Don’t Miss Out On $895 Registration Price!
Register Now for the Lowest Price in the Industry! Details on page 17.

Creating Complete Solutions

Spring World 2009
The World’s #1 Business Continuity Conference

Disney’s Coronado Springs Resort • Orlando, FL • March 29 - April 1

Gold Sponsors
Silver Sponsors
Bronze Sponsors
Co-Sponsors
Mock Disaster Sponsor
Cyber City Sponsor
Non-Profit Sponsors

DRJ Presents Its 40th Conference!
I would like to invite you to Spring World 2009! This conference is the one in the industry you can’t afford to miss. In today’s tough economy, it is important to choose your educational opportunities wisely! Make the most of your money by attending Spring World 2009. It offers the most value for the lowest registration fee in the industry.

We have packed our agenda with topics that matter most to business continuity planners. Find the information you can implement now!

You will find money-saving solutions and timely tips on how to make your budgets stretch. Learn from the veterans of the industry without costly consultation fees. We bring the experts to you! Our low admission fee gives you access to some of the best networking and information in the industry. In addition, you will receive:

- complete conference materials • mock exercises
- admission to the exhibition area • multiple workshops
- elaborate breakfasts, lunches and snacks • admission to hospitality and receptions • access to the cyber city and the conference bookstore • prize drawings

Spring World 2009 is designed to help you in **Creating Complete Solutions**! Our conferences continue to be #1 in the industry.

Sign up today to attend Spring World 2009! See page 17 for details on our registrations discounts and page 3 for information on our fabulous 40th conference celebration! I look forward to seeing you in Orlando!
Attendees can customize their schedule from more than 40 sessions, workshops and courses at Spring World 2009. Sign up now to reserve your spot! Our conferences fill to the maximum. Don’t lose your chance to participate in the world’s largest conference dedicated to business continuity.

**Monday Evening Hospitality**
Join attendees, vendors and more at this fun event. The hospitality, **hosted by our gold sponsor IBM**, offers great networking opportunities for everyone!

**Mock Disaster Exercise**
Our innovative Mock Disaster Exercise, **sponsored by Attainium**, allows attendees to work as a team in a simulated disaster. This workshop is held on Sunday afternoon and is limited to 200 participants.

**Healthcare Track**
DRJ is debuting a new track at Spring World 2009. The half-day track will be held on Tuesday afternoon and will be geared for companies in the healthcare industry.

**Cyber City**
During breaks, attendees can check email and stay in touch with business contacts at the Cyber City, **sponsored by Rentsys**. It is open during a variety of hours for the convenience of attendees.

**Exhibition Hall**
The exhibition hall features more than 100 booths showcasing the latest services and technology in the industry. Visit often and take advantage of this great networking opportunity.

**Welcome Reception**
This networking event is the perfect kick-off for the conference. Join attendees, exhibitors and speakers in this fun-filled reception!

**Networking Breakfasts and Lunches**
Three breakfasts and lunches are included in the low registration fee. Enjoy a wide array of breakfast foods, entrees, side dishes and desserts at these networking meals.

---

**Table of Contents**

<table>
<thead>
<tr>
<th>Sponsor Information</th>
<th>Conference Schedule</th>
<th>Sunday Workshops</th>
<th>General Sessions</th>
<th>Breakout Sessions</th>
<th>Tuesday Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Information</td>
<td>Conference Schedule</td>
<td>Sunday Workshops</td>
<td>General Sessions</td>
<td>Breakout Sessions</td>
<td>Tuesday Workshops</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6-7</td>
<td>8-9</td>
<td>10-13</td>
<td>14-15</td>
</tr>
<tr>
<td>Venue Information</td>
<td>Registration Form</td>
<td>Pre-Conf Courses</td>
<td>Post-Conf Courses</td>
<td>DRJ Courses</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>18-19</td>
<td>20-21</td>
<td>22-23</td>
<td></td>
</tr>
</tbody>
</table>

---

**This is the best value conference for BCP! The cost is affordable. Great speakers! Relevant topics!**

Glenda McDaniel  
OK State Regions for Higher Ed.

---

**DRJ Celebrates 40 Conferences**

To celebrate this industry milestone, we are offering a fantastic prize package to one lucky winner!

One winner will be drawn from all who have registered for Spring World 2009 by Jan. 29, 2009. The winner receives:

- one FREE Spring World 2009 conference attendance
- three-night stay at Disney’s Coronado Springs Resort
- cash prize and airfare to Orlando

Remember, only those who are registered by January 29, 2009 will be eligible for this fantastic prize! Sign up now for your chance to win!
**Sponsor Information**

DRJ is proud to partner with the industry’s best for this conference! For information on sponsoring the conference, an event, a meal or another option, contact bob@drj.com.

### Gold Sponsor

**IBM**

IBM Business Resilience and Continuity Services can cost effectively help you rapidly adapt and respond to internal or external dynamic changes - opportunities, demands, disruptions or threats - and continue operations with limited impact to the business. [www.ibm.com](http://www.ibm.com)

### Bronze Sponsors

**DCC USA**

Only DCC, a PlantCML company, delivers a complete notification solution for business continuity. Our superior technology range of deployment options and renowned customer care are unmatched in both capability and versatility. [www.dccusa.com](http://www.dccusa.com)

**Dell MessageOne**

Dell MessageOne provides managed services for emergency notification, email continuity, archiving and security to more than 1,000 customers around the world. Dell MessageOne’s unique Software-as-a-Service (SaaS) is designed for rapid deployment and immediate realization of benefits for our clients. [www.messageone.com](http://www.messageone.com)

**eBRP Solutions Inc.**

eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services for business continuity management. ESN develops tools and utilities focused on core requirements: flexibility, scalability, objectivity and ease of use. ESN's core product is eBRP Toolkit. [www.eBRP.net](http://www.eBRP.net)

**Emergency Services Integrators (ESI)**

Emergency Services Integrators (ESI) is a full service provider to both emergency management and public safety. Our emergency management product suite includes the design of EOCs, integration of emergency information management, and display systems. [www.esi911.com](http://www.esi911.com)

### Co-Sponsors

**Booz Allen Hamilton**

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for more than 90 years. Every day, government agencies, institutions, and infrastructure organizations rely on the firm’s expertise and objectivity, and on the combined capabilities and dedication of our exceptional people to find solutions and seize opportunities. Booz Allen is committed to delivering results that endure. [www.boozallen.com](http://www.boozallen.com)

**myCOOP**

myCOOP is COOP System’s breakthrough continuity planning software. Recently selected by a number of substantial private and public sector institutions, the patented design was built from the ground up by world-class eCommerce developers. Visit our website to learn more about myCOOP; the future of continuity planning. [www.coop-systems.com](http://www.coop-systems.com)

**FedEx Custom Critical**

Whether you’re in the midst of a disaster or running test shipments, count on FedEx Custom Critical for all of your critical-shipment needs. We’re North America’s largest time-specific, critical-shipment carrier - providing 24/7 pickup and delivery throughout the U.S. and Canada. [www.fedexcustomcritical.com](http://www.fedexcustomcritical.com)

### Silver Sponsors

**Forsythe**

Since 1971, Forsythe has served as a national provider of technology infrastructure solutions to organizations nationwide, including many Fortune 1000 companies. A trusted, independent advisor, Forsythe brings cross-platform expertise to its technology consulting, technology leasing, and value added reseller services. [www.forsythe.com](http://www.forsythe.com)

**Hewlett-Packard Company**

Hewlett-Packard Company provides leading-edge technology to support your BC and disaster tolerant needs. Through our three-pillar approach of people, process, and technology, a solution can be designed to meet your availability and continuity needs. Our experienced Solution Architects can work with you to design an infrastructure to support your needs. [www.hp.com](http://www.hp.com)

**SunGard**

SunGard Availability Services offers a complete portfolio of solutions to help keep people and information connected - no matter what. By designing customized, enterprise-wide solutions that support people, processes and infrastructure, SunGard helps ensure that more than 10,000 customers achieve information availability uninterrupted access to mission-critical data and systems. [www.availability.sungard.com](http://www.availability.sungard.com)

**Varolii**

Varolii provides interactive communication solutions delivered through a Software as a Service model. Organizations across industries leverage our solutions to automate more of the communications process, resulting in improved operational performance and enhanced customer relationships. [www.varolii.com](http://www.varolii.com)

**Cisco WebEx**

Build WebEx into your telework process before disaster strikes. Prepare for the unpredictable. When disaster strikes, get your business back online in minutes. Give your employees the ability to do their jobs efficiently no matter where they are. Fortify your organization’s Business Continuity Plan with a comprehensive on-demand web solution. [www.webex.com](http://www.webex.com)

### Cyber City Sponsor

**Rentsys Recovery Services**

Rentsys Recovery Services is the premier, nationwide continuity provider of recovery and contingency solutions. Our services focus on the recovery of clients’ critical business processes through our alternate workspaces, replacement hardware, and restored communications. [www.rentsys.com/recovery](http://www.rentsys.com/recovery)

### Non-Profit Sponsors

**DRII**

DRII is a recognized leader in providing education, standards, and professional certification. DRII’s goals are to create a base of common BCP knowledge through education, assistance, and the development of a resource base; to certify qualified individuals; and to promote the credibility and professionalism of certified professionals. [www.drii.org](http://www.drii.org)

**Private and Public Businesses, Inc.**

Private and Public Businesses, Inc. is committed to providing the industry with training and BC solutions in partnership with both private and public agencies that contribute to the effective collaboration required for regional disasters. [www.ppbi.org](http://www.ppbi.org)
**Conference at a Glance**

**Sunday**
- Onsite Registration 11:00 am - 8:00 pm
- Cyber City 12:00 pm - 8:00 pm
- Workshops 1:30 pm - 4:30 pm
- DRRI Meeting and Reception 4:30 pm - 5:30 pm

**Welcome Reception**
- 5:30 pm - 8:00 pm
- Product Demos 5:30 pm - 8:00 pm

**Monday**
- Cyber City 6:30 am - 6:30 pm
- Networking Breakfast 6:45 am - 8:00 am
- Onsite Registration 7:00 am - 5:00 pm
- General Session 1 8:15 am - 9:15 am
- General Session 2 9:30 am - 10:30 am
- General Session 3 10:45 am - 11:45 am
- Exhibit Hall Opens 11:00 am
- Lunch/Exhibits/ Product Demos 11:45 am - 1:30 pm
- Breakout Session 1 1:30 pm - 2:30 pm
- Break 2:30 pm - 2:45 pm
- Breakout Session 2 2:45 pm - 3:45 pm
- Refreshment Break in Exhibit Hall 3:45 pm - 4:15 pm
- Breakout Session 3 4:15 pm - 5:15 pm
- Exhibit Hall Closes 5:00 pm
- Product Demos 5:30 pm - 6:30 pm
- Hospitality 6:30 pm - 8:30 pm

**Tuesday**
- Cyber City 6:30 am - 6:00 pm
- Networking Breakfast 6:45 am - 8:00 am
- Registration/Info Desk Open 7:00 am - 5:30 pm
- General Session 4 8:15 am - 9:15 am
- General Session 5 9:30 am - 10:30 am
- General Session 6 10:45 am - 11:45 am
- Exhibit Hall Opens 11:00 am
- Lunch/Exhibits/ Product Demos 11:45 am - 1:30 pm
- Breakout Session 4 1:30 pm - 2:30 pm
- Refreshment Break in Exhibit Hall 2:30 pm - 3:00 pm
- Workshop Sessions 3:00 pm - 5:30 pm
- Exhibit Hall Closes 3:00 pm

**Wednesday**
- Networking Breakfast 6:45 am - 8:00 am
- Information Desk Open 7:00 am - 12:00 pm
- General Session 7 8:15 am - 9:15 am
- General Session 8* 9:30 am - 10:30 am
- General Session 9 10:45 am - 11:45 am
- Lunch 11:45 am - 1:00 pm

**Pre-Conference Events**
- **Saturday**
  - PRC-4: Been There Done That

**Saturday and Sunday**
- PRC-1: Everything You Need to Know
- PRC-2: Current State Assessments
- PRC-3: BC Planning Made Simple
- PRC-5: Leadership in Disasters
- PRC-6: Outrageously Easy Planning
- PRC-7: Sentryx CBRT Course

**Post-Conference Events**
- **Wednesday, Thursday and/or Friday**
  - POC-1: EOC: The Critical Tool
  - POC-2: Comprehensive BIA
  - POC-3: Certificate for Disaster Prep.
  - POC-4: 7 Steps to Comprehensive BCP
  - POC-5: Certified Crisis Comm. Planner
  - POC-6: Ready, Set, Exercise
  - POC-7: Sentryx CBRA course

*Attendance prize drawing immediately following General Session 8.*

For complete details, including specific times, course descriptions and registration information, see pages 18-19 for pre-courses; 20-21 for post-courses; and 22-23 for DRRI information.
Sunday Workshops

Sessions are rated: novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Sunday Workshop Session 1
Novice/Intermediate/Advanced

Incident Management Plan Assessment

Peter Laz, MBCP
Forsythe Solutions

In this highly interactive workshop you will learn to use the BCP Audit checklist and the Incident Management Plan Maturity Model developed by PPBI from recognized standards and industry best practices. Returning to a workshop format for this venue, PPBI has condensed the one and one-half day course to share the effectiveness this process can have on your plans. Exposure to the practical experience of the instructors in addition to recognized industry standards is a perfect balance with the maturity of your plans benefits both the public and private sectors. You will use the checklist to assess your capability to assemble, coordinate, collect and channel the resources required for critical incident management. The tools are free, the simulation authentic, and the class is practical, immediately useful, and fun!

David Ziev, MBCP

Deidrich Towne, CBCP
Forsythe Solutions

Peter Laz, MBCP is a senior business continuity consultant with Forsythe Solutions Group and has more than 20 years experience designing and implementing business continuity, disaster recovery and incident management programs.

Deidrich E. Towne, Jr. CBCP is senior technical consultant for Forsyte Solutions Group. He has more than 35 years experience in Information Technology.

Sunday Workshop Session 2
Novice/Intermediate/Advanced

Business Impact Analysis Beginning to End

Barney Pelant, MBCP
Barney F. Pelant & Assc.

The Business Impact Analysis (BIA) project is the logical first step in the development of a business continuity program.

The project provides the business rationale for disaster recovery and business continuity planning. A BIA can help an organization to learn their current capability to recover from a disastrous event. Also, the BIA can help validate that the plan in place is really meeting the organization’s business needs.

During this workshop we will examine the successful methods for achieving timely desired results.

We will cover asking the right questions to learn:

• What is most important?
• Why?

This workshop will be interactive, so bring your questions and come share your experiences! This speaker will also present a detailed workshop on Tuesday.

Barney Pelant is owner and director of Barney F. Pelant & Associates. His professional background includes more than 30 years focusing on business continuity planning, disaster prevention and recovery.

He has held the certification of Master Business Continuity Professional (MBCP) from DRI International since 1997.

Pelant’s technical experience ranges from the design and development of domestic and international business centers, to the development of contingency plans to ensure their ongoing viability.

Sunday Workshop Session 3
Novice/Intermediate/Advanced

Preparing Your Community for a Pandemic: A Grassroots Approach

Harlan Dolgin
Thomson Reuters

Brandon Dempsey
Suite Commute

A pandemic is coming….all the experts agree. Are you working hard to prepare your company, but struggling with how your community will respond? When the pandemic hits, your community’s response will alter your business response - is your business ready? If you could learn how to plan a community response, would that help your business response?

The first part of the workshop will educate you about what a pandemic is, highlight the issues and challenges that companies and communities will face during the next pandemic, and give some common sense approaches to advancing an agenda of pandemic preparedness, both in your company and in your community.

The second part will deal in-depth with company-related issues such as work from home, HR issues, legal issues, social distancing, and other pandemic-related topics. For communities, the session will identify working partners that also want to prepare for a pandemic and strategies for gathering those partners together to become active in preparing the community for a pandemic.

You will leave this workshop with concrete tools, diagnostics, and action plans that will help you to prepare for a pandemic in your company and your community.

Harlan Dolgin has been the Americas IT Service Continuity Manager for the Technology Operations Department at Thomson Reuters since July 2004. Dolgin has served as co-chair of PandemicPrep.Org since summer of 2006.

Brandon Dempsey’s professional background is in telecommuting and remote work options, direct sales, marketing, and advertising. He founded SuiteCommute, a firm dedicated to helping other companies succeed with telecommuting and remote work.
Sunday Workshop Session 4  
Intermediate/Advanced

**Supply Chain Risks: Selling the BIA through Economic Analysis**

Barry Pruitt  
Pinnacle Business Concepts

This course will assist the participant in understanding how to develop a business case and cost/benefit analysis, centered on supply chain risks, using proved economic analysis methodologies. The end result is a report that enables quantifying the cost and benefits of the BIA in a language that speaks to those in the organization that are responsible for funding the project, the language of finance.

This allows the BC professional to approach the CFO and CEO on a level playing field. Upon completion of this course, the participant will have the theoretical knowledge necessary to add a key tool to their tool box to win the financial and business support necessary to complete a successful BIA and BCP.

When followed by the Tuesday Workshop 4: BIA Supply Chain Risks: An Economic Loss Valuation BIA Case Study course, the practitioner will have both the theoretical and practical knowledge to supplement the BIA information previously developed with the associated financial impact.

Barry Pruitt is president of Pinnacle Business Concepts Inc, an organization specializing in comprehensive business continuity planning. Pruitt suffered workplace violence in 1987, has more than 22 years experience managing major projects, teaches at USC School of Business, and has experienced a major business interruption.

Lehr McKenzie is partner with Pinnacle Business Concepts, Inc. He has more than 30 years cross-industry experience in financial leadership, risk management, strategy formulation, and executive coaching & development experience.

Sunday Workshop Session 5  
Novice/Intermediate

**BCP Efficiency Techniques**

Geoffrey Wold  
LBL

In the current environment with tight budgets, BCP planners (similar to other staff) need to do more with less. It is important for BCP planners to be both efficient and effective in developing and maintaining the business continuity plans for their organization. The BCP stakeholders that are critical to the BCP process have more duties and responsibilities than ever before. Accordingly, it is also important for the BCP planner to use their time efficiently. This session will focus on the approaches and methodologies for streamlining the BCP process and presents several efficiency methods and techniques that will help save time and effort through all phases of the BCP process. Topics will include using:

- An enterprise risk based approach to determining the scope of the BCP
- Pre-formatted BCP data gathering forms
- Standardized format for the BCP procedures and documentation
- Writing techniques that reduce maintenance
- Single step data gathering vs. multiple steps
- Performing test exercises efficiently
- BCP software efficiencies

Geoff Wold, CPA, CMA, CSP, CCP, CISA, CMC, CITP, CFSA, CIRM, is a partner and a managing director at LBL Technology Partners. Previously, Wold was a Partner at RSM McGladrey with national responsibilities for their IT Assurance and BCP consulting products and services. He specializes in emergency management, continuity planning, and IT security.

Jacalyn Ragan, CBCCP, LBL

Jacalyn L. Ragan, CBCP, CISA, CISM is a director with LBL Technology Partners. She specializes in risk assessments, business impact analysis, recovery strategies, continuity planning, and security evaluations. She has performed several continuity planning engagements for all types of organizations.

Sunday Workshop Session 6  
Novice/Intermediate/Advanced

**The Disaster Experience**

Sponsored by  
Attainium

Bob Mellinger

This session has been designed to put you in the throes of a real-life natural disaster situation, as it unfolds. You will make the critical decisions any organization will have to make - and deal with the consequences of those decisions! After you've finished, you'll understand the importance of planning in advance for a disaster or other business disruption.

Chances are that while you read this, an unexpected natural disaster is causing an organization stress and confusion and is affecting its long-term ability to provide products and services to its customers. Are the organization's leaders prepared to handle it? Will they be able to recover?

Forces beyond your control can impact even the most carefully planned response and recovery effort. How prepared are you to deal with Mother Nature's wrath?

This mock disaster simulation is designed to put you in the throes of a natural disaster situation, as it unfolds. You will make the critical decisions any organization will have to make - and deal with the consequences of those decisions! After you've finished, you'll understand the importance of planning in advance for a disaster or other business disruption.

Never be caught unprepared again!

Bob Mellinger is the founder and president of Attainium Corp, which he launched to deliver business continuity planning and management services. He is a frequent speaker on the topics of business continuity, contingency planning, emergency preparedness and crisis management, delivering sessions ranging from The Basics of Continuity Planning to the Impact of Today's Threats and Hazards, as well as customized, interactive mock-disaster tabletop exercises known as the Disaster Experience.
General Session 1
8:15 a.m. - 9:15 a.m.

Clearing the Confusion on Industry Regulations

There has been much confusion on new standards and regulations that are coming to the forefront in business continuity. One high profile debate is about the Title IX of US Public Law 110, proposed through the Department of Homeland Security. Numerous other rules and regulations are adding to the confusion in the industry. A DHS official will give us a thoughtful, insightful look at these regulations. He will bring a new perspective to how it affects business continuity planners and will help sort out the confusion over which way to turn. As a public official, his insight will enlighten the audience and provide a complete examination of the highs and lows of each proposal.

A DHS representative will lead this session. For national security reasons, the name and rank are not being released. The official will apply his years of experience to produce a motivating and enlightening presentation on the topic.

Ron Thompson is director of service delivery for IBM Business Continuity and Resiliency Services (BCRS). Thompson has held this role since January of 2005.

General Session 2
9:30 a.m. - 10:30 a.m.

Enhancing Resiliency: The Journey Ahead

As the volatility of the world continues to drive drastic change, the ability of a firm to protect its critical assets and provide continuous business operations has become increasingly more challenging. A reactive approach no longer is sufficient, driving each of us to re-assess the way we plan, design, manage, and deliver the very services that support BC/DR efforts. Learn IBM’s strategy and vision of the future for enhanced resiliency. This proactive approach will combine technological enhancements, improved systems management disciplines, automated control and operations, and evolving methodologies that will bring us closer to meeting availability objectives that are crucial to business survival.

Ron Thompson
IBM

General Session 3
10:45 a.m. - 11:45 a.m.

The River is Rising in Cedar Rapids: A Case Study

We all remember the vivid images of the water rising in Iowa. AEGON, one of the world’s largest life insurance and pension groups, has multiple operating divisions and the company’s US corporate headquarters in hard hit Cedar Rapids. The AEGON team provided response and recovery support to its employees and the community. Attend this fast-paced session to learn how the AEGON program provided for a win-win for the company and citizens of Cedar Rapids.

Regina Phelps
EMSS

Chris Foster
AEGON

Regina Phelps, CEM, RN, BSN, MPA, is founder of Emergency Management & Safety Solutions, a consulting and training firm.

Chris Foster is a lead business consultant with AEGON USA and has been acting director of emergency preparedness for the past 2 1/2 years.
### General Session 4
8:15 a.m. - 9:15 a.m.

**Are Company Directors Under a Duty to Prepare for Pandemics?**

Joseph McMenamin  
McGuireWoods

The Board of a publicly held corporation owes fiduciary duties to its shareholders. Under certain circumstances, a Board member who fails to fulfill those duties may be held liable for losses. They are required to exercise reasonable judgment in making informed decisions affecting the company’s interests and the value of its stock. Many experts believe that a pandemic is virtually inevitable. Should one occur, disruption of business, and increased costs, are highly likely, though impossible to quantify. We will address the question whether, and if so to what extent, a failure to prepare for a pandemic may expose directors to legal liability.

Joseph McMenamin is a partner in the Richmond, Virginia office of McGuireWoods, LLP. He is an attorney and a former emergency physician with an interest in medico-legal topics generally, and related litigation in particular.

---

### General Session 5
9:30 a.m. - 10:30 a.m.

**The Future of Recovery**

Stephen Buckus  
SunGard Availability Services

Recovery has evolved from mere reaction to environmental circumstance and day to day mishaps to a proactive strategic component of IT and business processes. The future holds hope of designing recovery right into the business process and IT application. How can you build cost efficiencies as you move data from a primary site to a recovery site? What does it take to keep applications from disparate systems in synch? Discover why scale and size do matter as businesses face additional pressures to go green, meet LEED requirements, stay compliant and control utility costs. Learn how to optimize your investment, help hedge lost opportunity and gain high value, while reducing RTOs and RPOs.

Stephen D. Buckus, vice president, operations, recovery services, SunGard Availability Services, has 27 years of IT experience. He is an expert in working with systems and facilities in high availability environments.

---

### General Session 6
10:45 a.m. - 11:45 a.m.

**A Three Dimensional Model for Effective Crisis Leadership**

Robert Chandler, Ph.D.  
Univ. of Central Florida

What are the attributes of an effective crisis team leader? Dr. Chandler undertook a multi-year series of research studies to seek to define the characteristics, traits, skills, and abilities that are correlated with effective crisis leaders. Learn from his research as well as hear a summative conceptual model for analyzing crisis leadership. This presentation will be informative for anyone who is interested in gaining better understanding of what constitutes effective leaders during crises, disasters, and emergencies. Participants will gain knowledge that can be applied when selecting, training, developing, and assessing crisis leaders.

Robert Chandler, Ph.D. is the director of the Nicholson School of Communication at the Univ. of Central Florida. He is an accomplished researcher with nearly 200 academic and professional papers.

---

### General Session 7
8:15 a.m. - 9:15 a.m.

**Accredited Certification complying with DHS Voluntary Preparedness Program**

Scott Richter  
ANAB

This presentation will show the participant an understandable outline of the processes involved for an organization to obtain an accredited certification meeting a requirements standard which conforms with public Law 110-53 Title IX Section 524. At the time of this synopsis, DHS has not yet named the voluntary standard (or standards) which might be used to meet this voluntary preparedness program. Some examples of standards currently under discussion are NFPA 1600, BS25999, and ISO/PAS 22399.

Scott Richter’s recent work has been with the United States’ national accreditation body, the ANSI-ASQ National Accreditation Board (ANAB) headquartered in Milwaukee, WI. This body provides oversight for management systems. He is responsible for representing USA interests at international groups writing various normative standards.

---

### General Session 8
9:30 a.m. - 10:30 a.m.

**DR on a Dime: How to Leverage the Leading, Cutting, and Bleeding Edge of Technology on the Cheap!**

Ben Weinberger  
Lathrop & Gage, LLC

Ensuring your business’ survivability should not be dependent upon the size of your budget; realistically, though, managers are being asked to do more with less funding. Through some creative and informed decisions, your DR budget can be maximized. While keeping an eye on the bottom line, we will discuss solutions that improve disaster recovery and high availability utilizing proven and “on the cusp” technologies, while also touching-on what to expect in the not-too-distant future. This session will explore best practices for a distributed organization and explore more cost effective methods of backup and recovery.

Ben Weinberger is CIO for Lathrop & Gage, LLC. His technical skills include expertise in applications, infrastructures, database design and management, and telecommunications systems.

---

### General Session 9
10:45 a.m. - 11:45 a.m.

**Business Speak and Risk: The Supply Chain Connection**

Barry Pruitt  
Pinnacle Business Concepts

Many organizations, in developing BC plans, weigh heavily on the impact of an IT disruption. Clearly, there are numerous other potential business interruptions that could prove costly, even fatal, to the business. One potential interruption is supply chain interruption. The cornerstone of “Business Speak” is understanding the whole picture. While the CIO is highly concerned with the exposure created by an IT interruption, the COO is equally concerned with the exposure created by a supply chain interruption. Learn to speak to all your senior leadership in this session.

Barry Pruitt is president of Pinnacle Business Concepts Inc, an organization specializing in comprehensive business continuity planning.

---
Measuring Your Success

Using the IT Infrastructure Library (ITIL) methodology for measuring performance, learn how to use key performance indicators (KPI) and critical success factors (CSF) to measure the performance of your disaster recovery program. The session will provide guidelines on what aspects of your disaster recovery program should be measured and how to set up corresponding KPIs and CSFs. You will also learn how to create a scorecard that weighs and scores a KPI/CSF. Lastly you will learn how to convert the scores into simple to read dashboard metrics that can be reported to upper management.

Thomas Lee is a senior business resiliency consultant. He has more than 23 years of overall information technology experience with 14 dedicated to data center disaster recovery. Lee has worked as a consultant and employee for both private and government sectors.

Case Study: Data Protection Strategies at the Canadian Cancer Society, Ontario

Gerry Holmes
Cndr. Cancer Society

The Canadian Cancer Society is a national organization with separate autonomous divisions in each of the Canadian provinces. For the Ontario Division, data protection is one of the most important elements of its disaster recovery strategy. That's why it has deployed a combination of VMware and Riverbed technologies to virtualize, de-duplicate, back up and replicate all of the data on its Storage Area Network at the primary data center, to its DR site. A consolidation effort this past year has enabled the organization to optimize data transfer over the wide area network, reduce the amount of equipment at the DR site, and dramatically improve replication times and data backup processes.

Gerry Holmes, director, information technology, has been a member of the Canadian Cancer Society leadership team since March 2006 and reports directly to the CFO.

Psychological First Aid For First Responders

P.J. Havice-Cover
Colorado Medical Society

Since the mind and body are inseparable, it is important to assess both when responding to emergencies. As first responders/ first receivers you are charged with assessing a situation and the safety of those involved. The tools you will learn at this training will help make this part of your job easier and provide some additional strategies for dealing with crisis situations. This session will also cover: Four typical stress responses, interventions for those in crisis mode, psychological first aid, ongoing concerns, self care, buddy care, resilience and confidentiality.

P.J Havice-Cover is the emergency manager for the Colorado Medical Society doing strategic planning for disaster response with the medical community across the state. She serves as a federal reservist on a team with the National Disaster Medical System as a mental health and public information officer (PIO).
**Breakout Sessions**

**Track 2**

**Monday, 2:45 - 3:45 p.m.**

**Choose One Selection Per Track**

### Strategic Session 2
**Intermediate/Advanced**

**DR Formulae: Qualitative and Quantitative Risk Assessment**

Jim Byrom, CBCP, IRS

Ultimately in any business, whether government or private industry, the bills must be paid. There is always a bottom line to watch, and everything from risk to Return-On-Investment (ROI), from Net Present Value (NPV) to Internal Rate of Return (IRR), must be calculated, weighed, and allocated. The goal of this session is to provide guidance, spreadsheet templates, and procedures designed to improve qualitative and quantitative risk assessment and the development of "numbers" which will easily be accepted by accounting and finance functions within an organization.

Currently with the Internal Revenue Service, and with more than 25 years of both industry and military experience, Jim Byrom has served as a disaster recovery planner, networking subject matter expert, director of engineering, business process consultant, vice president, and chief information officer.

### Managerial Session 2
**Novice/Intermediate/Advanced**

**Assessment and Planning: Two Critical Incident Management Tools**

Regina Phelps, CEM, RN, BSN, MPA, is an internationally recognized expert in the field of emergency management and contingency planning. She has provided consultation, training, and speaking services to clients in four continents. She is founder of Emergency Management & Safety Solutions, a consulting and training firm.

### Technical Session 2
**Novice/Intermediate**

**Technical Recovery Exercises and Fundamentals**

Todd Young, CBCP, Capgemini

Technical recovery exercises are the absolute proof to your management that disaster recovery plans are capable of restoring critical IT infrastructure. How do you effectively coordinate the myriad of activities associated with multiple IT platforms, teams and locations? This session will demonstrate how to leverage best practices and organize the preparation, execution and follow-up phases of your recovery exercise to maximize its value, while avoiding the pitfalls that can be encountered along the way.

Todd Young, CBCP, is employed with Capgemini – New Horizon System Solutions as a senior BC/DR planner in their Toronto Continuity Planning Group. Elizabeth Alexander, CBCP, is a senior BC/DR planner for Capgemini – New Horizon System Solutions. Phil Stott, CBCP, is employed by a subsidiary of Capgemini – Inergi as a senior business continuity planner.

### Technical Session 2
**Novice/Intermediate**

**Technical Recovery Exercises and Fundamentals**

Elizabeth Alexander, CBCP, Capgemini

Phil Stott, CBCP, Inergi

### Technical Recovery Exercises and Fundamentals

**Emergency Response Session 2**
**Novice/Intermediate/Advanced**

**Wireless 101: Disaster Recovery for Cellular Carriers**

Bob Klemme, Verizon Wireless

This not-too technical session is an overview of how cellular networks are designed and built, with an emphasis on activities that increase the reliability of networks. This presentation provides technical and practical information about the cellular industry for business continuity and disaster recovery professionals who need to keep their response teams communicating during disasters.

Bob Klemme is associate director of business continuity / disaster recovery at Verizon Wireless. He coordinates the company-wide program that includes crisis management, plan development and testing. He has 14 years of consulting and management experience in the telecommunications industry, focused on developing reliable, cost effective systems and business processes.

### Advanced Session 2
**Advanced**

**Doubling Down on BCM in a Volatile Economy**

Tim Coats, Deloitte & Touche

“Volatile” is a good way to describe the current economic climate. Companies should be adapting to these uncertainties and make risk mitigation even more pressing. It is precisely because of the increased volatility that protecting the business from loss of life, disruption of cash flow, and damage to brand becomes more important. Increased risks can come from the weakness in the supply chain and customer base, acts of terror and nature, people and infrastructure pushed to their limits, and market consolidation. Now is the time to dust off those BC plans and reevaluate how well you are prepared.

Tim Coats is responsible for leading the business continuity and disaster recovery practice Deloitte & Touche LLP in the Pacific Southwest.

Greg Pinchbeck is responsible for leading the Mid Americas Business Continuity Practice for Deloitte & Touche LLP.

### Information Session 2
**Intermediate/Advanced**

**Surviving the ‘Boomer’ Tsunami**

Glen Curole, CBCP

Pandemic planners suggest you plan for 30% to 40% absenteeism for two to three weeks over an eight week period. Can your company survive with that many of your most experienced employees gone permanently? That’s what might happen at your company as baby boomers retire. Over the next 10 years many companies will face a significant knowledge loss. This is a relatively new area for analysis caused by the realization that large numbers of baby boomers are approaching the initial retirement age of 62 years old. At this session you will find out how to determine the size of the risk, present that information to management and discuss strategies to reduce the number of retiring boomers.

Glen Curole, CBCP, is president and executive consultant for Category 5 Services. He has more than 15 years experience in the BC/DR field.
Intermediate/Advanced

Risk Management Resources for the BIA

Bob Gardner, CBP
Marsh

Business continuity professionals are taught that a solid business impact analysis provides the foundation for a quality BC plan. Planners often struggle with the practical realities of what types of physical risks they may face, and where their time and effort should therefore be spent in analyzing threats. A wealth of knowledge is often already available through corporate risk management organizations that can be extremely valuable. This includes risk analysis and control data, natural hazards, catastrophic modeling, valuation information, and other insurance program details. Explore various risk management resources and how BC professionals can capitalize on this information.

Bob Gardner, CBCP, vice president with Marsh Risk Consultants, provides risk control services to clients of the insurance brokerage firm Marsh.

Managerial Session 3
Intermediate/Advanced

Objective Hurricane Response Guidance Using Timeline Tools

Chris Hebert
Impact-Weather

Hurricanes pose a major threat to company facilities, employees and inventory, even when facilities are located inland. The cornerstone of business continuity and loss minimization is a well thought-out, rehearsed response plan. Objective measurement of the potential risk from hurricanes adds value and stability to any productively designed plan. “Hurricane Timeline Tools” – including worst-case scenario, hurricane decision guidance, probability of wind impact, hurricane risk indicator and the hurricane severity index – have recently been introduced and will be detailed, including real-world application examples.

Chris Hebert received his B.S. degree in Meteorology from Texas A&M University. He has more than 28 years of forecasting experience, including 10 years as lead hurricane forecaster for ImpactWeather.

Technical Session 3
Novice/Intermediate/Advanced

Take Your BC/DR Program to a New Level With A RLM Approach

Rick Galetta
Forsythe

David Halford
Forsythe

Learn current industry trends, and explore how to take your BC/DR program to the next level via a Recovery Lifecycle Management. This requires advancing, improving, and maturing your existing BC/DR program with a strategic long term vision for aligning your IT infrastructure with the needs of your business. The final result is an actionable RLM model that aligns your business requirements to architecture, maximizing operational readiness and information value while mitigating risk.

Rick Galetta is a BC/DR managing consultant with Forsythe Solutions Group.

David Halford is a business continuity services managing consultant for Forsythe Solutions Group.

Emergency Response Session 3
Novice/Intermediate/Advanced

Deploying BC Communications Internationally: What You Need to Know to Make it Work

Michael Martin
Varolii

Vicki Wheaton
Varolii

As organizations become more distributed and operations more dispersed, reaching everyone affected by a crisis more and more requires reaching people worldwide. While this may seem like an obvious step to take in bringing critical communications to the next level, actually getting it to work can be complex. Hear an overview of how to make a successful transition of your crisis communication from domestic to international reach. Learn the critical elements of the techniques, regulations, and technology necessary for global crisis communications.

Mike Martin is the BC market manager at Varolii Corporation. He is responsible for research, content creation, and promotion of BC and communications-related knowledge and information.

Vicki Wheaton is an integral part of the BC community and has spoken at more than 30 conferences and trade shows.

Advanced Session 3
Advanced

Disaster Recovery (DR): Essential Lessons from the Fortune 500

Paul D’Arcy
Dell Message One

By pre-planning for potential crisis scenarios, your organization will be able to respond more quickly and appropriately when an emergency strikes. This session will offer some tips on how to best prepare for a crisis by sharing specific lessons learned from the Fortune 500. It will include trends in DR technology, including the latest in emergency communication and crisis collaboration tools that are available. It will offer best practices to ensure high availability for critical applications, like email and specific considerations to weigh when investing in infrastructure, based on market trends and case studies.

Paul D’Arcy brings more than 10 years of technology marketing experience to Dell MessageOne. He oversees the company’s overall marketing program.

Information Session 3
Novice/Intermediate/Advanced

The DRII Certification Process

You’ve taken a few DRII courses, even sat for the certification exam – now what? You’ve heard the stories of how intense the application process is – where do you start? This session will be chaired by members of the DRII Certification Commission and the DRII Certification Manager, and will focus on the application process to successfully become certified. The session is targeted to those individuals who have either begun or wish to begin this process, and will feature a “how-to” approach to this topic. Participants are encouraged to bring specific questions concerning their applications.

Disaster Recovery Institute Intl. is a recognized leader in providing education, standards, and professional certification.

Monday 4:15 - 5:15 p.m.

Track 3

Choose One Selection Per Track
Breakout Sessions

Choose One Selection Per Track

Track 4
Tuesday, 1:30 - 2:30 p.m.

Strategic Session 4
Novice/Intermediate/Advanced

Disaster Recovery Testing Strategies
Jay Cornell

The presentation will be an overview of the Chase Card Services (CCS) DR testing strategy. CCS is the line of business within JPMorgan Chase that does the credit card processing. Learn the overall approach to DR from major initiatives affecting new or existing DR solutions through planning and execution of DR tests. Hear an overview of mature testing processes used to validate programs. Learn how to integrate various business units application requirements into a consolidated testing program and how to tie together the overall application recovery. We also will discuss non-testing work.

Jay Cornell is a business resiliency lead for Chase Card Services. He has more than 20 years in IT with financial institutions.

Managerial Session 4
Novice/Intermediate

Mission Assurance: The Changing Landscape
Jerry Vevon

Terrorist attacks, natural disasters, and critical infrastructure failures highlight the need for an integrated mission assurance approach provided by centralized directives. Directives require organizations to identify risks and interdependencies among functions and to implement integrated mission assurance solutions. In January 2009, a new administration assumes responsibility for leading the Federal Government. As Presidential appointees assume control of departments and agencies, their focus will be on mission areas. Is your organization ready?

Jerry Vevon is a principal at Booz Allen Hamilton with 28 years of management, leadership, and intelligence analytical experience.

Jonathan Allen is a senior associate with Booz Allen Hamilton and one of the firms’ leaders providing crisis management, integrated security services, strategic risk management, and resiliency to both government and commercial clients.

Technical Session 4
Intermediate/Advanced

Avoiding Data Center Disasters: What Professionals Need to Know
Jim Nelson, MBCP

Learn practical suggestions on how you can avoid data center disasters. As a data center manager or BCP you spend a lot of time ensuring that the data center is protected and operating at its most efficient. It is likely that you participate in testing of back ups, ensuring that your storage replication is adequate, and being operational at all times. The response of the data center professional in the first 15 minutes following an event can drastically change the impact to the data center and ultimately the continuity of the operations of the organization. Learn areas where you can gain an advantage through careful consideration and common sense.

James Nelson, M.S., MBCP, CDCS, CORP is the president of Business Continuity Services, Inc., a consulting firm specializing in providing BC, DR, data center and crisis management consulting.

Emergency Response Session 4
Intermediate/Advanced

Comprehensive Healthcare BC Planning: How To Build A Program In Your Institution
Stuart Weiss

There is a growing awareness of the importance of comprehensive BC and DR planning within the healthcare community. This is being driven by many factors including new Joint Commission standards, healthcare bond rating agencies and demands made by grant funding entities. This session will bring healthcare planners important concepts and tools that can be used to build a comprehensive BC program. It is strongly recommended that you plan to take this session together with the subsequent Tuesday Workshop Session 2.

Stuart Weiss is a nationally recognized expert in the field of disaster preparedness. He is a founding partner of MedPrep Consulting Group.

Angela Devlen is the director of emergency management at Caritas Christi Healthcare in Boston.

Advanced Session 4
Advanced

How To Get An ROI From Your BCP
Rick Rancher, BC

What began as a statement from the CEO at an investors’ meeting that all business units had a BCP or would have one by the end of the year, resulted in a two year project that saved the company substantial money and positioned it to be spun off and sold for almost $10 billion. Learn the details of the project which entailed 43 plants in more than 30 countries. The presenter will share the lessons learned and techniques that saved the company substantial money and actually made them more resilient.

Rick Rancher, retired CIO for BP Chemicals, has more than 35 years experience in IT. For the last 25 years he has held various management and executive positions with BP. When he retired in 2006, Rancher was the director of operations, Americas and Asia for BP Chemicals.

Information Session 4
Advanced

Randall Till, CBCP

Join moderator Randall Till, CBCP as he leads this exciting track geared toward sharing information and creating dialog related to the leading trends and issues. Industry leaders will share information and strategies shaping the future of business continuity. When paired with Workshop Session 1, this half-day track will provide information exchange and discussions that will allow the audience to directly target the needs of their organizations. The session will cover business continuity, emergency management, risk management and other key areas. The forum will address current topics that impact the industry and provide direction for effectively managing operational risks and emergency events.

Randall Till, CBCP, has more than 20 years implementing business continuity plans and practices within large organizations and has worked to develop a “Best in Class” approach for developing a comprehensive business continuity program.
Tuesday Workshops

Sessions are rated: novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

**Workshop Session 1**
Novice/Intermediate/Advanced

**Information Sharing Part 2**
Forum on Current Trends and Practices in the BCP Industry

**Randall Till, CBCP**

**MasterCard**

Return to the second part of the session, when industry experts relate their knowledge and experience in functional areas associated with business continuity, emergency management and risk management functions. Current topics impacting the business continuity industry will be addressed, along with future issues related to effectively managing operational risks. This dynamic session will provide interactive dialog and information exchange related to the most current and pressing issues that face the industry today. This group of distinguished industry experts will offer their insights and experience related to current activities and future trends in the industry.

In this second half of the track, we will shift the focus towards specific topics that will be covered with more detailed analysis and discussion by the industry experts. Each participant will focus on their areas of expertise to provide insights and updates on current activities. An active dialog session will follow with industry participants leading the conversation along with questions from the audience.

This half-day track will provide an interactive setting to share information and create a valuable learning experience for DRJ conference attendees.

This session will be presented by industry experts. Moderator will be Randall Till.

Randall Till, CBCP has more than 20 years implementing business continuity plans and practices within large organizations and has work to develop a “Best in Class” approach for developing a comprehensive business continuity program.

---

**Workshop Session 2**
Novice/Intermediate/Advanced

**Do Comprehensive Healthcare Business Continuity Planning: Let’s Get Down To The Nitty-Gritty**

**This hands-on intensive workshop will build on the concepts presented at the previous breakout session (ES-4). In this workshop, we will get down into the details of actually creating a comprehensive BC plan. We will cover:**

- How to do a risk assessment (HVA) and develop action plans to mitigate risk and then monitor progress
- How to do a business impact analysis (BIA) in healthcare: How to capture data, how to report the data, what questions need to be asked, what pitfalls and landmines to avoid.
- The Healthcare Generally Accepted Practices (Healthcare GAP) for business continuity planning
  - How to integrate healthcare quality and safety, risk management and your BC program
  - How to tie everything together into a nice neat package for your executives

This workshop will focus on tried and true best practices. You will walk away with tools and actual documents you can use in your facility. Come prepared to immerse yourself in this topic. Join us and learn from leaders in the healthcare industry.

**Dr. Stuart Weiss, FACEP, CBCP, CEO of MedPrep Consulting**

**Angela Devlen**
**Caritas Christi Healthcare**

**Workshop Session 3**
Intermediate/Advanced

**Planning for the Unthinkable: Workplace Violence**

**Regina Phelps EMSS**

What does your company do about workplace violence? Nothing you say? Consider this...for the past 10 years, assaults and violent acts have been the second leading cause of workplace fatalities nationwide. Murder is the number one cause of death for women at work; it is number two for men. Two occupational groups- sales and protective service occupations- together account for almost half of the murders! Do you have a workplace violence policy? What can you do to protect yourself and your employees?

- Who is the typical perpetrator?
- OSHA guidelines
- National statistics
- What are the warning signs and signals?
- Develop a Company Threat Response Team
- Employee terminations
- Employee selection
- Dealing with angry and difficult people
- Scenarios and case studies

Regina Phelps niche includes crisis management team development, emergency operations center (EOC) design, and the development of emergency exercises for large global companies. She has provided extensive consultation to global companies preparing for the pandemic threat. A partial client list includes Visa, the World Bank, AEGON, Northern Trust, Triton, Liberty Mutual, Duke University, Stanford University, the California Institute of Technology, Wyeth, Roche and Wells Fargo.

---

Angela Devlen is the director of emergency management at Caritas Christi Healthcare in Boston and a founding board member of the Business Continuity Planning Workgroup for Healthcare Organizations

Other faculty as available will be added to this interactive comprehensive workshop.
Workshop Session 4
Intermediate/Advanced

BIA Supply Chain Risks: An Economic Loss Valuation BIA Case Study

Barry Pruitt
Pinnacle Business Concepts

Prerequisite for this course is Sunday Workshop Session 4: Supply Chain Risks: Selling the BIA through Economic Analysis.

This session takes the logic and methodologies presented in the Sunday Workshop Session Supply Chain Risks: Selling the BIA Through Economic Analysis and provides a venue for applying that logic and those methodologies in a “practice field” environment. Participants will complete a business case based on supply chain risk as part of business continuity planning and cost/benefit analysis for the case study provided. The final product of the course will be a completed “income statement” and “statement of cost/benefit”. Each participant will have “hands on” experience using the economic analysis methodologies and have another tool in their BIA tool box for gaining the financial and business support necessary for a successful BIA and BCP.

Barry Pruitt is president of Pinnacle Business Concepts Inc, an organization specializing in comprehensive business continuity planning. Pruitt suffered workplace violence in 1987, has more than 22 years experience managing major projects, teaches at USC School of Business, and has experienced a major business interruption.

Lehr McKenzie is partner with Pinnacle Business Concepts, Inc. He has more than 30 years cross-industry experience in financial leadership, risk management, strategy formulation, and executive coaching and development experience.

Workshop Session 5
Novice/Intermediate/Advanced

BIA Strategies: The Next Step

Barney Pelant, MBCP

Barney F. Pelant & Assocs.

Once the business impact analysis (BIA) has been completed, the next logical step in the development of a business continuity program is the formation of the business recovery strategy. The results of this effort provide us the infrastructure for carrying out the successful recovery of the organization in case of a disastrous event or business interruption.

This infrastructure is also the foundation for the procedures that we develop next, a.k.a. our business recovery plan.

This session is a former breakout session that has been expanded by popular request to a workshop.

During the workshop we will examine a proven methodology for taking the findings of the BIA and developing successful strategies.

Learn important and logical steps to take when structuring the business recovery strategy. You’ll take home answers and solutions that you can implement immediately.

Barney Pelant is owner and director of Barney F. Pelant & Associates. His professional background includes more than 30 years focusing on business continuity planning, disaster prevention and recovery. Pelant’s technical experience ranges from the design and development of domestic and international business centers, to the development of contingency plans to ensure their ongoing viability. His consulting experience includes roles as consultant and director of contingency services (consulting services) for SunGard Recovery Services, and senior manager - business continuity planning for Ernst & Young.

Workshop Session 6
Novice/Intermediate/Advanced

Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Exercise

Steve Goldman
Goldman Mgmt. Consultants

Successful crisis management and disaster recovery takes more than a plan: it requires realistic testing and validation.

How do you do that properly? Are your exercises smoke and mirrors or do they provide as-close-to-real situations as possible? How does your program compare? How can you improve?

During this hands-on workshop, you will learn how to set up and conduct a successful BCP/DRP exercise. Students will master the aspects of effective exercise preparation and execution, including:

- Types of drills and exercises
- Elements of a successful exercise
- Scope, objectives, and extent of play
- Scheduling and coordination
- The scenario team
- Scenario ideas and events you can use
- Resources and props
- How to conduct, evaluate, and critique
- Imagination, creativity, and leadership
- Steve’s highly acclaimed Exercise Planning Checklist.

You will learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems. Exercise conduct, evaluation, and critiquing strategies will be discussed. With his lively style and real-life examples, Goldman will lead the class through interactive discussions of successful exercise development.

Steve Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company.
The official conference hotel is:

**Disney's Coronado Springs Resort**
1000 W. Buena Vista Drive
Lake Buena Vista, FL 32830
Reservations: 407-939-1020

Guests rooms include coffee makers, irons, ironing boards, refrigerators and wall safes. High speed Internet access is available for a fee. Guests can also enjoy the pool and several restaurants.

**Hotel Reservations**
A block of rooms has been reserved at Disney's Coronado Springs Resort. Once the block is filled, reservations will be made on a space available basis, with the rate subject to change at the discretion of the hotel. The group rate is $175 for a single or double room. A $15 fee will be charged for each additional occupant over 18 years of age. **Attendees are responsible for making their own hotel reservations. Call 407-939-1020.** The hotel’s fax number is 407-939-1012.

**Area Attractions**
Theme park excitement is just minutes away. Parks include Magic Kingdom, EPCOT, Disney's® Animal Kingdom, and Disney's® Hollywood Studios. For the sports enthusiast, there’s tennis, boating, golf and more. Nighttime brings even more excitement. Visit Downtown Disney or Pleasure Island.

**Onsite Shuttle Service**
DRJ has arranged for shuttle service between Disney's Coronado Springs Resort's themed villages and the convention center. This service will provide pick-up and drop-off services at all the villages during designated times.

**Local Transportation**
Shuttle service to and from the airport can be arranged through Disney's Magical Express! This complimentary shuttle and luggage delivery service conveniently takes you from the airport directly to your hotel. **Once you have a confirmed room reservation, call 407-827-6777 to book your Disney's Magical Express reservation.** Make your Disney's Magical Express reservation at least 30 days in advance of your arrival date. Further details will be mailed to you after your hotel reservation is made.

While onsite at Disney's Coronado Springs Resort, the Walt Disney World Resort Transportation network provides guests with complimentary transportation services to all Disney attractions.

**Travel Information**
**Airlines:** American Airlines is DRJ's official airlines for Spring World 2009. For reservations, call 800-433-1790 or visit www.aa.com. Use file #A7939AG for the discounted rate.

**Car Rental:** Avis is DRJ’s official rental car service. Call 800-331-1600. Use file #D005078 for the discounted rate.

**Walt Disney Park Ticket Discounts**
Attendees of DRJ’s Spring World 2009 have the option of purchasing Walt Disney Tickets at discount prices. For more information, visit www.drj.com/Orl2009.
Spring 2009 Registration Form

Register By January 29, 2009 for $895! Save $200 in conference fees!

Date_______________________________List Your CBCP, FBCI, CRP#__________________________________

Mr/Mrs/Ms______First Name__________________________Last Name _________________________________

Company____________________________________________________________________________________

Title__________________________________Email _________________________________________________

Address_________________________________________________Mail Stop____________________________

City__________________________________________State____________________Zip____________________

Country_________________Telephone___________________________Fax______________________________

Print Name As It Should Appear On Badge__________________________________________________________

List Any Designations For Badge  _________________________________________________________________

Emergency Contact Name/Phone Number__________________________________________________________

Check here if you require special needs ______ Please specify_________________________________________

Notify conference personnel during Onsite Registration of your arrival and special needs.

Register By January 29, 2009 for $895! Save $200 in conference fees!

___ Check enclosed for $_____________________Registration Discounts (if any) ? ____________________

___ Bill my company, Attn: __________________________________________________________________

___ Purchase order attached, P.O. #______________________________________________________________

___ Bill my Visa ______ Bill my MasterCard ______ Bill my AMEX ______ Bill my DISCOVER

Security Code _____________________________(three-digit number found on back of card, four digits on front for AMEX)

Account #___________________________________________________________Exp. Date_________________

Signature____________________________________________________________________________________

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Feb. 27 without penalty. No refunds or credits will be given for cancellations received after Feb. 27. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy._____________________________________________________________

Promotional Policy: DRJ retains the right to use attendee images and comments for promotional purposes.

Session Information

Name: ___________________________________________ Company:____________________________

Please complete this section to make your breakout and workshop selections. Circle only one session per time slot. General sessions are held each morning and are open to all conference attendees.

Sunday, March 29
Workshop Sessions SWS-1 SWS-2 SWS-3 SWS-4 SWS-5 SWS-6

Monday, March 30
Breakout Session 1 SS-1 MS-1 TS-1 ES-1 AS-1 IS-1
Breakout Session 2 SS-2 MS-2 TS-2 ES-2 AS-2 IS-2
Breakout Session 3 SS-3 MS-3 TS-3 ES-3 AS-3 IS-3

Tuesday, March 31
Breakout Session 4 SS-4 MS-4 TS-4 ES-4 AS-4 IS-4
Workshop Sessions WS-1 WS-2 WS-3 WS-4 WS-5 WS-6

Registration Rates

Registration rates for the conference are as follows:

• only $895.00 through Jan. 29, 2009
• only $995.00 through Feb. 27, 2009
• only $1095.00 through March 29, 2009

Make conference checks payable to Disaster Recovery Journal. All fees must be paid in US currency only and payment must be drawn on a U.S. bank.

Three Easy Ways To Register

Fax: 636-282-5802
24-hours a day

Mail: DRJ Registrar
P.O. Box 510110
St. Louis, MO 63151

Web: www.drj.com

For information 636-282-5800
9 am - 5 pm CST
-or email- mercedes@drj.com

Registration Discounts

DRJ offers a 10% discount on registration fees if you meet certain criteria. Review the restrictions below. If you are eligible, mark the appropriate place on the registration form.

• Three or more employees from the same company who register at the same time are eligible for a 10% discount.
• All certified individuals (must be certified at the time of registration) are eligible for a 10% discount.
• All contingency group members are eligible for a 10% discount with proof of membership.

These discounts must be requested at the time of registration. No refunds of the discount will be issued, and only one discount per registrant will apply.
Pre-Conference Courses

Earn up to 16 CEUs per class by attending a pre-conference or post-conference course.

PRC-1: Everything You Need To Know to Design The Successful Exercise

Sat., March 28, 9:00 a.m. - 5:00 p.m.
Sun., March 29, 8:30 a.m. - 11:30 a.m.
$995 per person
Presenter: Regina Phelps

Learn from the exercise master – Regina Phelps conducts 50+ exercises a year! 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 latter is usually a better learning experience and certainly a lot less stressful! The workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with your next exercise planned and under your arm!

- Five types of exercises
- Exercise design team
- The development of the exercise plan
- Selecting & training a simulation team
- Rules of exercise facilitation
- Develop the outline for your own tabletop exercise
- Receive feedback on your exercise design.

Regina Phelps, CEM, RN, BSN, MPA is founder of Emergency Management & Safety Solutions, a consulting and training firm.

PRC-2: Current State Assessment

Sat., March 28, 9:00 a.m. - 5:00 p.m.
Sun., March 29, 8:30 a.m. - 11:30 a.m.
$995 per person
Presenters: Barry Pruitt, CBCP, Lehr McKenzie

The current state assessment (CSA) serves as an objective means of measuring the effectiveness and maturity level of the BCP program over time. Gain confidence in the CSA process for interviews, reviews, to determine preparedness levels, identify gaps, and document an appropriate action plan/roadmap to achieve the level of sophistication and maturity required by your organization. The CSA questionnaire scores crisis management, business resumption, DR and enterprise wide capabilities bases on: governance, project management, escalation & notification, data backup & offline storage, recovery strategies, event management, recovery plans, and planned growth.

The CSA output score places business resumption, disaster recovery and the enterprise elements in one of six maturity levels and leads to an Action Plan/ Roadmap outlining the tasks necessary to raise the sophistication/maturity of each program element. It also assists in calculating a predicted maturity score.

Leave class with an Action Plan/Roadmap template, a CD of class materials and a CSA tool to evaluate your BCP program!

Barry Pruitt and Lehr McKenzie, Ph.D., are co-owners of J&B Pinnacle Business Concepts Inc., an organization specializing in comprehensive business continuity planning.

Michael Herrera, CBCP, president/CEO of MHA Consulting Inc., has more than 16 years BCP consulting and training experience.

PRC-3: BC Planning Made Simple

Sat., March 28, 9:00 a.m. - 5:00 p.m.
Sun., March 29, 8:30 a.m. - 11:30 a.m
$795 per person
Presenters: Norm Harris, CBCP and 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.

The following will be covered: Risk Assessments Questionnaires; Network Security Questionnaires; Development of Business Processes; Recovery Time Objectives; Time Lines for Recovery; Development of DR/BCP Teams; and Impact on Operations

During the class the instructors will assist you with your DR/BC plan and insure you have all the tools you need. Come to this class for one-on-one training, but register early. Space is limited.

Norm Harris, CBCP, Certified Recovery Planner, is chairman, president and CEO of Norman L. Harris & Assc.

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

PRC-4: Been There, Done That: An Insiders Guide to BC Programs

Sat., March 28, 9:00 a.m. - 5:00 p.m..
$695 per person
Presenter: Randall Till, CBCP

Learn the critical components of establishing a strong business continuity program from an industry veteran with 20+ years of experience developing and building programs in large organizations with global operations. You’ll benefit from the “lessons learned” from working within companies to overcome roadblocks, politics and organizational limitations. This class will provide you with the opportunity to ask questions and gain feedback from someone who has been on the inside track tackling the issues and practices that currently impact organizations of all sizes.

Enjoy an interactive learning environment and take away a comprehensive review of leading business continuity practices and concepts guiding the industry today. This session provides you with the tools and training required to gain a deeper understanding of the critical issues, practices and processes required to develop an effective business continuity program. Both experienced planners and newcomers to the field will benefit from this workshop.

Randall Till, CBCP, has more than 20 years implementing business continuity plans and practices within large organizations and has worked to develop a “Best in Class” approach for developing a comprehensive business continuity program.
**PRC-5: Leadership in Disasters: BC Practitioner’s Guide to Senior Management Support**

Sat., March 28, 9:00 a.m. - 5:00 p.m.
Sun., March 29, 8:30 a.m. - 11:30 a.m.
$695 per person

Presenters: David Ziev, MBCP, Fred Luevano

Six reasons senior management needs to support BC/DR. Learn why management involvement in BC/DR is critical to the success of critical incident management. Roles of senior management in support of BC/DR will be presented. An excellent course for practitioners and/or managers.

Modules will include the following:

1. Incident Command
2. Crisis Communications
3. Emergency Policies
4. Exercise Program Design
5. Business Units and Business Continuity Planning
6. Assessment, Evaluation, and Improvement Plans

David Ziev, MBCP, MBCI is the principal of Business Continuity Professionals and serves on the PPBI Board of Directors.

Fred Luevano serves on the PPBI Advisory Board. He is the former chairman of PPBI Board of Directors.

**PRC-6: Outrageously Easy Recovery Planning: Straight Talk From A to Z**

Sat., March 28, 9:00 a.m. - 5:00 p.m.
Sun., March 29, 8:30 a.m. - 11:30 a.m.
$1795 per person

Presenter: Skip Williams

BONUS: Binomial’s Phoenix Software Suite Included!

Have you been given the task of learning disaster recovery or business continuity? Do you know where to start? Join KingsBridge’s seminar and learn:

- The DRJ’s 10 Generally accepted Practices (GAP) and how they relate to recovery planning.
- How to do a Threat Risk Analysis (Using our proven template to develop a weighted analysis)
- How to do a business impact analysis (How do the threats impact my teams and how to plan accordingly)

Skip Williams is the CEO of KingsBridge Disaster Recovery. His experience around North America is wide spread and not limited by vertical or scope. In addition to developing recovery plans, Williams has delivered papers at the Fall World 2008 and given seminars at the DRJ trade shows for the last two years.

**PRC-7: IT/DRP/Certified Business Resilience IT Professional**

Sat., March 28, 8:00 a.m. - 12:00 p.m.
$1650 per person

Presenter: Rick Wellman

This CBRITP course teaches students how to develop, test, and maintain an IT disaster recovery plan for recovering IT and telecommunications systems and infrastructure in the event of a disaster or business disruption. The workshop provides a comprehensive step-by-step IT disaster recovery plan development methodology, and presents key IT availability planning concepts and principles. Students will learn various recovery techniques, strategies, and practical methods that will help them to build a robust and resilient technology support infrastructure and critical process recovery capability to ensure a fast and efficient recovery of business operations and mission-critical IT systems, applications, and data.

Students will receive a workbook and take-home disaster recovery plan templates. Students may also take the optional multiple-choice CBRITP (Certified Business Resilience IT Professional) certification exam.

For more information on this course and outline, please visit www.sentryx.com or call 1-800-869-8460.

Rick Wellman, a senior business continuity and resilience trainer and consultant for Sentryx, is a highly skilled subject matter expert with more than 25 years of training and consulting experience.
POC-1: EOC: The Critical Tool for Event Management

An Emergency Operations Center (EOC) is critical for effective management of an event. It allows for command, control, and communication, and also helps to prevent the formation of “silos” that commonly develop in an emergency environment.

This workshop covers everything you need to know to design both the center and the management concept. Topics covered include: Physical design factors; Incident Command System; Equipment and tools; Sustained operations; Forms and processes; Virtual EOCs and more.

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

POC-2: The Comprehensive BIA: How to Sell, Build and Implement

You’ll take home a workbook, sample questionnaire, sample executive summary, and all presentation materials on disk, and a personal DVD of BIA Interview Samples. Bring any current work and gain personalized feedback to get you on track for a complete BIA.

NOTE: The workshop concludes Thursday at 5:00 PM and private BIA consultations are on Friday morning.

Barry Pruitt and Lehr McKenzie, Ph.D., are co-owners of J&B Pinnacle Business Concepts Inc., an organization specializing in comprehensive business continuity planning.

Pratt has more than 22 years experience managing major projects, teaches at USC School of Business, and has experienced a major business interruption.

Lehr has over 20 years of consulting experience with mid-size to fortune 100 companies.

Michael Herrera, CBCP, president/CEO of MHA Consulting Inc., has more than 16 years BCP consulting and training experience.

POC-3: Certificate Program In Disaster Preparedness for Special Needs Populations

This is the only certificate program in disaster planning for special needs populations! Healthcare facilities, public safety and emergency services are charged with the often daunting task of managing the needs of a wide range of special needs populations. We have learned that this may result in a wide range of personnel (as well as Personal) issues for a work organization.

The Department of Homeland Security (DHS) has redefined special needs population in relationship to disaster preparedness, and has released an interim document on disaster preparedness for special needs. Now that the definition has been expanded it is even more crucial for business continuity planners to have a clear understanding of how best to serve those special needs employees and to develop appropriate policies and processes.

This Certificate Program will focus on specific strategic functional planning activities for special needs population. Participate in an interactive tabletop exercise culminating with a Certificate of Successful Completion from HRTI.

Issues such as the new functional definition, HIPAA, & Americans with Disabilities (ADA), will be covered. Attendees will learn about their responsibilities for addressing the needs of their employees. We will address the specific services and strategies that enable your employees to be personally and professionally prepared.

Barbara B. Citarella RN, MS, CHCE, Human Resiliency Training Institute (HRTI) is certified in Homeland Security CHS-V. She is founder of RBC Limited Healthcare & Management Consultants.

Dr. Gerald Lewis, is president of Gerald Lewis & Assc. He is a partner with Human Resiliency Training Institute (HRTI).

POC-4: Seven Steps Required to Implement a Comprehensive BC Program

It’s one thing to develop and test business continuity plans. It’s quite another to implement an effective and comprehensive business continuity program. In this class, you’ll learn how to identify risks, avoid common pitfalls and develop effective business continuity practices. The seven steps will cover:

- Step 1 - Understanding and Defining the BC Program
- Step 2 – Establishing the BCP, Providing Oversight and Governance
- Step 3 – Establishing Emergency Management Plans
- Step 4 – Identifying Bus. Requirements and Driving Rec. Strategies
- Step 5 – Developing Business Continuity Plans
- Step 6 – Developing Disaster Recovery Plans
- Step 7 – Managing and Maintaining the BC Program

In this class, you’ll learn from the real-life experiences of an industry veteran with 20+ years spent developing and building programs in large organizations with global operations. Get practical, proven solutions and learn how to identify risks, avoid
roadblocks and implement your business continuity program so that emergency response and recovery can go according to plan. To help ensure the success of your company’s program, you’ll leave this class with a firm foundation in the seven critical steps necessary for comprehensive BC Program implementation. Both experienced planners and newcomers to the field will benefit from this workshop.

Randall Till, CBCP, has 20+ years implementing business continuity plans and practices within large organizations and has worked to develop a “Best in Class” approach for developing a comprehensive business continuity program.

POC-5: Certified Crisis Communications Planner - CMC 2050

Wed., April 1, 1:30 p.m. - 5:00 p.m.
Thurs., April 2, 8:30 a.m. - 5:00 p.m
Fri., April 3, 8:00 a.m. - 12:00 p.m.
$1495 per person
Presenter: John Cullen

The most serious threat facing an organization is the threat to the organization’s most important asset – its reputation. To protect the organization from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organizational crisis preparedness.

In this two-day course, you will learn how to prepare the organization for inevitable threats to reputation, execute the crisis communications plan, and after a crisis assess and do what must be done before the next threats occur. Attendees will be certified as Crisis Communications Planners.

For more information, contact Lynnda@theicor.org or to download a brochure visit http://www.theicor.org/pages/courselisting.html.

John Cullen is a partner with Foresight PR, a full-service public relations firm. Foresight PR’s specialty is the prevention of communications crises, or, if called in the midst of a crisis, a minimization of reputational harm.

POC-6: Ready, Set, Exercise: The Full Monty!

Wed., April 1, 1:30 p.m. - 5:00 p.m.
Thurs., April 2, 8:30 a.m. - 5:00 p.m
$795 per person
Presenter: Steven B. Goldman

This course is the comprehensive version of Steve Goldman’s “Ready, Set, Exercise!” workshop. During this hands-on class, you will learn the details of how to set up and conduct a successful crisis plan exercise.

POC-7: CBRA Seminar: Advanced BC Program Audit

Wed., April 1, 1:30 p.m. - 5:00 p.m.
Thurs., April 2, 8:30 a.m. - 5:00 p.m
Fri., April 3, 8:00 a.m. - 12:00 p.m.
$2900 per person; $2610 for DRJ conference attendees
Presenter: Rick Wellman

The CBRA Seminar teaches students how to conduct a business continuity program audit. It provides a comprehensive and in-depth audit methodology to help you determine the effectiveness, adequacy, and quality of an organization’s business continuity program and is designed for anyone who wants to:

• Learn audit concepts, principles, and a step-by-step methodology
• Conduct a BC program assessment within their own organization
• Provide BC program audit consulting services

CBRA (Certified Business Resilience Auditor) is BRCCI’s business resilience auditor designation. A CBRA provides independent and objective assurance and consulting expertise to organizations throughout the initiation, analysis, development, implementation, testing, and maintenance process of the business continuity and resilience program. Take the optional CBRA certification exam and become a CBRA. Learn more about becoming a CBRA at BRCCI website www.sentryx.com or call (800) 869-8460.

Rick Wellman, a senior business continuity and resilience trainer and consultant for Sentryx, is a highly skilled subject matter expert.
You have the knowledge.

Courses and Exams Available at DRJ’s Spring World 2009 in Orlando

Pre-Conference Course and Qualifying Exam
3/26–28 BCP 501 Business Continuity Planning Review $1405.00*

Post-Conference Course and Qualifying Exam
4/1–3 BCP 501 Business Continuity Planning Review $1405.00*

4/1–5 BCLE 2000 Business Continuity Planning Accelerated $2550.00

4/1–3 BCP 601 Master Case Study Review $1645.00

Master Case Study Exam Schedule
$300 (exam only)
4/3 1:30 pm - 6:00 pm

4/2 BCP-AUD Business Continuity Planning for Auditors $795.00

This one-day seminar takes the auditor through the processes used to create a successful Business Continuity Management program, providing insights into organizational structure, analysis, strategy options, plan development, testing, and maintenance. It presents the attendee with a working knowledge of the elements that constitute a “Good Practices” business continuity environment.

Certifications available through DRI International

ABCP Associate Business Continuity Professional
CBCV Certified Business Continuity Vendor
CFCP Certified Functional Continuity Professional
CBCP Certified Business Continuity Professional
MBCP Master Business Continuity Professional
Extend DRJ’s Spring World 2009 and take a step closer to professional certification. Courses and Qualifying Exams are available before and after the conference.

**Build Professional Credentials in the Field of Business Continuity Planning**

DRJ’s Spring World 2009 is an excellent opportunity to take one of our courses and begin your progress toward validating your experience, skills and commitment through professional certification. These courses fill quickly. Register Today.

**Courses and Exams Available at DRJ’s Spring World 2009 in Orlando**

Visit our website for complete course descriptions and registration details. All course fees include instruction, materials and Qualifying Exam Fee (a $500 value).

*This is a special DRJ’s Spring World 2009 rate. May not be combined with other discounts. Register Today.*
Spring World 2009
The World’s #1 Business Continuity Conference

Save $200! Sign up now!
See page 17 for details and registration information.

Hotel Reservations: 407-939-1020

Disney’s Coronado Springs Resort
Orlando, Florida

Register early to be eligible for a fantastic prize!
You could win a free conference pass, hotel stay and more! See page 3 for details.