is building a group of member companies that will volunteer resources to deal with terrorist attacks that may occur in New Jersey. Pledges to contribute people and hardware as the situation warrants.

Born: June 20, 1957, in Newark. Grew up in Fanwood.

Got rhythm: Starting in the sixth grade, played drums with "copy bands," which performed other people's music. Hit high point when a group that he was with was given a track on a home-grown talent album produced by radio station WPLJ. On the same side: Jon Bon Jovi.

At times, also played with wedding bands.

Getting serious: Took a couple of astronomy classes at what was then Union County Technical Institute, sparking an interest in science. Convinced that computers would dominate the future, won a spot in a work/study program at Bell Labs in New Providence, then was hired in an entry-level position to design integrated circuits after earning an associate's degree in 1981 at Union County Tech.

Went to school at night to earn bachelor's in electronics at Thomas A. Edison State College in Trenton, then a master's in engineering at Stevens Institute of Technology in Hoboken.

The Bell Labs way: "I learned that micromanaging is probably not a good approach in a creative environment. Bell Labs gave people a lot of leeway for creativity and autonomy."

Out of the lab: Realizing that the top ranks of Bell Labs were populated with "geniuses of the PhD level," switched to product management after earning the Stevens degree. Stayed with Bell Labs, AT&T and finally Lucent for 17 years.

How would Jack do it: Joined GE Capital in 1997, although without a finance background, as senior vice president and vice president of marketing and e-business. Worked at the company during the tenure of celebrated chairman and chief executive Jack Welch. "I learned by example how to operate a business."

Lucent: The sequel: Returned to the company in mid-2000 as vice president of marketing for the optical networking group.

But came at a time when industry overspent badly.

Customer list included AT&T, Global Crossing, WorldCom and Tyco, which cut back severely or filed for bankruptcy

during industry downturn.

Duty calls: Went to New Jersey Business Force when it was formed early in 2003, inventing many of the programs on the fly.

Now, state's experience is being used as the template for starting similar groups in other parts of the country.

At home: Wife, Joanne; married in 1985. Daughters Jenna, 14, and Andra, 11. Lives in Mendham.

The outdoors: Camping with the family in the Poconos. Skiing in Vermont or Pennsylvania. "I haven't advanced to a board yet."

On the links: Berkshire Valley Golf Course in Jefferson. Handicap of 22.

Sweet home New Jersey: Returned to home state in part to be closer to family and because it is close to New York, the mountains, the Shore. "It's just amazing. The one-hour circle."

TV time: News, hockey (Devils), football (Giants).

Between the covers: "I don't have much time for books right now." But is going through the 9/11 Commission report.

Previous read "Execution: The Discipline of Getting Things Done," by former Honeywell International chairman and chief executive Lawrence A. Bossidy.

On stage: "Phantom of the Opera" in New York, Joan Jett at Community Theater of Morristown.

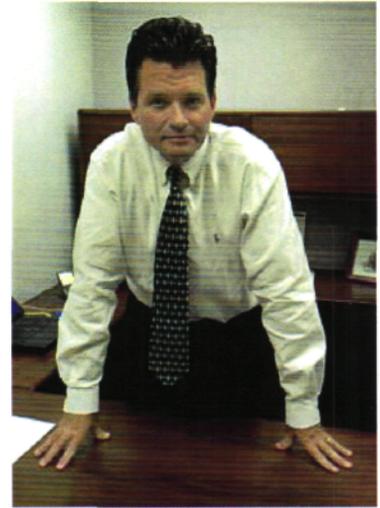
Tunes: Progressive jazz, rock. Foreplay, Bryan Adams.

Stress relief: Plays drums when groups need a substitute.

On the plate: Mexican, Italian. Casa Maya restaurant in Meyersville.

On the road: Lexus GS 300.

On vacation: The Caribbean, St. Thomas, Bermuda, the Dominican Republic.



John Bell / Daily Record
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