

Sign up for an in-depth study of business continuity basics and specialized subjects with these pre-conference courses. Separate registration and fees apply.

**PRC-1: BCP Management**

Saturday, Sept. 18, 8:00 a.m. - 5:00 p.m.  
 Sunday, Sept. 19, 8:00 a.m. - 11:30 a.m.  
 Presenter: Randy Till, CBCP  
 \$495 per person

Learn practical and real-life solutions required to establish a business continuity program within your organization. The key to success in moving your BCP program forward is gaining the foothold within your organization's culture and business processes. Till will provide examples, roadblocks that can be overcome and proven techniques using the 18 years of experience and knowledge he has gained implementing business continuity programs within several organizations.

This class will concentrate on the establishment of the BCP program within your organization, covering the steps necessary to setup a program, define a vision and work to gain the necessary support and participation within your company will be discussed in detail. Following best practices in the industry, you will learn how to increase the value of business continuity planning within your organization. Till will share his views on the necessary components and practices required to establish a comprehensive BCP program and discuss keys to the successful implementation and integration of BCP concepts and practices within your company. This class promises to provide value and insight to the students in attendance.

In addition, each student will receive a free copy of the educational film "Best Practices in BCP" and will be provided with practical and valuable strategies, concepts and methods to support business continuity planning efforts within their organization

Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.



Catherine Kimball is the director of business continuity planning for MasterCard International.



**PRC-2: BCP/DR Projects Made Easy**

Saturday, Sept. 18, 8:00 a.m. - 5:00 p.m.  
 Sunday, Sept. 19, 8:00 a.m. - 11:30 a.m.  
 Presenter: Barry W. Pruitt  
 \$495 per person

Whether planning emergency response teams, facility drills, an exercise, hot-site activation or a BIA, it's a fact. Completing projects on time, budget, and with the desired results gives you credibility. This course is sponsored by the Project Management Institute (PMI®) internationally!

Have you struggled getting your project started? Confused by project schedule vs. project plan? Is it a challenge to communicate project issues, risks or status effectively with management? Having challenges negotiating needs? Are projects crucial to your personal success? We'll leap into project management and help you focus on project results because good things happen to those who know how to manage projects.

This training includes tips, tricks, and techniques to get buy-in (even from those not under your control); Define/clarify project goals and mission; Discover planning, scheduling, and organizational tools used by professionals; Practice project monitoring; Know how to set (and meet) milestones...negotiate new deadlines...motivate a team that's losing interest...and what to do when plans change midstream.

Participants receive an audio of "Negotiate for All Your Worth" and "An Overview of Project Management," featuring Michael Herrera and Barry Pruitt.

Barry Pruitt has 21 years experience managing projects, teaches "train the trainer" for project managers and 12 years of project consulting and teaching experience with organizations including Walt Disney, and is an adjunct professor for the USC Business School.



**PRC-3: Emergency Operations Center: The Critical Tool for Event Management**

Saturday, 8:00 a.m. - 5:00 p.m.  
 Sunday, 8:00 a.m. - 11:30 a.m.  
 Presenter: Regina Phelps  
 \$650 per person

An emergency operations center (EOC) is both a physical place and a way of working during an event. This workshop covers what you need to know to design both the place and the management concept.

- Physical design factors
- Incident Command System
- Equipment and tools
- Who should be involved?
- Sustained Operations
- Communication concerns and solutions
- Role of Senior Management
- Forms and Processes
- Virtual EOC's

Regina Phelps is an internationally recognized expert in the field of emergency management and continuity planning. With more than 21 years of experience, she has provided consultation and speaking services to clients in four continents. She is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.



**PRC-4: Public/Private Partnerships for BCP and Homeland Security**

Saturday, Sept. 18, 8:00 a.m. - 5:00 p.m.  
 Sunday, Sept. 19, 8:00 a.m. - 11:30 a.m.  
 \$495.00 per person  
 Presenters: Deidrich Towne, Jr., CBCP  
 Peter Laz, CBCP  
 Gary Villeneuve, MBCP

Formerly Fundamentals of BCP/Emergency Management Practices, PPBI has revised this course to more closely meet the needs of business continuity and emergency planners new to the field. Partnering is fundamental to preparedness, response and recovery activities in most business interruptions, but especially in area disasters, terrorist attacks, and potential biological

or chemical incidents. PPBI's instructors have first-hand knowledge of declared disasters in both the private and public sectors. This course is a complete introduction of private and public similarities, command posts, cost/benefit analyses, and plan design. The course qualifies for DRII credit toward re-certification.

Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.



Peter Laz, CBCP, is a board member of PPBI. He is responsible for the BC and incident management programs at Capital District Physicians' Health Plan.



Gary Villeneuve, MBCP, is president of Business Continuance Professionals, Inc. He has 33 years of IT and BC experience.



**PRC-5: BC Planning Made Simple**

Saturday, Sept. 18, 8:00 a.m. - 5:00 p.m.  
 Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.  
 \$450 per person  
 Presenter: Norman Harris, CRP  
 Tracy Cowan, CBCP

Since 9/11 what are we most worried about? Network Security? Physical Security? Terrorist Threats? Loss of Critical Staff? Power Outages? Natural Disasters? This interactive class will teach the student everything he/she needs to know to get started on their DR/BCP. Bring your laptop to this class and we will provide you with a CD full of resources, forms and questionnaires to utilize.

Harris will cover the following:

- Risk Assessments Questionnaires
- Network Security Questionnaires
- Development of Business Processes

- Recovery Time Objectives
- Time Lines for Recovery
- Development of DR/BCP Teams
- Impact on Operations

This unique class is taught by Norm Harris and during the class he will personally assist you with your SR/BC Plan and insure that you have all the tools you need. Come to this class for one on one training, but register early. Space is limited.

Norman Harris is recognized as a leader in IT management and as founder of the DRP industry. He is the former chairman and CEO of The Harris Recovery Group, Inc.



Tracy Lee Cowan, CBCP, CRP is business continuity/disaster recovery consultant for ICSI Consulting Services, Inc.



**Pre-Conference Course Registration Form**

Complete this form and mail to: Systems Support Inc., PO Box 510110, St. Louis, MO 63151 or fax to (314) 894-7474. Make check payable to Systems Support Inc. or provide credit card information.

- PRC-1: BCP Management (\$495)
- PRC-2: BCP/DR Projects Made Easy (\$495)
- PRC-3: Emergency Operations Center (\$650)
- PRC-4: PPBI: Private & Public Partnerships (\$495)
- PRC-5: BC Planning Made Simple (\$450)

Check enclosed for \$ \_\_\_\_\_ Check # \_\_\_\_\_  
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First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_ Mail Stop \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 19, 2004 without penalty. No refunds or credits will be given for cancellations received after Aug. 19, 2004. All no shows will be charged the full amount. All cancellations must be received in writing.

**Post-conferences courses provide an extended chance to explore BC subjects.  
Separate registration and fees apply.**

**POC-1: BC Implementation**

Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 23, 8:00 a.m. - 5:00 p.m.  
\$495 per person  
Presenters: Randy Till, CBCP  
Cathy Kimball

Numerous examples, practical experiences and real-life solutions required to implement various components of a business continuity program are outlined in this course. Students will be provided with concepts and techniques associated with assessing risks and how to determine impacts associated with business disruptions. Time will be spent discussing the approach and best practices for emergency response and crisis management plans required to initiate and manage the recovery process. The class will review the planning steps and processes associated with business and system recovery planning. Special emphasis will be placed on the exercising of recovery plans and the need to evaluate recovery readiness results, then reporting findings to management. Management commitment and participation is a key factor in the success of your program. Till will share techniques on how to engage the management and staff within your organization. Experienced or new business continuity planners will be sure to walk away from this class with techniques and concepts that will help their organizations.

In addition, each student will receive a free copy of the educational film "Best Practices in BCP" and will be provided with practical and valuable strategies, concepts and methods to support business continuity planning efforts within your organization.

Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.



Catherine Kimball is the director of business continuity planning for MasterCard International.



**POC-2: Best Practices and the BIA**

Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 23, 8:00 a.m. - 5:00 p.m.  
Friday, Sept. 24, 8:00 a.m. - 12:00 p.m.  
\$695 per person  
Presenters: Barry Pruitt  
Michael Herrera, CBCP

This technical workshop is a hands-on consultative approach of leading participants through the BIA process. You'll gain cutting edge material including best practices from around the world. Learn:

- How to complete a BIA
- Tips, Traps, and Pitfalls in a BIA
- Suggested BIA tools
- How to identify risks & leverage results
- Advice on how to best "sell" the BIA
- Identify your audience

Take home a participant workbook and BIA questionnaire sample on disk. Participants receive an audio of "Negotiate for All Your Worth" and "An Overview of Project Management," featuring Michael Herrera and Barry Pruitt.

The workshop concludes Thursday at 5:00 p.m. Bring your BIA (or personal questions) and schedule a FREE consultation on Friday morning. You'll receive personal and specific feedback and advice.

Barry Pruitt has 21 years experience managing projects, teaches 'train the trainer' for project managers and has 12 years of project consulting and teaching experience.



Michael Herrera, CBCP, is the managing principal of MH & Associates Consulting. He has more than 15 years technology and business experience and recovery experience.



**POC-3: From A to Z: Designing the Successful Exercise**

Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thursday, Sept. 23, 8:00 a.m. - 5:00 p.m.  
\$650 per person  
Presenter: Regina Phelps

Do you have a plan but have not yet tested it? You might discover that your document is less than sufficient. There are really only two ways to find that out. One is to have an actual disaster;

the other is to do an exercise. The workshop details everything you need to do to design a successful exercise from the ground up!

- Five types of exercises
- Exercise Design Team
- Development of Exercise Plan
- Selecting & Training a Sim Team
- Rules of exercise facilitation
- Participate in two advanced table top exercises
- Develop the outline for your own tabletop exercise

Regina Phelps is an internationally recognized expert in the field of emergency management and continuity planning. She is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.



**POC-4: Emergency Command Basics**

Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 23, 8:00 a.m. - 4:30 p.m.  
\$495 per person  
Presenters: Lee Goldstein, CBCP  
Peter Laz, CBCP

PPBI is combining three critical topics into one action-packed, interactive course at the request of our members.

The course will be divided into three topics:

- \* Command Post Operations
- \* Introduction to Incident Command System
- \* Responding to the Media

These three areas are so closely tied during an emergency that PPBI felt compelled to address them in one course offering.

The course is for both private and public command posts or emergency operations centers.

Lee Goldstein, CBCP, MBCI is the principal consultant for the Business Contingency Group, a firm providing comprehensive disaster/business recovery and emergency management planning and solutions.



Peter Laz, CBCP, is a board member of PPBI and a founding board member of Business Network of Emergency Resources, Inc.. He is responsible for the BC and incident management programs at Capital District Physicians' Health Plan.



**POC-5: Reasonable Precautions: Continuity Planning for Terrorism, Violent Crime, and Assault/ Threats**

Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 23, 8:00 a.m. - 5:00 p.m.  
Fri., Sept. 24, 8:00 a.m. - 11:30 a.m.  
\$595 per person  
Presenter: Robert C. Chandler, Ph.D.

In the aftermath of 9-11; awareness of the risks of terrorism against corporate and public targets in North America has grown exponentially. Furthermore, the incidents of workplace violence and occupational homicide are on the rise even without deliberate "terrorist attacks." This course is designed for managers, employees, and executives of all levels who are interested in preparing for these threats. This course was not designed for seasoned security professions, but rather it is a generous introduction to the issues, decisions, processes, structures, and topics that are involved with this type of disaster planning. The main goal of the class is to assist your company in moving toward the reasonable precautions necessitated by the current threats of terrorism and violent acts.

The "reasonable precautions" class seeks to offer a summary of approaches and representative models of contemporary best practices to vividly illustrate and document the lessons learned in previous criminal and terrorist attacks. This interactive participative workshop is designed to provide cutting edge information, numerous practical examples, engaging sessions to stimulate creative thinking, focus on applications to the unique environment of your own company, and allow time to develop and critique individualized action plans.

Robert Chandler, Ph.D. is a professor of communication at Pepperdine University specializing in communication, crisis management training and assessment.



**POC-6: Outrageously Easy Recovery Planning**

Wed., Sept. 22, 1:30 - 5:00 p.m.  
Thurs., Sept. 23, 8:00 a.m. - 5:00 p.m.  
Friday, Sept. 24, 8:00 a.m. - 11:30 a.m.  
\$795 per person  
Presenter: Jeffrey Williams

This workshop is a special presentation of the very popular seminar that normally costs \$2,091 and has been given around the world. Topics include the reasons for planning; the parameters of recovery planning; security; how to do a TRA, a BIA and a Risk Analysis; how to determine critical processes; what alternate methods are available; how to select recovery strategies; the importance of records management; offsite storage; and much more.

Included is a fully-registered copy of the Phoenix Disaster Recovery Planning System. At this workshop, you will develop the first draft of a recovery plan for your own company. This is a seminar for those who must develop the skills to manage their Disaster Recovery Plan.

You will learn how to prepare an in-depth emergency response plan and by the end of the seminar, you will have a draft of your first plan to take back to your office.

Jeffrey Williams is president and chief strategist for Binomial International Inc. and DisasterRecovery.com Inc.



**Post-Conference Course Registration Form**

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- \_\_\_ POC-1: BCP Implementation (\$495)
- \_\_\_ POC-2: Best Practices and the BIA (\$695)
- \_\_\_ POC-3: From A to Z: Designing/Exercise (\$650)
- \_\_\_ POC-4: Emergency Command Basics (\$495)
- \_\_\_ POC-5: Reasonable Precautions (\$595)
- \_\_\_ POC-6: Outrageously Easy Recovery Planning (\$795)

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