

Special Event Category

Edgewood Chemical Biological Center

Chemical, Biological, Radiological, Nuclear and Explosives (CBRNE) Capabilities Showcase

Introduction

Nominee: U.S. Army Edgewood Chemical Biological Center

Army Service Component Command: U.S. Army Research, Development and Engineering Command

The U.S. Army Edgewood Chemical Biological Center (ECBC) is a unique organization, within the Army and the nation. It is the primary Department of Defense (DoD) technical organization for non-medical chemical, biological, radiological, nuclear and explosives (CBRNE) defense. ECBC is 89 percent customer funded. Organizations that regularly partner with ECBC to develop technologies or perform services that will advance their mission include the Defense Threat Reduction Agency (DTRA), the Joint Program Executive Office for Chemical and Biological Defense (JPEO-CBD), the Federal Bureau of Investigation (FBI), the Centers for Disease Control and Prevention (CDC) and the Environmental Protection Agency (EPA).

In addition to its customers, ECBC has other vital stakeholders such as Congress and the Executive Branch, the members of its own diverse technical workforce, academic and private sector experts, and reporters and editors at the publications that regularly cover CBRNE-related news.

This year, the ECBC Public Affairs Office had a unique opportunity during 2014. ECBC made international news in September 2014 for developing, fielding and operating a means of destroying Syria's 600-metric-ton declared stockpile of chemical weapons at sea in international waters. ECBC did this by miniaturizing an existing neutralization technology from an 18-acre factory facility into a 700 foot by 100 foot system, known as the Field Deployable Hydrolysis System (FDHS) that could fit in the hold of a ship. This accomplishment was of great pride to ECBC, and of great interest to ECBC's current and potential stakeholders. Also, ECBC's Project Joint United States Forces Korea Portal and Integrated Threat Recognition (JUPITR) made international news in 2014 by organizing and executing the largest Advanced Technology Demonstration (ATD) in DoD history, a four-part testing of and evaluation program of biosurveillance technology for deployment on the Korean Peninsula.

The challenge for ECBC PAO was finding a venue to publicize its unique capabilities to its complement of stakeholders in one place, at one time. A further challenge was to display and explain ECBC's technical accomplishment of destroying the Syrian chemical weapons at sea and its embarking on groundbreaking biological threat detection ATD on the Korean Peninsula.

Starting in 2010, ECBC PAO has coordinated regular capabilities showcases with JPEO-CBD and its Team CBRNE partners at a large assembly hall close to its headquarters on Aberdeen Proving Ground, Maryland. In 2014, ECBC PAO held its fourth showcase in August 2014 (none

was held in 2013 due to sequestration). ECBC PAO built upon the lessons learned and best practices collected in After Action Reports, and because of ECBC PAO's proven leadership, they worked with JPEO-CBD to adapt the 2014 Showcase to fully highlight and explain its Syrian chemical weapons destruction accomplishment and Project JUPITR ATDT. The result was that on 5-6 August 2014, ECBC PAO held its most successful CBRNE Showcase yet, and it serves as a model to other Army science and technology organizations on how to reach stakeholders in a unique venue.

The elements of the 2014 CBRNE Capabilities Showcase were:

1. A two-day tradeshow style event with the first day devoted to VIPs and members of the news media and the second day reserved for ECBC employees and other Team CBRNE exhibitor organization employees plus contractors.
2. Forty-three individual ECBC exhibits plus exhibits from six other CBRNE organizations which regularly work with ECBC, with each booth staffed by subject matter experts.
3. A high-bay warehouse area was transformed into an assembly hall containing 41 of these exhibits, strategically arrayed to provide attendees with hands-on demonstrations of ECBC's mission sequence; detection, protection, decontamination, elimination.
4. A 20-foot high FDHS display in the parking lot just outside the assembly hall depicting the neutralization technology of using hot water and sodium hydroxide to convert chemical agent to a conventional industrial waste product.
5. The full-scale FDHS, accessible by bus, where subject matter experts provided visitors a tour with detailed explanations of the technology.
6. A VIP reception area with refreshments where individual members of ECBC leadership were assigned to personally escort VIP attendees.
7. A meeting area at the Aberdeen Proving Ground main gate where ECBC PAO staff members were assigned to escort individual reporters.
8. An indoor lunch area next to the assembly hall with food available for exhibitors and visitors.
9. Assigned VIP parking with signage and parking lot attendants.
10. Chartered buses to take ECBC employees located on Aberdeen Proving Ground to the venue to avoid parking problems.
11. Used photography to comprehensive record images of the event highlights.
12. Tweeted and posted to social media sites event highlights in real-time.

Special Event Category
Edgewood Chemical Biological Center
CBRNE Capabilities Showcase
Research Phase

Nominee: U.S. Army Edgewood Chemical Biological Center

Army Service Component Command: Research, Development and Engineering Command

Starting with the CBRNE Capabilities Showcase in 2010, ECBC PAO has written After Action Reports (AARs) which include metrics such as level of workforce and VIP attendance, and the amount and tone of media coverage. These AARs included lessons learned in the format; ‘What Went Well,’ ‘What Could be Improved,’ and ‘Suggestions for Next Year.’ Lessons learned have ranged from the minute, such as “Hang booth numbers clearly in each boot,” to the larger, such as, “Inform exhibitors that they will be videotaped.”

ECBC PAO used these lessons learned to refine and improve each succeeding showcase. Based on this research into past showcases, ECBC PAO started planning early, created an overall strategic plan for exhibit placement and visitor flow, ensured the unity of poster appearance and messaging. Finally, ECBC PAO used the research to make it easier for attendees to park and access the venue.

ECBC PAO and its partners from other exhibiting organizations established the theme of “Detection, Protection, Decontamination, Elimination.” It was designed to give attendees the experience of interacting with the technologies from the warfighter perspective, walking through the story of how soldiers in the field need detectors that can identify and confirm trace amounts of hazardous CBRNE materials, and then protect themselves with the latest protective gear, for collective or individual protection. Next, decontamination methods neutralize the threat or clean contaminated areas. Finally, elimination destroys the agent altogether.

The theme became the basis for selecting exhibitors, designing posters, sequencing the booths, and wording news alerts and ECBC PAO-written lead-up stories. This theme provided coherence to what might otherwise seem like many disparate technology research and development efforts. It also precluded competition among the exhibitors for location.

ECBC PAO then wrote an execution plan, which was in alignment with the strategic plan of its parent organization RDECOM. . It identified four target audiences; ECBC’s core customers, ECBC employees, civilian VIPs such as elected officials and staffers, and contractors who do business with ECBC. It established the showcase’s purpose – to inform and educate attendees on the breadth and depth of ECBC’s CBRNE capabilities. The plan emphasized the importance of highlighting ECBC’s Syrian chemical weapons destruction accomplishment and the groundbreaking work Project JUPITR is performing on the Korean Peninsula. It was staffed through ECBC and RDECOM leadership with support from JPEO-CBD.

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CBRNE Capabilities Showcase

Planning Phase

Nominee: U.S. Army Edgewood Chemical Biological Center

Army Service Component Command: Research, Development and Engineering Command

ECBC PAO brought together representatives of all the participating organizations to act as a planning team and established a schedule of weekly meetings. ECBC PAO recorded the minutes of each meeting, including task assignments and deadlines, and circulated them to the planning team.

ECBC PAO obtained the team members' concurrence on the showcase theme and ensured that their exhibits aligned with it. The planning team also created a slogan, "Team CBRNE: Global Threat Solutions." It was used to brand the event placed on banners, posters and 'Save the Date' messages. ECBC PAO and the team then selected the venue. ECBC PAO created a floor plan of exhibitions and traffic flow based on venue dimensions and the theme. The floor plan included a VIP greeting and refreshment room, a lunch room, and locations for signage covering where to enter and exit the venue, the locations of the exhibit hall, greeting and lunch rooms, and the restrooms.

Each representative of the planning team then submitted a list of VIPs and news organizations their organization wished to invite based on input from each organization's leadership. ECBC PAO consolidated the lists into a master list on an Excel spreadsheet so that RSVPs could be tracked and any special circumstances noted.

Using the news organizations named on the list, ECBC PAO developed a media outreach plan. It included tracking the outflow of invitations and the inflow of RSVPs on an Excel spreadsheet plus a timeline for calling individual reporters and editors to pitch the event. It assigned specific ECBC PAO personnel to make the calls based on their relationships with the reporters and editors. The plan also included a timeline for social media teaser posts and Tweets. Lastly, the plan included a design for the elements of media kits including promotional literature from each of the exhibitors to be included and the folder design.

ECBC PAO coordinated signage locations with the APG Garrison Department of Public Works. ECBC PAO worked with the Garrison law enforcement to establish a protocol for admitting VIPs and reporters onto the installation and escorting them. ECBC PAO also coordinated with the organizational facility manager and service contractors who maintain the venue to establish the showcase's electrical, internet and furniture needs. This included mapping the location of outlets and the routing of extension cords. ECBC PAO also coordinated with the venue contractors to establish locations for both ECBC PAO's video and photography crew and news media crews to record the event.

Next, ECBC PAO provided all of the exhibitors with a poster template, a timeline for submitting drafts and final art, and setup an intranet website for them to place the posters for ECBC PAO review.

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Implementation Phase

Nominee: U.S. Army Edgewood Chemical Biological Center

Army Service Component Command: Research, Development and Engineering Command

A month ahead of the event, the planning team sent out formal invitations to the VIPs and immediately began tracking their RSVPs. ECBC PAO e-mailed announcements and invitations to members of the workforce, letting them know that they could earn Continuous Learning Points by attending. ECBC PAO sent Save the Date announcements to reporters on the invitation list. This announcement clearly explained the showcase theme to ensure its comprehensibility to reporters.

Three weeks ahead of the event, the team began posting teasers on the ECBC website, the ECBC Facebook page and Twitter. During this period, the team also wrote talking points for members of ECBC leadership planning to attend the event and be interviewed by reporters. ECBC PAO also wrote talking points for the exhibitors to ensure one-voice messaging. The media packets were assembled and exhibitors began populating their posters to the intranet website for ECBC PAO review. Finally, ECBC PAO pinned down each exhibitor's precise display dimensions, including any stand-alone props, in order to finalize the floor plan.

Two weeks ahead of the event, ECBC PAO designed and produced parking signs, VIP parking passes and exhibition hall directional signs. ECBC PAO continued to track VIP RSVPs and started calling reporters to pitch them on covering the event. Finally, ECBC PAO retained a bus service to provide transportation from the venue to the full-scale FDHS and to take members of the workforce to and from the event. This included planning the bus routes and communicating the location of bus stops to members of the workforce. ECBC continued to send out teaser postings to social media.

A week before the event, ECBC PAO began calling reporters on the invitation list to personally pitch the story. ECBC PAO also briefed the personnel assigned to staff each exhibitor booth on Operations Security rules for filming and photographing. The members of the planning team also finalized their lists of personnel each organization would be assigned to direct parking plus their parking lot locations and their shift times. ECBC PAO made nametags for all off the staff members to be present at the showcase and all of the exhibiting personnel. ECBC PAO also continued tracking VIP RSVPs and started assigning members of ECBC leadership to escort them. ECBC PAO continued tracking reporters' RSVPs and started assigning members of ECBC PAO to escort them. Finally, ECBC PAO worked with the venue managers to finalize the precise setup times for the exhibitors and scheduled a walk-through for the leadership of the exhibiting

organizations. ECBC continued to send out teaser postings to social media. Finally, ECBC PAO called the RSVP'ed VIPs' offices to firm up their arrival times.

Two days before the event, ECBC PAO supervised the exhibitors' booth set-up, and ran equipment checks of all the electrical equipment and internet access in the showroom and at each of the booths plus a check for any potential tripping hazards caused by extension cord routing. ECBC PAO also put all the signage in place, and led the showcase floor walk-through for the leadership of the exhibiting organizations. Finally, ECBC PAO finalized its personnel assignments for escorting VIPs and reporters.

The day before the event, ECBC PAO made the hall available to the exhibitors to make final adjustments to their booths based on their leaderships' feedback. ECBC PAO ran a final check of all the electrical equipment, made a last check of the signage, and ECBC PAO posted the final set of teasers to social media. ECBC PAO also contacted reporters to pin down their precise arrival times at the Garrison front gate.

On the first day of the event, VIP and press day, ECBC PAO set up refreshments in the VIP reception room and performed an attendance check of assigned exhibitor booth personnel and parking personnel. The ECBC and other exhibiting organizations' leadership assembled in the reception room to await the arrival of the VIPS. ECBC PAO stayed inconspicuously available to troubleshoot any problems that might arise. PAO personnel also set up and began videotaping and photographing the event as the attendees entered the hall. PAO personnel showed the reporters covering the event into the hall and explained the exhibit sequence. The crowds flowed in, the VIPs were escorted, and the exhibitors showed their organizations' capabilities and responded to questions. PAO personnel also tweeted about the event and posted photos to ECBC's Facebook page in real-time. The event unfolded as it was designed, and over 200 key ECBC stakeholders were introduced to ECBC's world class CBRNE detection, protection, decontamination and elimination expertise and its current projects. The FDHS and Project JUPITR attracted a lot of attention from VIPs and reporters, as planned.

On the second day of the event, workforce day, ECBC PAO performed the same setup and attendance taking. The buses rolled along their assigned routes, picking up and dropping off members of the workforce at steady intervals. The members of the workforce were treated to the same explanations and demonstrations of the exhibiting organizations' capabilities as were the VIPs and the press the day before. PAO personnel continued Tweeting about the event and continued posting photos to ECBC's Facebook page in real-time. The second day of the event also unfolded as planned with well over 600 members of the workforce able to step outside their own expertise and see a cross-section of ECBC initiatives and projects across the organization.

Special Event Category
Edgewood Chemical Biological Center
CBRNE Capabilities Showcase
Evaluation Phase

Nominee: U.S. Army Edgewood Chemical Biological Center

Army Service Component Command: Research Development and Engineering Command

The challenge that ECBC leadership set out for ECBC PAO was clear, find a venue to publicize the organization's unique capabilities to its full range of stakeholders in one place, at one time. Added on to this was the further challenge of displaying and explaining ECBC's technical accomplishment of destroying the Syrian chemical weapons at sea and its embarking on a groundbreaking biological threat response project on the Korean Peninsula.

PAO assessed its success by using the metrics it established for itself in the Research Phase:

1. What was the level of VIP attendance?
2. What was the level of workforce attendance?
3. What was the level of media turnout and how favorable was the coverage?
4. How much social media interaction did showcase Tweets and posts generate?
5. What did the showcase exhibitors say about the value of the showcase?

Level of VIP attendance – Of the elected officials invited, **Maryland** Sen. Barbara Mikulski attended, and both Maryland Sen. Ben Cardin and Rep. Dutch Ruppersberger sent senior staff aids. A senior staff member of the House Armed Services Committee also attended. On the state level, two members of the Maryland House of Delegates attended. From the Executive Branch, four senior officials of the Department of Homeland Security's Chemical Security Analysis Center attended. From the Department of the Army, Hershell E. Wolfe, Deputy Assistant Secretary of the Army for Environment, Safety and Occupational Health attended. Finally, on the state military level, Lisa Swoboda, Deputy Director of the Maryland Military & Federal Affairs, attended.

Level of workforce attendance – Out of a total of just over 950 employees located at Aberdeen Proving Ground, over 600 attended for an attendance rate of approximately 63 percent.

Level of media turnout and favorability of coverage - The showcase was the subject of 19 news stories in total, all of them positive. News outlets filing stories included AP Newswire, The Washington Post, The Washington Times, the Washington D.C. ABC affiliate WJLA, Baltimore Fox affiliate WBFF 45, and Tactical Defense Media. Both FDHS and Project JUPITR were prominently featured in a majority of the stories.

Social media interaction generated by PAO Tweets and Facebook posts - ECBC's Facebook page experienced a nearly six-fold increase in reach for that month and the website experienced an 80 percent increase in new users.

Showcase exhibitor assessments – ECBC PAO was most interested in the assessments of the FDHS and Project JUPITR exhibitors. Mr. Tim Blades, who led the FDHS project from start to finish, said, “It’s great to get a lot of news coverage for having contributed to making the world safer from the threat of chemical weapons. But to meet the people who had a stake in the mission face-to-face, and to show them the equipment we used up close, is even better. The showcase gave us a means to further build those relationships and discuss future applications for the technology with some very high-level people.” Dr. Peter Emanuel, Program Lead for Project JUPITR said, “It was really great to have the people who work here every day see all the projects that their peers and colleagues have been working on. It gave people the chance to pick up and handle the most advanced equipment in CBRNE defense. This year’s Showcase really focused not just on processes behind science and technology, but the reasons why we are developing new products to execute our mission.” The other exhibitors queried were uniform in their praise.



DETECTION

JUPITER
DEFENDING

WE DEFEND WITH SCIENCE

USAPHC

DECONTAMINATION

DEFENSE THREAT REDUCTION AGENCY

AMERICA

Multi-Phase
MAGI

Multi-Phase
MAGI

Multi-Phase
MAGI

FOO BOMB SUIT

CROSS CHEMISTRIES

USAPHC



Mr. Carmen J. Spencer
Joint Program Executive Officer for Chemical and Biological Defense
and
Aberdeen Proving Ground - Edgewood's Team CBRNE
(Chemical, Biological, Radiological, Nuclear and Explosives)

invite you to a
CAPABILITIES SHOWCASE
Tuesday, August 5, 2014
9:00am - 3:00pm
Aberdeen Proving Ground - Edgewood Area, MD

Learn about the new advancements under way
to create Global Threat Solutions
that will ensure the U.S. military remains
the most technologically advanced in the world.

More than 50 CBRNE capabilities in the areas of
Protection, Detection, Decontamination and Elimination

will be showcased, including:

Field Deployable Hydrolysis System
Joint U.S. Forces Korea Portal and Integrated Threat Recognition
Explosive Destruction System
Medical Countermeasures and Diagnostics
Personal and Collective Protection Equipment

Participating Organizations:

Joint Program Executive Office for Chemical and Biological Defense
U.S. Army Edgewood Chemical Biological Center
U.S. Army Chemical Materials Activity
Program Executive Office Assembled Chemical Weapons Alternatives

U.S. Army 20th CBRNE Command
U.S. Army Medical Research Institute of Chemical Defense
U.S. Army Public Health Command
Defense Threat Reduction Agency
Department of Homeland Security - Chemical Security Analysis Center

Directions/Parking Passes provided upon RSVP

POC: [Cicely Levingston](#)
410-436-9799
Alt POC: [Donald Kennedy](#)
410-436-7118

Military: Uniform of the Day
Civilian: Business Casual

[Click Here to R.S.V.P.](#)



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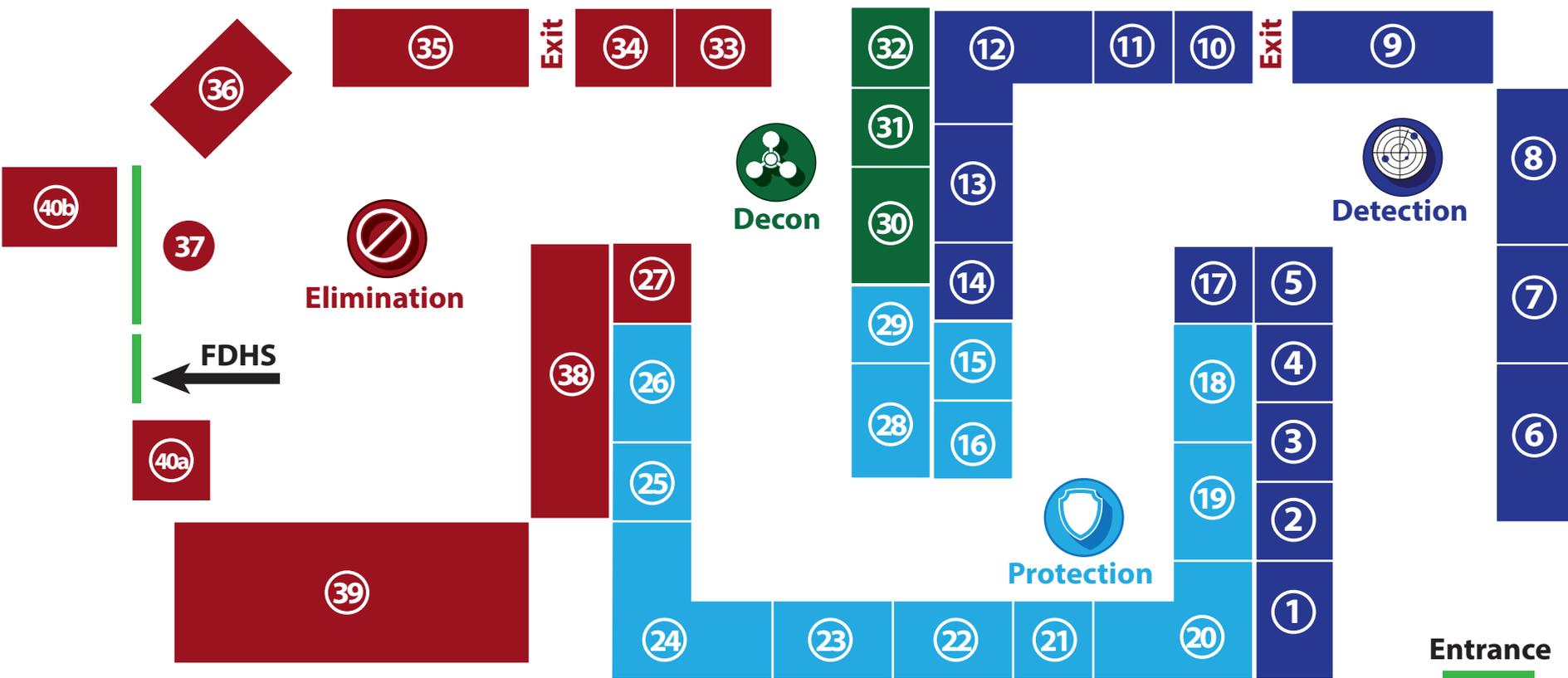
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Showcase Floor Layout





Showcase Floor Layout



Detection

- 1 20th CBRNE Response Team (Field Analytics)
- 2 Chemical Reconnaissance & Explosives Screening Set
- 3 Joint Chemical Agent Detector
- 4 Joint Effects Model / Joint Warning & Reporting Network
- 5 Medical Countermeasures
- 6 JUPITR* Biosurveillance Portal
- 7 JUPITR* Early Warning
- 8 JUPITR* Assessment of Environmental Detectors
- 9 JUPITR* Biological Identification Capability Set
- 10 U.S. Army Public Health Command

- 11 Tactical Biological Detector
- 12 Global Strike
- 13 Husky Mounted Detection Systems Surrogate
- 14 Rapid Area Sensitive-Site Reconnaissance
- 17 Radiological & Nuclear Defense



Protection

- 15 CBRNE Analytical Remediation Mobile Lab
- 16 M41 Protection Assessment Test System
- 18 Uniform Integrated Protection Ensemble
- 19 Department of Homeland Security
- 20 Defensive Munitions
- 21 Smoke and Obscuration
- 22 M50 Mask / Gloves

- 23 Individual Protection System Performance Model
- 24 Advanced Design & Manufacturing
- 25 Defense Threat Reduction Agency - Joint Science & Technology Office
- 26 Medical Research Institute of Chemical Defense
- 28 Medical Countermeasures
- 29 Metal-Organic Frameworks
- 41 Analytical Laboratory System
- 42 Advanced Liaison
- 43 Unified Command Suite



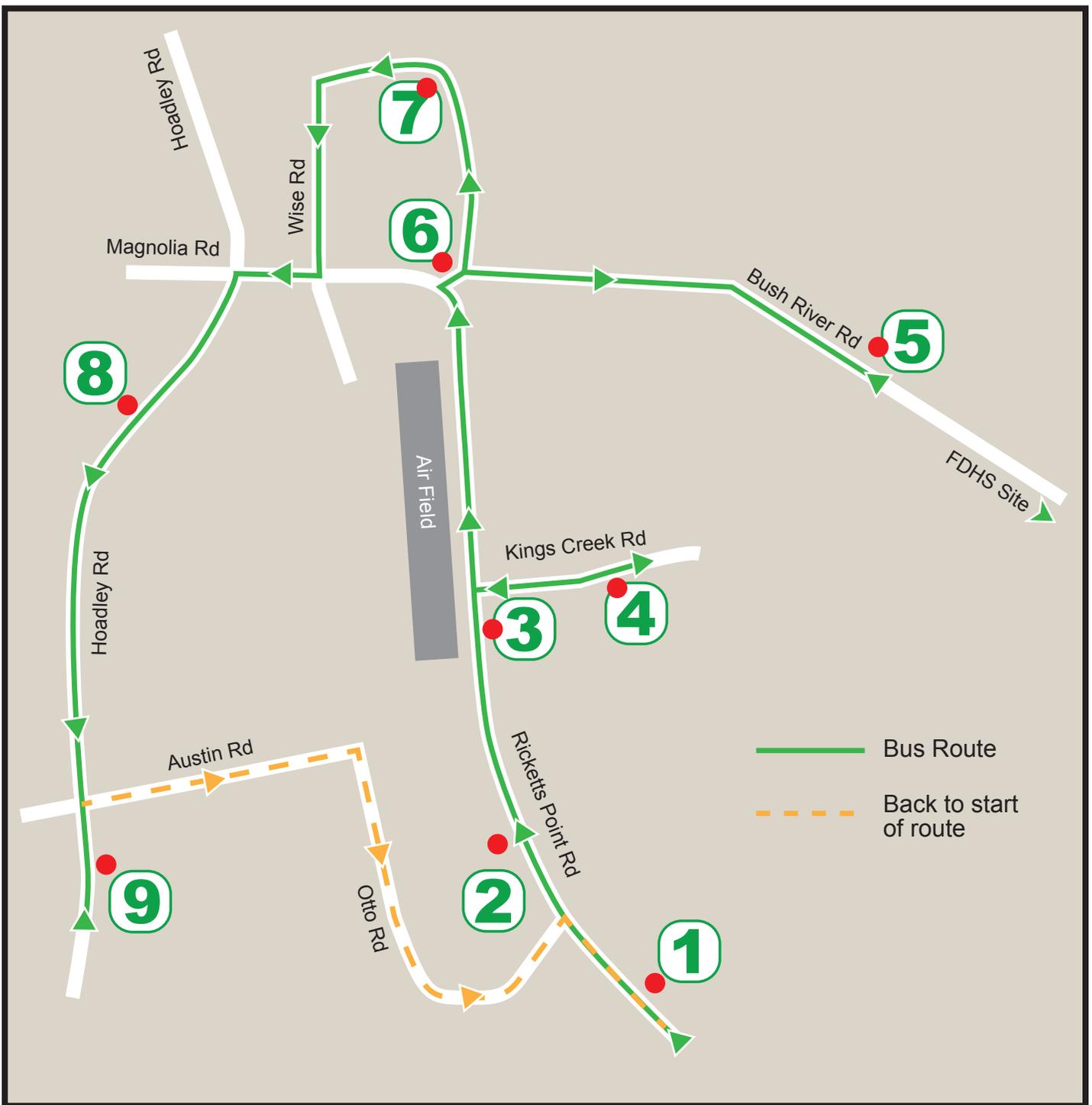
Decontamination

- 30 Hazardous Mitigation Material & Equipment Restoration
- 31 Decon Gel
- 32 CBRNE Response Team



Elimination

- 27 Nuclear Disablement Team
- 33 Assembled Chemical Weapons Alternatives
- 34 Joint Project Manager for Elimination
- 35 Mobile Munitions Assessment System
- 36 Interim Holding Facility
- 37 Chemical Materials Activity
- 38 Mobile Command Post
- 39 Explosive Destruction System
- 40a Field Deployable Hydrolysis System (Info Booth)
- 40b Field Deployable Hydrolysis System



1 Berger Bldg.
E3549

4 McNamara
E3150

7 PHC HQ
E1930

2 ACL / SRF
E3400

5 20th CBRNE Command
E2400

8 JPEO HQ
E5101

3 MRICD
E3100

6 JPEO
E2800

9 CDTF - Showcase
E4516