



DRJ Presents Our 52nd Conference!



Disaster Recovery Journal

Spring World

Orlando, Florida  2015

Elevating Business Continuity to the Next Level

March 22-25, 2015



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Disaster Recovery Journal

Spring World

Orlando, Florida  2015

Elevating Business Continuity to the Next Level



The DRJ team is looking forward to seeing and talking with you at Spring World 2015. This will be our 52nd conference and we're proud to tell you that we simply keep getting better with every conference.

Thanks to our expertise and conference planning skills, we're able to offer you the premier business continuity conference in the industry. Our focus is on ensuring you have the **best education**, **networking** and **exhibit hall** possible.

You can be confident that the sessions, workshops and break-out tracks will give you the skills, knowledge and tools you need to strengthen your organization. You will leave DRJ Spring World 2015 with your questions answered and the knowledge you need to take your business continuity skills to the next level.

Take advantage of the tremendous value at our conference with the numerous networking opportunities and hospitality event hosted by **Forsythe** and **Strategic BCP** along with the packed exhibit hall. **The return on investment cannot be beat.**

Get hands-on training from the leading industry experts in our workshops. Take your course materials back to the office to share with your colleagues. In the packed exhibition hall you'll network with service providers, attend product demos, and discover new solutions that are perfect for your organization. **Networking with your peers**, industry experts and speakers is easy with the relaxed welcome reception, hospitality night, roundtable discussions and networking meals.

Read on to learn about the excellent opportunities available to you at Spring World 2015. Remember to register early to secure your spot in the sessions of your choice. Early registration discounts are available now at:
<http://www.drj.com/springworld>

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Pre- and Post-Conference Courses: To get the most value from your travel and education budget, take advantage of our pre/post conference courses. While these do require a separate registration, you will benefit from additional training and certification opportunities.

Earn up to 16 Additional CEAPs! See pages 18-21 to learn more. Earn up to 16 CEAPs by attending a pre- or post-conference course! Many courses offer limited space, so sign up early.



Solutions Track: Back by popular demand – don't miss out on the Solutions Track. This innovative afternoon of workshops was so popular last year that we decided to bring it back for DRJ Spring World 2015.

On Sunday afternoon you have the chance to learn from industry service providers on how they used business continuity products, services, and other technologies in real-life cases and incidents. Learn from real-life examples at DRJ Spring World 2015!

See page 14 to learn more.

We're Proud to Welcome You to DRJ Spring World 2015.

We first started hosting conferences in 1989 and over the years we've certainly experienced many changes and growth in the industry. As you'll see in the conference agenda, we've got a great line-up of speakers and subject matter experts who are up-to-date with the latest business continuity planning techniques, skills, technologies and practices.



I look forward to seeing you in Orlando from March 22 - 25, 2015.

Richard L. Arnold, MBCI, CBCP
CEO, Founder

Senior Advanced Track

Senior advanced practitioners are invited to attend our new one-day track on Monday. If you are interested in attending, contact senior-track@drj.com to verify qualifications. **The Business Value of Operational Risk Management** is the theme and will feature a general session panel discussion in the morning and (3) breakout sessions in the afternoon. The afternoon breakouts will run separately from our general offerings to attendees. This one day track will conclude with an exclusive "Meet the Experts" reception in the evening. There is no additional cost for this specialized track.



Joel Tietz

TIAA

SA-1: Understanding Today's ERM Programs

Monday, March 23, 2015, 1:30 - 2:30 pm

Understanding how ERM programs operate is critical to ensuring your business continuity program has the necessary visibility and ability to compete for funding. Risks are consistently assessed using established risk taxonomies, Key Risk Indicators and risk tolerance thresholds are monitored for conditions that will trigger these risks, and loss incident programs record cost impacts to learn from our mistakes. Recently risks are now quantified as economic capital, stress test scenarios compute minimum capital requirements over a range of improbable events, and senior executives consider economic capital efficiency in funding risk mitigation. Learn how to engage with your ERM program so your business continuity efforts are on an even footing.

Joel Tietz is a managing director of Enterprise Risk within TIAA-CREF. For over thirty years, he has designed and led technical, risk and compliance programs within global Financial Services, Manufacturing and Construction firms in both internal and consultative roles.



Dan Bailey

ViewPoint
Bank

SA-2: How BCM Fits Into the ORM World

Monday, March 23, 2015, 2:45 - 3:45 pm

The three basic precepts that foundationalize operational risk management (ORM) are the same three precepts that comprise business continuity management (BCM) – people, processes, and technology. We'll discuss how the general business environment of today is moving toward tighter oversight of risks; how BCM, as well as other sibling programs are being migrated under the ORM umbrella; and the impact this is having and will have on BCM professionals.

Dan Bailey, CBCP, MBCP, FBCI, is the vice president, risk & information security officer at ViewPoint Bank. Bailey is honored to currently serve on Disaster Recovery Journal's Executive Council and on the BCI-USA's Membership Council.



Pat
Corcoran

IBM

SA-3: Round Table Discussion with GS-3 Panelists

Monday, March 23, 2015, 4:15 - 5:15 pm

Expert speakers from a variety of industries will converge in this round table discussion to discuss issues that affect advanced practitioners and their organizations. Learn different views on each issue from the panelists who bring their own unique perspectives and solutions. Explore the Business Value of Operational Risk Management with our experts' advice. Plenty of time will be allowed for questions and answers from the audience.

Panelists: Don Bromley, Security & Compliance-Universal Parks, Joel Tietz, Operational Risk Management-TIAA-CREF, Jeff Dato, Risk Management, Technology, Compliance & Governance-IHG. Moderator: Pat Corcoran, IBM.

Meet the Experts Reception

Following the close of SA-3, attendees are invited to mingle with the presenters in an informal reception. Network with the industry's top executives and gain in-depth information to address your concerns and challenges. Light hors d'oeuvres and drinks will be served.



Sunday Workshops

Sunday Workshop Session 1 Novice



David
Greb

AIG



Andrew
Collins

AIG

Plan Development: Getting from Principles to Paper

You've read the BC Standards but are not sure where or how to begin your business continuity program. Implementing a BC program requires developing a documentation system that is consistent, coherent, and usable, but concrete examples of this documentation are sometimes hard to come by. The first part of this presentation lays down a number of the principles and practices to use in developing and properly maintaining a body of BC/DR documentation. We address such issues as formatting, template development, version control, and document distribution. The second part of the presentation walks through several templates that will serve as model plans for data center recovery, business continuity, infrastructure recovery, and application recovery. Participants will walk away with a set of documentation that can be used or modified as needed to implement, refine, or expand their BC/DR program.

The methodology and documentation presented are applicable to a program that uses a collection of Word documents, SharePoint, an online BC/DR application, or a combination of these tools.

David Greb began as a mainframe applications programmer and has been in business continuity full-time since 1995. For several years he was the coordinator of the disaster recovery exercises for one of the largest privately owned data centers in the country. Greb has performed business continuity for companies in the financial services, manufacturing, telecommunications, and consulting industries. Currently he works for the insurance company AIG as part of its global business continuity team.

With more than 16 years of service delivery experience, Andrew Collins has been involved in many successful IT-related projects, and has engaged in all phases of program development. Currently Collins is a business continuity compliance specialist on AIG's Business Continuity Management and Disaster Recovery team.

Sunday Workshop Session 2 Novice / Intermediate / Advanced



Ken
Schroeder

Corporate
One



Deidrich
Towne, Jr.

Hewlett
Packard



David Ziev

PPBI

This Time the Threat is Different

This highly interactive workshop focuses on the new reality of terrorism threats to public and private entities, and personal safety. In this workshop, the PPBI team will guide attendees through the differences between the conventional view of terrorism, and how the threat has evolved. During the workshop, attendees will review:

- The purpose of terrorism
- Targets of opportunity versus highly visible, recognized targets
- Homegrown versus foreign terror
- Events that signal escalating threat levels

PPBI's popular scenario driven workshop will have attendees working in teams to put skills learned throughout the workshop to use in evaluating threats, controlling escalation, and developing responses.

Attendees will be using generally accepted incident command system tools and techniques to evaluate and manage the threats throughout the workshop.

Understanding the threat is one thing, but establishing mitigations pre-emptively, recognizing its evolving realization and escalating activities in a deliberate and controlled manner will help organizations effectively respond.

Exposure to the practical experience of the facilitators in addition to recognized industry standards benefits both the public and private sectors. You will use the ICS 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!

Ken Schroeder, MBCP is director for business continuity at Corporate One FCU.

Deidrich E. Towne, Jr. MBCP, MBCI is senior technical consultant for Hewlett Packard.

David Ziev, MBCP, MBCI, ITILv3 is the PPBI training director.

Sunday Workshop Session 3 Novice / Intermediate / Advanced



Birds of a Feather: Business Continuity Roundtable Discussions

This is a great session to fast-track your networking efforts during the conference. The session provides a platform for you to address concerns, ask questions, explore solutions, and dialogue about BC planning strategies and practices being used at other organizations.

Experienced business continuity professionals will lead these structured, yet flexible BC roundtable discussions on industry trends and key topics. You will gain solutions, while having the opportunity to build relationships and solve problems among BC planners in similar situations.

So come and participate in dynamic dialogue with fellow conference participants and expand your network!

Potential Topics:

Recent Events – Planning and Response

- Crisis Management Planning
- BC/DR Planning
- Risk Assessment and BIA
- BC Governance and Commitment
- BCM Exercises and Testing
- Supply Chain Management
- Other Topics Selected by Participants

Moderator: Robbie Atabaigi, MBCI, MBCP, CISA, ITIL Foundation - KPMG LLP

Industry Roundtable Facilitators:

- Barney Pelant, MBCP
– Barney F. Pelant & Associates
- Frank Lady, MBCI, MBCP, CISSP, CRISC, PMP, ITIL – Bank of America
- Lisa Smallwood, MBCI, MBCP, CBCLA, ITIL - HP
- Wade Wegner, MBCI – ICAP
- Ken Brock, MBCI, CBCP, ITIL
– Pentagon Federal Credit Union
- Lamar Poppell, MBCI, CBCP, PMP, Six Sigma – Jack Henry & Associates

These interactive sessions allow attendees to explore topics in-depth.
Choose one session and mark your preference on page 17.
Sessions are rated according to experience levels.

Sunday 1:00 - 3:30 PM

Sunday Workshop Session 4

Novice / Intermediate / Advanced



It's Where You Are That Matters, Not How You Got There

Skip Williams
Kingsbridge



Roswitha Firth
Calpine

Join Skip Williams (BCI's 2014 North American Business Continuity Consultant of the Year), Roswitha Firth, and their guest, for insight into how you can better apply your BC/DR planning efforts.

Scenario-based planning has been an industry "best-practices" mainstay of BC/DR planning for years, but does the cause of your event/situation really matter?

Williams and Firth will lead an interactive session, combining their experience and ideas with yours, making for an enlightening, informative and (as with all things KingsBridge does) FUN discussion about how we can all do a better job of doing our jobs.

Skip Williams is recognized by the Business Continuity Institute (BCI) with their 2014 North American Business Continuity Consultant of the Year Award, for good reason. With 16 years of BC/DR planning for a huge range of organizations under his belt, Williams has seen his progressive approach to BC/DR planning become a best practice.

Roswitha Firth has 17 years of IT experience, with more than 14 years of experience in disaster recovery (DR) and business continuity planning (BCP) for Fortune-ranked companies in the energy and financial industries. As a thought leader on impact-based planning, Firth has spoken to a variety of industry and general audiences both locally and at national conferences. She holds undergraduate and graduate degrees from Rice University.

Sunday Workshop Session 5

Novice / Intermediate / Advanced



Rob Giffin
Avalution

Build an ISO 22301 Management System to Capture Executive Attention

Management systems concepts have been included in nearly every business continuity standard written in the last six years – including ISO 22301 – but remain relatively unknown in our profession.

This workshop will introduce management systems processes and their unique benefit of forcing/enabling alignment with your executives' and customers' expectations.

Management systems processes include defining scope and objectives, engaging management and other interested parties, identifying business continuity obligations, documenting a policy, establishing personnel competencies, performing recurring internal audits and management reviews, managing corrective actions – and above all, continual improvement.

Workshop attendees will come away with an understanding of management systems principles and processes, as well as the value of management system standards. Each management system component and process will be introduced using examples and case study content, as well as specific, practical ways to implement these processes in any environment.

Workshop at a Glance:

- Introduce ISO 22301
- Define the management system concept and value
- Discuss the 10 key elements of a management system
- Outline implementation strategies
- Present case studies

Robert Giffin, CBCP, CISA, is a co-founder and director of technology for Avalution Consulting, a leading provider of business continuity and IT disaster recovery consulting and software solutions. Over the past 10 years, he has consulted with organizations of all sizes and in nearly all industries. Giffin specializes in developing and implementing customized business continuity programs and designing software solutions that enable effective and efficient program execution.

Session Limited to 200 Participants

Sunday Workshop Session 6

Novice / Intermediate / Advanced



Bob Mellinger
Attainium

The Disaster Experience

Attainium has been bringing Disaster Experiences to DRJ since 2005. Each mock disaster exercise that Mellinger has delivered has been new, highly interactive, unpredictable, and this one will be no different.

Attendees will work in small groups acting as the leadership of a fictional company. Once the objectives and guidelines for the exercise are out of the way, the story begins. Immerse yourself into this real-life role-play disaster exercise. Increase your ability to communicate when the unforeseen occurs. Improve your decision-making skills – especially when not ALL of the information necessary is available. And lastly, delve into the interdependencies of critical infrastructure – information technology, facilities and human resources.

By the end, attendees will be able to confirm what you do well, identify areas for improvement, and take-away many new ideas for your own business continuity planning and exercising efforts - including best practices for developing and conducting your own tabletop exercises.

Disruptions rarely provide the script in advance. Are you ready to push yourself beyond your comfort zone to increase your crisis & disaster management skills. If so, join us for "The Disaster Experience."

Bob Mellinger, CBCV, is the founder and president of Attainium Corp., which he launched to deliver business continuity, emergency preparedness and crisis management services. For more than 30 years, Mellinger has provided business solutions and strategic guidance to associations and commercial enterprises.

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 Sessions



The morning General Sessions are tailored to a broad audience covering topics that appeal to all conference attendees.

Start your day of learning and networking with sessions that focus on the best business continuity strategies, trends and topics in the industry.



March 23, 2015

Monday

General Session 1

8:15 a.m. - 9:15 a.m.



How to stay Calm Under Pressure

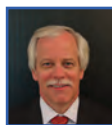
Mike Staver

Deal With It! It's not about stress management. That won't work! It's not about changing your circumstances. That will only change the scenery. Today, more than ever, you are being asked to do more and more. What it gets down to is how you choose to invest energy. It's not the hours you work, it's the value you get from the work you do. Do not, under any circumstances, let someone convince you that it is an easy process – but it is simple. Participants will learn what it takes to stay calm and focused even if they don't like the circumstances.

Mike Staver is a Certified Speaking Professional (CSP), and an internationally respected coach and speaker.

General Session 2

9:30 a.m. - 10:30 a.m.



David
Halford
Forsythe

Don't Fall Behind: The Convergence of BC & Risk Management is Very Real

The escalating demands being placed upon business continuity and risk management professionals has changed how we approach BCM. During this session, we will discuss comprehensive perspective on big picture trends, current practices, and tangible tools for utilizing them. See what's happening now, and how it affects you and your organization. Understand how to set-up your program strategy to expand your organization's focus from "BC planner" to "strategic risk manager." Harness the power of established standards into your program. Learn how to stay ahead of the curve, by bridging the gap between concept and practice with a strategy that satisfies the needs of multiple business and regulatory constituents.

David Halford, Forsythe senior principal and national BC/DR practice manager with over 25 years of experience.

Frank Perlmutter (CBCP, MBCI), is the Strategic BCP® president and former DR/COOP manager for the U.S. Department of the Treasury.



Frank
Perlmutter

Strategic
BCP

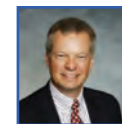
General Session 3

10:45 a.m. - 11:45 a.m.



Pat
Corcoran

IBM



Don Bromley

Univer Parks
IT

The Business Value of Operational Risk Management

Operational risk is one of the biggest threats to any organization. Be prepared to fend off inadequate or failed internal processes, people and systems. The risk can come from anywhere, natural disasters, fraud, Internet security breaches and more, and exists in every organization – no matter the size or scope. Expert panelists from a variety of global enterprises will lead this dynamic discussion and impart their knowledge, skills and processes and teach you how to implement them in your company. Attendees will gain the ultimate educational experience on operational risk.

Moderator: Pat Corcoran, IBM

Panelists: Don Bromley, Universal Parks, Jeff Dato, IHG. Joel Tietz, TIAA-CREF



Joel Tietz

TIAA



Jeff Dato

IHG

General Session 4

8:15 a.m. - 9:15 a.m.



Regina
Phelps
EMSS



Heather
Kelley
CISO

Do You Want Timely, Accurate and Consistent Communications? If so, You Need a Joint Information Center

A Joint Information Center is a central location that facilitates the sharing of information among multiple entities allowing communicators to work collaboratively to perform critical emergency information functions. They are particularly helpful for organizations that deal with complicated issues that result in significant communication with multiple key stakeholders and multiple internal communicators. Learn the background of how to set up a JIC in your organization. Review the actual implementation of a JIC at one of the most critical infrastructure organizations, the California Independent Service Operators. Determine if a JIC could solve your communication challenges.

Regina Phelps, CEM, RN, BSN, MPA, is president, Emergency Management & Safety Solutions.

Heather Kelley is the Manager of Standardization and Quality with more than 10 years of experience.

General Session 5

9:30 a.m. - 10:30 a.m.



David Nolan
Fusion



Joe Robinson
Walgreens

Critical Success Factors: How to Flip Them in Your Favor

This session will include a brief presentation to set the context for a panel discussion led by David Nolan and featuring senior practitioners who lead and manage successful BC programs. Topics include gaining and retaining senior executive support and direction, organizing your program for success, engaging business leaders in the process, and building metrics that drive behaviors and results.



Tracy Judge
TransUnion



Rich Dodd
Walgreens



Jenifer
Whitesell
Fannie Mae



Moderator: David Nolan, Fusion. Panelists: Rich Dodd, director, business continuity and occupational safety and health at Walgreens; Tracy Judge, business continuity and corporate records manager at TransUnion; Joseph Robinson, director at Abbot Laboratories; Jenifer Whitesell, director business continuity, risk continuity & security Fannie Mae

General Session 6

10:45 a.m. - 11:45 a.m.



Randall
Davis
Risk, Int.

BCM's Role in Effective Risk Management: A Risk Manager's Point of View

Risk managers believe business continuity plans to be a critical function to every business, but have not yet integrated BCM professionals into their risk management programs. By developing, practicing, and implementing an efficient business continuity plans, risk managers can minimize potential losses, increase continuous operation, and are better able to achieve organizational objectives. Learn practical guidance on effective risk management principles and how to integrate business continuity into your programs to increase visibility to top management and board members, obtain additional financial and personnel resources, and become more likely to achieve a resilient organization.

Since 2002, Randall Davis has worked at Risk International as the director of risk management on an outsourced basis to many of the world's largest and most respected companies.

General Session 7

8:15 a.m. - 9:15 a.m.



Robert
Chandler
Ph.D.

UCF

Health Disaster Communication: Keys for Epidemic and Pandemic Readiness

Using lessons learned from recent outbreaks, this session presents keys for effective and successful communication for the hard to imagine realities of a major health disaster. Communication plans must result in preparedness for success during each stage of an outbreak. Communication must connect the right people at the right time, be useful in gathering and contributing feedback to important resources, and must be efficient and accurate. Learn the commonly observed communication challenges, during this or any other type of major crisis, to be expected and managed. This session challenges participations to ask the direct questions about their communication readiness for such events.

Robert C. Chandler, Ph.D. is professor of communication and director of the Nicholson School of Communication at the University of Central Florida.

General Session 8

9:30 a.m. - 10:30 a.m.



Tracey
Forbes

Sungard
Availability
Services

Preventing Chaos: Practical Steps in Orchestrating Resiliency

The concepts of cloud, big data and mobility have moved beyond buzzwords into real deployment providing real ROI. Often we're fooled into thinking that today's technology advances provide all of the business continuity planning and management we need. Technology, however, doesn't include the people, process and governance that is critical to keep businesses up and running 24/7. Enter resiliency planning, where the continuity and availability of your business take on new meaning when your business itself is interconnected. Learn how to design a resiliency program that orchestrates across multiple levels of platforms, workloads and processes.

Tracey Forbes is the vice president of Software Business Development at Sungard Availability Services.

General Session 9

10:45 a.m. - 11:45 a.m.



Barry Pruitt
PBC, Inc.

See the Impossible: Elevating BC to the Next Level

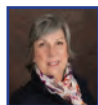
It's there but perhaps you can't see it. Not when you're feeling the pressure of higher demands and expectations from a leaner, downsized team. In this high pressure environment, you may feel overrun with day-to-day responsibilities while fending off external influences like split responsibilities, unrealistic expectations, and more. It's impossible to work on it all at one time - and there isn't enough time given today's environment. In fact, hasty efforts may produce less and - and often in the wrong direction. If you and your team are stretched, overworked and underutilized, always busy but not productive, or finding initiative and projects constantly hijacked by other priorities, then this session offers you a way out, a way to see the impossible and elevate BC to the next level.

Barry Pruitt serves as the managing partner with Pinnacle Business Concepts, Inc.

Breakout Track 1 - Monday 1:30 - 2:30 PM

Strategic Session 1

Intermediate



Wendy
Nelson

Raytheon



Stephen
Saba

Raytheon

So, You Have a Plan ... Is That Enough?

Plan creation, plan review, functional testing, unit testing and tabletop exercises are all value added tools and processes to enhance recoverability when used properly. What drives plan requirements, recovery capabilities and validation processes; Using objective metrics to measure maturity for IT testing; Requirements management to improve resiliency; Via a cost effective practice. Join us for a session of business focused lessons learned from two experienced entertaining energetic IT continuity leaders of major businesses within a global company, so you don't have to experience it first hand when it may be too late!

Wendy Nelson joined Raytheon's Intelligence, Information and Services business unit as the IT Business Continuity Manager with 35 years of experience.

Stephen Saba is the IT Service Delivery Leader and a council chair on Raytheon's enterprise preparedness council that leads their continuity approach.

Managerial Session 1

Advanced



Barney
Pelant

Barney F.
Pelant &
Associates,
LLC

Risk Focus and Continuous Review provides True Preparedness

Many corporations have established Business Continuity Programs that meet prevailing standards and regulatory requirements. However, does this mean you are really prepared and are providing your organization a true state of readiness at all times? The introduction of risks and changes in our organizations are not on the same timetable we manage our Business Continuity Programs. So what can we do about it? We can adopt a more proactive development and continuous review cycle with a risk focus. In this session we will look at each of the development and maintenance components of our Business Continuity Program to explore ways to achieve this goal and provide a more proactive means of ensuring our preparedness for tomorrow.

Barney Pelant, MBCEP, is owner and director of Barney F. Pelant & Associates, LLC. His professional background includes more than 35 years focusing on Business Continuity Planning, disaster prevention and recovery.



Yo
Delmar

MetricStream

Technical Session 1

Intermediate

Converging Cybersecurity and Business Continuity: An Imperative for Enterprises Operating in the Digital World

With increasing incidents of more sophisticated cyber attacks, the ability to align and in some cases, converge, information security, business continuity and crisis management is becoming a critical capability in an organization's ability to respond to an event. This session reviews the drivers for convergence and practical models that can be implemented to lay down best practices for alignment between cybersecurity and business continuity processes.

Yo Delmar is the vice president of GRC Solutions at MetricStream and is focused on the company's IT GRC market leadership. Delmar has over 30 years of experience in Information Technology and Management, with a focus on Governance, Risk and Compliance over the past 10 years.

Emergency Response Session 1

Novice/Intermediate/Advanced



Regina
Phelps

EMSS



Barbara
Smith

Whole
Foods

Napa Earthquake: One Company's Story of Planning and Recovery

The strongest earthquake in 25 years in Northern California's Bay Area struck in August. It injured dozens of people and damaged historic buildings in downtown Napa. Businesses took a major brunt of the impact with commercial buildings including hotels, wineries, and retailers. The Regional Leadership Team and all of the Whole Foods Market stores in the region had just done planning, training, and a company-wide earthquake tabletop exercise just months before. Learn their story of recovery and how their preparation paid off.

Regina Phelps, CEM, RN, BSN, MPA, is president, Emergency Management & Safety Solutions.

Barbara Smith has been with Whole Foods Market since 2000. Since 2012 her exclusive focus has been on claims, legal and safety and emergency preparedness.

Advanced Session 1

Intermediate



Jim Nelson

BCS, Inc.

Implementing IT/DR Solutions to Meet New Challenges

Highly available is a key aspect of a business continuity plan. Disruptions to business services can have substantial economic impacts on an organization. Disaster recovery is a key aspect of a business continuity plan. Disruptions to business services can have substantial economic impacts on an organization. The focus of this presentation is on exploring key infrastructure initiatives for organizations today such as virtualization, clustering, cloud computing, mobility, big data, resiliency, green IT, and resource commoditization. Who should attend? IT disaster recovery professional, IT technician, IT team lead, technology manager, business continuity professional, risk manager, internal auditor, compliance auditor, and technical support personnel.

Jim Nelson is the president of Business Continuity Services, Inc. and is the founder and currently serves as the chairman of the board of directors for The International Consortium for Organizational Resilience.

Information Session 1

Novice/Intermediate/Advanced



Gene
Weber

Express
Scripts

Good, Better, Best! Building An Industry Leading Business Resiliency Program

Learn how Express Scripts developed an industry leading business resiliency program that adds real value to the enterprise. Learn how we perform business continuity, operational risk management, disaster recovery and crisis management to ensure operational impacts are averted or minimized. Discussions will include critical success factors and lessons learned on how the Express Scripts team advanced their business resiliency program to the next level. Review pragmatic ideas to help you improve your program and maximize engagement of your leadership team.

Gene Weber has worked at Express Scripts for six years, improving business resiliency, proactively mitigating risk and forming strategic leadership partnerships.

Breakout Track 2 - Monday 2:45 - 3:45 PM

Strategic Session 2

Intermediate



The Corporate Crisis Management Guide – What's Important and What Isn't

Bruce
Wingert

CBCP

The Corporate Crisis Management Guide is your all-encompassing document to effective communication. Including the appropriate content can make the difference between successfully handling a crisis or failing. Some people may overlook this document as 'standard protocol' or just common sense. The need to have your responses documented will ultimately enable you to better handle the crisis. As ways to communicate change and adapt over time, so should this guide. This session will help you understand the who, what, where, when, and why that needs to be included in this important guide.

Bruce Wingert is a CBCP with more than twelve years of business continuity experience with the ability to see both sides of a successful BC program.

Managerial Session 2

Novice/Intermediate/Advanced

Renee
Murphy

Forrester

The State Of Business Continuity Management

Learn the results from DRJ and Forrester's Annual Market Study. Discover fascinating facts about how the industry has evolved over the years. Specific sections include a discussion of how firms organize and manage their BC programs, how they execute on the BC planning lifestyle, the most common causes of BC plan invocations and the lessons learned from past invocations. There will be an overall assessment of BC management efforts and recommendations and suggestions for improvement provided. This is a good session for anyone wanting to understand how their efforts stack up to their peers.

Renee Murphy is a senior analyst at Forrester serving Security & Risk Professionals. She covers governance, risk, and compliance (GRC), with a special focus on audit, controls management, information security, and risk management.

Technical Session 2

Intermediate/Advanced

Ros
Schulman

Hitachi

Achieving Disaster Recovery Success

Have you ever questioned if your IT solution maximizes technology, policies, and procedures or whether your strategy encompasses continuous data protection, replication, or traditional DR? Is IT substituting high availability for DR? Are you really getting a real return on investment for the availability solution in place? This session demystifies long-standing (and often misguided) assumptions made around recoverability and more importantly time to data. Learn how combining storage-based replication and host-based software lowers your RPO and RTO, delivering robust and effective recovery solutions.

Ros Schulman is a Certified Business Continuity Professional with more than 35 years of experience in the IT business and has been with Hitachi Data Systems for more than 22 years.

As the president and CEO, Rebecca Levesque is responsible for shaping 21st Century Software's corporate vision.

Rebecca
Levesque21st
Century
Software

Emergency Response Session 2

Intermediate

Terri
Howard

FEI

Best Practices in Accounting for People during Crisis Events

In the stressful and chaotic environment of a critical event, it is essential that an organization has accounted for their most valuable asset: their people. Discover how having a comprehensive accounting for people plan will allow security personnel to focus on incident management and business recovery efforts. Identify ways to properly position your organization to effectively respond to information inquiries while ensuring that other response and recovery operations can proceed. Learn how a properly managed and executed family assistance plan can boost their organization, public image and assist with the successful resolution of a crisis. Review case studies outlining best practices companies have implemented to account for people in the past, and how these strategies are currently being used.

Terri Howard is the senior director at FEI and is responsible for working with corporate clients to ensure companies are prepared for, can respond to and recover from a crisis incident.

Advanced Session 2

Advanced

Keith
FrederickDuke
Clinical
Research
Inst.

Human Resilience Considerations in Business Continuity Planning and Response

Why do some crisis management, business continuity, and disaster recovery plans fail when it is time to activate and respond to a real event? Have some of your essential team members excused themselves or gone MIA during a disaster because of personal crisis, inadequate training, or lack of organizational support systems? Does your risk assessment consider human resiliency? Explore how important human resiliency is in the continuity planning process. Learn to assess, discuss, and address the human side of business continuity planning.

Keith Frederick, CBCP, is the business continuity program manager for the Duke Clinical Research Institute with over 25 years of professional experience.

Information Session 2

Intermediate

Zona
Walton

ADP

Corporate Crisis Management: "Pandemic" Response and Recovery Director Global Business Resiliency

In June 2014, ADP associates located in our Manila, Philippines office were impacted by a bacterial infection that was contracted from food catered during a company event. It was very contagious, impacting a large number of associates in a very short amount of time. Although, not considered a pandemic scenario, it is quite similar (on a minor scale) to what could potentially happen due to a massive biological infection. This session will explore how ADP responded to and recovered from this event in a timely and effective manner with minimal impact to operations.

Zona Walton, CBCP, MBCI, is the director of global business resiliency within the global business resiliency organization for Automatic Data Processing LLC.



Breakout Track 3 - Monday 4:15 - 5:15 PM

Strategic Session 3

Intermediate



John Liuzzi

So Wine &
Spirits of
America

Business Continuity – It Takes a Village!

This informative session will present easy to understand principles, techniques, and best practices that have been adopted by the world's leading organizations in order to develop and sustain effective business continuity relationships. Examine the individual relationships that are essential to the architecture of a business continuity program. Engage and interact with this "village" to enhance the success of your program. Learn the feature practical suggestions and insights on how to utilize strategic relationships to drive the business transformation process that can help you elevate your business continuity program to the next level and achieve world-class results.

John Liuzzi is a senior level executive with more than 30 years of management experience in both the public and private sectors.

Managerial Session 3

Novice/Intermediate/Advanced



Scott Ream

Virtual Corp



Scott
Baldwin

eBay Inc.

Incident Chaos or Incident Management, Different Outcomes Depending on your Approach and Controls

Incidents affecting your organization can vary significantly in scale, impact, and criticality. Some have the potential to evolve into a major crisis for a specific area, group, or the entire organization, while others might be addressed and resolved, almost unnoticed. The reporting, assessment, assignment, tracking, and control of incidents are critical components of incident management and their efficient and timely resolution. This session will demonstrate how the use of an efficient process supported with automated tools to report, assess, assign, track, and control incidents will help assure the effective and successful resolution of incidents within an organization.

Scott Ream is president and co-founder of Virtual Corporation.

Scott Baldwin, CBCP, is manager of business of resilience at eBay Inc.

Technical Session 3

Intermediate/Advanced



Deborah
Orr

Forbes



Daniel
Witteveen

IBM

The Big Bang: Cloud Resiliency and the Data Explosion

Organizations with critical time constraints are well practiced at deploying instant recovery strategies with minimal data loss. Their solutions tend to be highly customized and very expensive. For those using tape as the disaster recovery plan of choice due to financial necessity, they're forced to deal with longer deployment times. However, the cloud has brought down the cost of disaster recovery-as-a-service, just as many organizations are realizing that they can no longer afford to wait hours to recover. Learn how the cloud can help you turn resiliency into a real competitive advantage.

Deborah Orr has 20 years of experience writing about business and finance in Asia, Europe and America with work has appearing in

Forbes, Institutional Investor and The Deal.

Daniel Witteveen is the global executive of IBM's Cloud Managed Backup and Data Virtualization Solutions, with more than 10 years in the resiliency business.

Emergency Response Session 3

Novice



Cordell Kirk

Fike

Ready, Set, Communicate!

This session will focus on the process that we, Fike Corporation, went through to evaluate, select and implement a notification system for our global organization. The experience will be presented in a case study format walking through the many questions and pivotal decision points that were instrumental in our decision-making process. Questions like: Why do we need a notification system? How did we select potential notification system vendors and how did we evaluate each vendor? What factors and tools did we utilize to help us with our purchase decision? This session will also discuss the gotchas, associated with mass notification systems. While these systems are incredible tools in the BC/DR repertoire, there are some pitfalls that we were unaware of until after investing in a notification system.

Cordell Kirk has been with Fike Corporation for 15 years as a global project manager, Business Continuity and Disaster Recovery Planning. Kirk earned his Certified Continuity Manager (CCM) distinction in May 2009 through the Institute for Business Continuity Training.



Ramesh
Warrior

eBRP

Advanced Session 3

Novice/Intermediate/Advanced

Incident Readiness is the New BCM

With our experience implementing BCM programs for many global enterprises, state and federal Agencies, eBRP is fortunate to have a bird's eye-view into BCM programs' trends. As organizations mature in their BCM programs, the program objectives constantly evolve and change. Some of the program objective changes are driven by the regulators and auditors who are looking for assurance that your BCM program is viable, can withstand stress and is sustainable. During this informational session, eBRP will showcase the trends and approaches in planning, exercising, incident response and incident management.

Ramesh M. Warrior, director, is the chief visionary and conceptualist behind the eBRP brand.

Information Session 3

Novice/Intermediate/Advanced



The BCI

Certification is Just the Beginning ...

Discover a complete understanding of the globally recognized CBCI certification and the professional levels of BCI membership. Designed for those just beginning a career in the field of business continuity or related discipline, and for experienced professionals in business continuity or a related field, BCI certification and membership demonstrates a level of competency in the subject that is known around the world. Attending this session will be useful for everyone, even if you already hold a certification from other awarding bodies. We welcome all BC professionals to become members of the BCI and enjoy the benefits.

The Business Continuity Institute (BCI) is the world's most eminent BCM institute and our name is instantly recognized as standing for good practice/professionalism. www.thebci.org



Breakout Track 4 - Tuesday 1:30 - 2:30 PM

Strategic Session 4

Intermediate



Importance of Business Continuity when Outsourcing Business Processes

Gain a better understanding of business continuity when outsourcing business processes. An overview of business process outsourcing, what it is and how it impacts our business and jobs as business continuity planners, will be defined.

Roger Schultz

KeyBank

The business continuity professional's responsibility to their company as well as clients/customers regarding the decision to outsource requires a comparison of business process outsourcing versus a vendor/provider relationship. Steps will be outlined that should be taken when considering business process outsourcing, when to engage a business continuity professional, and what that engagement should entail. Recommendations for ongoing maintenance and follow up during the engagement and the importance of implementing testing solutions will also be reviewed. Finally, the importance of a business impact analysis when a decision to outsource has been made will be discussed.

Roger Schultz is the vice president and business recovery consultant at KeyBank.

Managerial Session 4

Novice



Business Continuity Planning for New Acquisitions

The M&A team has done their job and a new business is coming into the fold. How does business continuity planning fit into the host of tasks and variety of teams that compete for the time and attention of the new staff? This session will present ideas and methods for identifying the critical business functions and the recovery strategies needed to keep them going. It will describe an engaging process that will not only gather the information you need to ensure the new business is covered, but will also help you train the new staff on how business continuity works in your organization.

Dominic Abram

Optum

Dominic Abram is a business continuity analyst with Optum, a UnitedHealth Group company. His focus is on business continuity plan development, maintenance, and exercise remediation.

Technical Session 4

Intermediate/Advanced



The Turbulent Saga of Building a Credible IT Service Catalogue

Whether it's a list, spreadsheet or database, multiple repositories of application and system data tend to meander through the various support teams of IT with little synchronization. With this disparate source of data, and the always-present undocumented tribal knowledge, it is often difficult to adequately identify and map all the

essential dependencies necessary to fully recover the critical services of the enterprise. However, consolidating and reconciling data across the multiple sources is only the genesis of a journey that will take a fair amount of patience and fortitude to accomplish. Learn the mechanics and practices of collecting the data with an emphasis on the soft skills necessary to solicit executive support to socialize and evangelize the process to full governance.

Rich Moczygemba, M.S. ISM, is a senior DR analyst within the ITG Security Risk team of The Capital Group.

Rich Moczygemba

The Capital Group

Emergency Response Session 4

Advanced



Bioterrorism Preparedness for Large National Companies

Becoming a Closed POD directly benefits an employer by assuring its workers are protected against a lethal biological agent, and also helps achieve the company business continuity goals by encouraging workers to report for duty and keep the company operating. This presentation will fully describe the entire SNS program, from the national to the local level, and show attendees how they can participate in this valuable preparedness initiative in their communities.

Harlan Dolgin is the co-owner of Bio-Defense Network with more than 15 years of experience and co-founder of PandemicPrep.Org.

Harlan Dolgin

Bio-Defense Network

Advanced Session 4

Intermediate



From CAPA to Risk Management and Resilience

With the advent of the new structured approach to the updated and upcoming revisions of several ISO standards including ISO 22301, a process-based, threat analysis methodology will be required to meet this new shift in requirements. Preventive Action has now become "Actions to address risks and opportunities." Previously, Preventive Action seemed only to be a result of some corrective action or the process itself. This shift has changed the mindset and put Preventive Action in the proper perspective. How does this approach translate to real-life situations? What are some of the field-tested best practices and technology that can facilitate this culture change and ensure the focus is on mitigating risk, driving continual improvement and improving customer satisfaction? Find the answers and much more during this session as we go through the transition to risk-based thinking and how that ties into preventive action.

John DiMaria, CSSBB, HISP, MHISP, AMBCI, is the ISO product manager for BSI Group Americas.

John DiMaria

BSI

Information Session 4

Advanced



Cloud Gateway

A cloud storage gateway is a network appliance or server which resides at the customer premises and translates cloud storage APIs such as SOAP or REST to block-based storage protocols such as iSCSI or Fibre Channel or file-based interfaces such as NFS or CIFS*. The primary goal of this study was to evaluate cloud gateways and their ability to manage cloud storage data transmission issues, and how that relates to backups. The following tasks were performed: Develop baseline measurements for backup and restore, Evaluate feasibility of deployment by Installing each gateway, Configure and perform backups using gateway, Configure and perform restores using gateway, Measure the speed of the backup/restore to/from the gateway, Measure the speed of the backup/restore to/from the cloud.

Monica Stebbins has worked as an IT professional for 15 years in the areas of database, storage and backup administration. Currently Stebbins works for MITRE Corporation in Bedford, MA as a system administrator.

Monica Stebbins

The MITRE Corporation

Tuesday Workshops

Tuesday Workshop Session 1 Intermediate / Advanced



How Can You Cope With 'A Breach-A-Day?' Perform a Cybersecurity Exercise

Regina
Phelps

EMSS

Just a few years ago, a cyber security event, information security incident, or data breach seemed like a "one off," something a bit more unusual. Fast-forward to today and it seems like these incidents have turned into "a breach-a-day." Target, Home Depot, eBay, Apple, and Adobe are just a few of the recent big-name data breaches. Alas, it appears this is unlikely to abate anytime soon.

One of the ways you can prepare and advance the thinking on managing this type of incident is to conduct a cybersecurity exercise. Attend this session and learn how to go about developing a realistic cyber security exercise that will challenge the incident (crisis) management team, the technology staff, and the business units. Leave this workshop with a draft of a cybersecurity tabletop exercise under your arm, feeling better prepared (and perhaps a bit more paranoid).

Topics covered:

- What do you need to consider when designing a cybersecurity exercise?
- Who should be involved in the planning?
- What should be in your exercise plan?
- How can you challenge everyone, not just the "techies?"

Regina Phelps, CEM, RN, BSN, MPA, president, Emergency Management & Safety Solutions, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning. Since 1982, she has provided consultation, training, and speaking services to clients on four continents.

Tuesday Workshop Session 2 Intermediate / Advanced



Measuring Success: How BC Programs Can Manage Risk, Increase Resilience, and Control Cost

Frank
Lady

Bank of
America

Successful BC program management must satisfy the three competing demands of managing risk, increasing resilience and controlling cost. This workshop will look at these three themes and offer fresh perspective and recommendations on what to measure, how and when to measure, and how to balance the seemingly irreconcilable challenge of accomplishing all three tasks at once.

Risk management requires integration with the institution's larger effort. The key outputs of the recovery strategy are imperative to helping strategically align the BC program with future trends while providing important current operational guidance to BC/ DR plan development. Resilience improvement must include both pre-emptive and reactive components. Capability resilience levels enable measurement of the pre-emptive element. A challenging exercise program provides the best gauge of the organization's reactive component. Cost control requires agility and vision to focus resource development and organizational change in response to the emerging risk landscape. Conducting an annual BC program review with senior management ensures the alignment of program resources and leadership expectations.

Frank Lady has more than 18 years of experience in business continuity and contingency planning roles. He currently serves as a senior vice president of business continuity for Bank of America's Global Corporate Services organization. He is a member of the Disaster Recovery Journal's Editorial Advisory Board, and chairs its Glossary of Terms Committee.

Tuesday Workshop Session 3 Novice / Intermediate / Advanced



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

Steve
Goldman

Steve
Goldman
Assoc.

The DRJ attendee favorite and our longest running workshop! 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 development team
- Scenario ideas and events you can use
- Resources and props
- How to conduct, evaluate, and critique
- Imagination, creativity, and leadership
- Goldman's highly acclaimed Exercise Planning Checklist.

Dr. Steve Goldman is a leading Crisis Management and BCP consultant and former Global BCP Manager for a Fortune 500 company. Over his long career Goldman has developed, conducted, and evaluated drills and exercises ranging from one-hour tabletops to massive three-day exercises involving hundreds of responders from dozens of companies and government agencies.

Tuesday Workshop Session 4
Intermediate



Workplace Violence to Recovery: Getting Back to Business after a Shooting

Michelle Cross

Wells Fargo



Lorie Alioto

Wells Fargo

The news stories surrounding workplace and school violence focus mostly on the event itself and the immediate response. Little is heard about what happens next. How do these institutions get back to back to business? Where do they start? How do they get from an act of violence to recovery and to back to business? Violence of any kind can be disrupting to an organization and the more severe the violence, the greater the disruption. When employees or students are victims of violence, or when they cause the violence, the disruption to an organization extends far beyond the injuries themselves. A single act of violence – or sometimes even the threat of that act of violence – can cease operations. Companies need to be prepared to address violence in response protocols; crisis communications and recovery. This session combines a lecture and a table top exercise to assist attendees with evaluating their own response and recovery plans.

This session will address

- Violence in the workplace
 - understanding what it is and how to mitigate some of the risk
- The widespread impact of violence
- Steps to take to address violence in recovery efforts

Michelle Cross, CDCP, MBCP is the business continuity practice leader for Wells Fargo Insurance, with more than 20 years of experience. Cross has specific expertise in developing and testing organizational business recovery plans, crisis management plans and crisis communications plans. Cross is responsible for creating and growing the business continuity consulting practice within Wells Fargo Insurance.

Lorie Alioto, CBCP is a national practice advisor on the Business Continuity Team. Alioto has been part of the Wells Fargo Enterprise Business Continuity Planning Group for 14 years. She is responsible for training and certifying Wells Fargo employees on all aspects of Business Continuity and Technology Recovery Planning.

Tuesday Workshop Session 5
Novice / Intermediate / Advanced



Linda Hanwacker

LSH Group

COOP Templates for Success

What continuity of operations plan (COOP) templates are necessary for success? The COOP is designed to ensure stability and continuation of essential program services to the public during a wide range of potential events. What information is required, what methodology to consider and what templates to apply in creating a successful COOP is the focus of this workshop. Furthermore, planning for major disasters is important. Unfortunately, the less severe emergencies that might occur more frequently are often overlooked. These minor and more frequent events can wreak havoc on an agency's ability to continue operations. A sampling of these events will be addressed and discussed in the planning process.

The COOP specific objectives that will be addressed are:

1. To ensure the continuous performance of essential functions during an event.
2. To ensure employee safety.
3. To protect essential equipment, records and other assets.
4. To reduce disruptions to operations.
5. To minimize damage and losses.
6. To achieve an orderly recovery.
7. To identify relocation sites and ensure operational and managerial requirements are met before an event occurs.

This workshop focuses on these seven specific objectives of COOP planning utilizing more than 20 templates that are core to developing a successful COOP and how to compile this information in a plan.

Linda Hanwacker is the president and founder of The LSH Group, LLC. Hanwacker is an experienced executive leader with more than 25 years addressing IT, BC/DR planning initiatives. Hanwacker has held several executive positions in BC/DR, and network/IT security.

Tuesday Workshop Session 6
Novice / Intermediate / Advanced



Phil Lambert

Ripcord Solutions

Continuity Awareness and Training: The Right Way

Our industry for years has promoted continuity in such a way as to minimize our importance and our ability to establish significance. This has got to stop.

A new paradigm is upon us that demonstrates clearly the value a continuity program brings to an organization.

Having plans on-the-shelf does not save lives or minimize impacts. Successful continuity planning and disaster management boils down to two primary assets: "simple, accurate and viable plans" and "knowledgeable, trained and ready people." Both are required to achieve a resilient organization.

Training is the building block of preparedness. Education is the shoulders that hold an organization up when rapid change is needed.

Join us in this hands-on workshop and be armed with a well-organized approach to the diversity of training types and delivery models for an effective and efficient training strategy.

Learn what a training strategy looks like, how content will drive what type of training works best and learn to make training stick by delivering engaging content with just the right balance of information, instruction and entertainment.

Phil Lambert is the president and founder of Ripcord Solutions. He has more than 20 years of experience with management positions at two Fortune 500 companies. Lambert excels at bridging silos within organizations by engaging team leaders to develop an enterprise-wide "continuity culture" that strengthens and conditions organizations to rapidly respond to changing conditions. Lambert is a well-regarded advocate and thought-leader in the disaster planning community. He holds two certified designations, MBCI and CBCP.



Robert Edson

Mission Mode

Solutions Track 1: The Four T's of Best-in-Class Crisis Preparedness

This session will explore how attendees can assess their organization's readiness to respond to a variety of unplanned business disruptions, and what separates best-in-class crisis preparedness vs. the rest. It will be aimed at companies with business continuity programs in the early to middle stages of maturity and will help those organizations plot a roadmap towards greater overall crisis readiness. The session will analyze the five key stages of business continuity management: planning early warning tracking, risk assessment, response, and resolution evaluation to demonstrate the primary things that best-in-class companies do differently than the rest. Each phase will be assessed relative to the Four T's of successful incident management: Team, Tasks, Templates, and Tools.

Robert Edson is the Global Vice President, Sales & Marketing for MissionMode Solutions. He has dedicated the majority of his career to public & private sector safety & security.



Ted Brown

KETCH Consulting



Jim Satterfield

Firestorm

Solutions Track 2: Penn State - Now You Know the Rest of the Story

Consequence Management is a critical portion of every crisis event. You see the publicity regarding what went wrong. You rarely get to learn how an organization responded, and the metrics on return on investment for the actions taken. Everyone read about the events as they unfolded at Penn State.

This session will take you inside and share the positive results of the actions taken. Penn State transformed crisis into value.

Ted Brown, president, CEO of KETCH Consulting, member board of trustees at Penn State, and chair of the Risk Sub-Committee at Penn State.
Jim Satterfield, president/COO, Firestorm Solutions, LLC.



Peter Laz

Forsythe

Solutions Track 3: Protect your Business

As the complexity and scale of IT infrastructures grow, ensuring enterprise service availability is becoming increasingly difficult. A single undetected configuration error can undermine even the best-designed DR and HA environments. Traditional DR testing is necessary, but not enough to ensure your failover and/or recovery will succeed. IT organizations must adopt predictive capabilities that enable them to eliminate risks before they impact the business. This session will clearly show: five critical flaws your DR tests miss, how to improve overall production performance, six steps to effective service availability management.

Peter R. Laz, MBCP/MBCI, is a managing consultant in Forsythe's Business Continuity and Disaster Recovery (BC/DR) practice.



Frank Perlmutter

SBCP



Denise Carlin

Geisinger Health Plan

Solutions Track 4: In the Crosshairs: Evolving Compliance Challenges Facing Business Continuity Professionals

The words "we're being audited" can strike fear into the hearts of many BC professionals. For some industries, the process of audits and examinations is non-stop. With every passing day, auditors and examiners are getting past the plan and into the process itself. This session will cover compliance challenges that currently face a great majority of BC professionals. Presenters will dig into the issues, lay out a path for preparation, provide tips on building a relationship with your auditor or regulator, and give advice on how to build success over the long term.

Frank Perlmutter (CBCP, MBCI) is the president and co-founder of Strategic BCP®—the creators

of ResilienceONE® BCM Software.

Denise Carlin is the IT compliance program director for Geisinger Health Plan with over 16 years of experience building and maturing BC/DR Management programs. Wayne Stadnik (MBCP, MBCI, CISA, CISM) is the vice president of Continuity Risk Management for TCF National Bank with almost 20 years of experience.

Mark Eggleston CISSP, GSEC, CHPS) is the director of security and business continuity at Health Partners Plans with more than 13 years of experience.



Wayne Stadnik

Continuity Risk MGT



Mark Eggleston

Health Partners Plans



Imad Mouline

Everbridge



Richard Biber

Ultimate Software

Solutions Track 5: Best Practices for Critical Customer Communications

IT outages, emergency maintenance, data breaches and other critical incidents can potentially affect your customers and ultimately, harm your brand. Whether your business is consumer goods or commercial banking, organizations need to understand the situation and its risks, plan for response, overcome responder anxiety and gather feedback until the crisis is resolved. How organizations act and communicate during these incidents can critically impact the reputation of your business, for better or for worse. In this session Imad Mouline will join Richard Biber, Ultimate Software to explain how the latter uses Everbridge to quickly communicate important information to customers, minimizing the impact of routine and unscheduled IT incidents.

Imad Mouline will join Richard Biber, Ultimate Software. Mouline is the chief technology officer for Everbridge. He is responsible for Everbridge's market strategy, product direction, and research and development.

Richard Biber is the GRC business continuity planner for Ultimate Software.



Chris Johnson

Symantec

Solutions Track 6: Recovery to the Cloud - Is it Right for You?

Disaster recovery to the cloud is an emerging trend with the promise of the best of both worlds – increased capability along with reduced costs. Where do reality and hype converge? This session will examine trends in the use of the cloud as a DR enabler and discuss key considerations for evaluating and adopting such solutions.

Chris Johnson is a senior technical lead in Symantec's Information Management solutions group. He focuses on cloud-based disaster recovery solutions.



Charles Hinkle

IBM



Troy Jassey

IBM

Solutions Track 7: The Convergence of High Availability and Disaster Recovery

This session will discuss the convergence of high availability and disaster recovery technical solutions and the implications of that convergence on disaster recovery planning. Attendees will see IBM's point of view on the increased exploitation of various types of automation to support fail over from primary to secondary sites including relevant financial and risk reduction implications along with potential pitfalls. Attendees will be empowered to more appropriately incorporate advanced availability and recovery technologies into their DR planning.

Charles Hinkle works in IBM's Resiliency Services practice with overall responsibility for GDPS in the United States.

Troy Jassey is an executive consultant and partner with IBM Resiliency Services.



Cynthia Jenkins

CSG



Seema Sheth-Voss

Sungard

Solutions Track 8: Strengthening BC Using Strategic Partnership

The presentation will highlight some of the unique challenges faced by both CSG and Sungard Availability Services during the adoption of MRP by CSG. Among the most prominent challenges to be discussed are currency of recovery documentation, currency of server configuration, collaboration tools, change control during testing, and progress reporting during testing. Attendees will learn how CSG and Sungard AS overcame challenges to build a stronger partnership and an increased likelihood of a successful recovery.

Cynthia Jenkins has been with CSG International for more than 24 years. Her responsibilities include developing and exercising Business Continuity plans for the over 40 office locations, data centers, and output production facilities in 24 countries accounting for over 3,600 employees.

Seema Sheth-Voss, director of solutions marketing, is responsible for the story and go-to-market execution for Sungard's Business Continuity, Risk and Recovery businesses. Sheth-Voss brings over 20 years of experience growing markets for variety of enterprise technology companies spanning security, risk and analytics.

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Since 1971, Forsythe has served as a 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. While addressing the complete technology lifecycle, including assessment, design, integration, and management, Forsythe offers a single point of contact for managing the cost and risk of information technology infrastructure.



Strategic BCP® leads the way in helping BC professionals save time, save money, and avoid consequences, by providing comprehensive and convenient ways to manage risk, continuity, and resilience. Our award-winning BCM software, ResilienceONE®, integrates risk assessment and management, BC plan development and maintenance, incident management, and compliance issues in a single cloud-based solution. We have been positioned as a "Leader" in Gartner's Magic Quadrant for Business Continuity Management Planning Software two years in a row.

Silver Sponsors



eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services. ESN develops tools and utilities focused on core requirements. www.eBRP.net



The Fusion Framework Risk Management & Contingency Planning System is the most advanced and easy-to-use system for comprehensive contingency planning.



IBM Resiliency Services helps to ensure clients are prepared in today's "always on" world. We offer resiliency consulting, cloud services, high availability, in-country and global data back-up, and managed rapid infrastructure recovery services. We have more than 50 years of resiliency experience with a 100% recovery record for declared disasters. With over 4,000 resiliency professionals in 312 resiliency centers across 68 countries, we tailor solutions to virtually any organization's risk and compliance needs.



MIR3 is the premiere provider of intelligent notification and response software for business operations or any area that needs reliable two-way notification. www.mir3.com



Sustainable Planner® does it all; takes less than 20 minutes of user training, adapts to your business, even as needs change, and assists you with every component of your resilience program. Our SP Analytics offers amazing data visualization that can be used to bring any of your data to life. As the creators of the BCMM®, we know how to assist businesses in building and maintaining a sustainable BC program. Visit us at booth #611 & 613 for a demonstration.



MissionMode provides superior collaboration solutions for business continuity and the personalized support you need to ensure your organization's readiness. We partner with clients on end-to-end incident management because, in a crisis, you don't just need to communicate the problem, you need to resolve it. Our Situation Center provides an easy-to-use collaboration platform that serves as a virtual command center for your team. Our Notification Center delivers intelligent 2-way messaging across multiple communication devices for mission-critical enterprise use.



Symantec is a global leader in security, backup and availability solutions. Our innovative products and services protect people and information in any environment. www.symantec.com

Partners



The Business Continuity Institute (BCI) is the world's most eminent BCM institute and our name is instantly recognized as standing for good practice/professionalism. www.thebci.org



The International Consortium for Organizational Resilience provides access to the many offerings of education and credentialing expertise. www.theicor.org



Private and Public Businesses, Inc. is committed to providing the industry with training and BC solutions in partnership with both private and public agencies. www.ppbi.org



The Disaster Experience

Attainium delivers business continuity planning, workshops and sessions and tabletop exercises. Attainium assesses an organization's ability to cope with and recover from a wide variety of disruptive events. This is established by performing our assessments, impact analysis, the development of a BC plan, ongoing plan testing and plan maintenance.

Co-Sponsors



Business Protector (formerly BPSi) helps organizations of all types deploy effective risk management plans with proven, user-friendly software that just works. www.businessprotector.com.



Forrester Research is a technology and market research company and are the only company that creates forward-thinking research specifically for your role. www.forrester.com



Noggin IT is an emerging global leader in enterprise resilience and incident management technology with its next generation cloud based software Noggin OCA. Noggin OCA resilience solutions have a proven track record in enterprise emergency and risk management, employee and constituent communications, work safety and security incidents, and compliance for corporations and government agencies.



Quantivate is an industry-leading provider of web-based Governance, Risk, and Compliance software solutions. Our BC module enables an organization to easily develop implementable plans, keep plans up-to-date, perform exercises, manage incidents, and increases the availability of critical operations across the enterprise. More information is available at www.quantivate.com or 800-969-4107.



RecoveryPlanner's consultancy services and its RPX software provide all components to support the entire Business Continuity Management, Disaster Recovery, and Crisis Incident Management. With industry specific content and methodologies from our certified planners and our customer centric approach, we make BCM easy for you. www.RecoveryPlanner.com



Regus products and services allow our customers to concentrate on their core business, and use their talents to best effect. Be they the largest global corporate or an entrepreneur, we help them to be more flexible, more cost-effective and more agile. Workplace Recovery by Regus provides clients with preferential access to our network of 2000+ global locations in over 100 countries. Workplace Recovery is an on demand service that helps companies manage and mitigate the risks associated with the loss of use of their own offices due to power outage, hurricane, fire, flood, and IT failure.



RES-Q™ provides the full range of Managed Recovery, Disaster Recovery, and Quick-Ship Services. It delivers recovery options for all major technology platforms, including IBM Mainframe, IBM Power, and Open-Systems, and provides Workgroup Recovery positions for business recovery. It specialized in helping organizations backup, managing, and restoring IT infrastructure and business functionality in the event of a disaster with cost-effective, scalable solution options, and innovative data-backup services.



Ripcord Solutions is a management consulting, advisory and training firm that specializes in business continuity, disaster recovery, crisis management, emergency management and life safety programs. Our mission is to condition organizations for the future while minimizing then operational and reputational impacts when a significant business shift or disruption occurs.

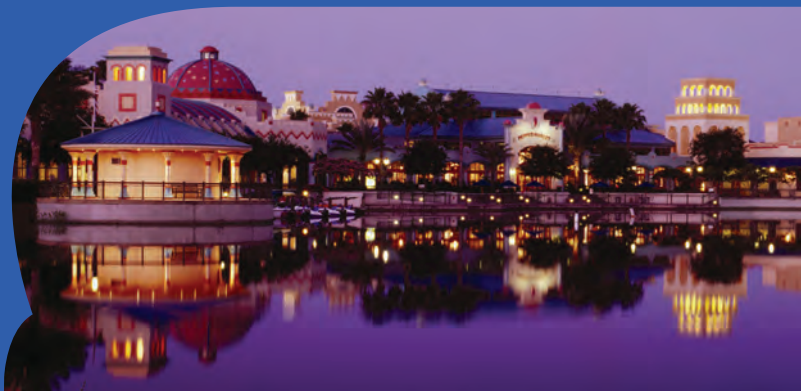


RockDove Solutions, developer of In Case of Crisis is an award winning mobile solution that helps institutions and their safety professionals' better care for the well-being of their people by offering easy and secure access to institutional-specific emergency procedures and safety guidelines.



VOLO Recovery was designed to enable businesses to stabilize internal/external communications when faced with outages due to disaster or failure. www.volorecovery.com

Venue Information and Discounts



Magical Express: 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. 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: Orlando International Airport.

Car Rental: Budget Rental Cars will provide rental cars at 5% to 40% discounted rate. Call the Meetings and Convention Department at 1-800-525-7537 Ext. 33352 to maximize your discount. Please reference BCD#U404172 when you call.

Area Attractions: World-famous theme parks are just minutes away. You'll have a chance to visit Magic Kingdom®, EPCOT®, Disney's Animal Kingdom®, and Disney's Hollywood Studios®. For the sports enthusiast, there is tennis, boating, golf and more. Nighttime brings even more excitement with a wide-range of dining and entertainment.

Theme Park Tickets Discount: DRJ Spring World 2015 attendees have the option of purchasing discounted Walt Disney Theme Park Tickets. For more information, visit www.drj.com.

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 \$174 for a single or double room. A \$15 fee will be charged for each additional occupant more than 18 years of age. Attendees are responsible for making their own hotel reservations. For a government room rate, contact patti@drj.com.

Conference Schedule

Sunday, March 22

Pre Conference Courses	8:30 AM - 11:30 AM
Onsite Registration Opens	11:00 AM - 8:00 PM
Cyber City	12:00 PM - 8:00 PM
Sunday Workshops	1:00 PM - 3:30 PM
Refreshment Break	3:30 PM - 4:00 PM
Solutions Track	4:00 PM - 5:00 PM
Exhibit Hall Opens	5:00 PM - 7:00 PM
Welcome Reception	5:00 PM - 7:00 PM
Product Demos	5:30 PM - 7:00 PM

Monday, March 23

Cyber City	6:45 AM - 5:30 PM
Networking Breakfast	6:45 AM - 8:00 AM
Onsite Registration	7:00 AM - 5:30 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	11:45 AM - 1:00 PM
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

Sponsored by:  **FORSYTHE**  **STRATEGIC BCP**

Tuesday, March 24

Cyber City	6:45 AM - 5:30 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	11:45 AM - 1:00 PM
Exhibit/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, March 25

Cyber City	6:45 AM - 1:00 PM
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
Post Conference Courses	1:30 PM

DRJ Spring World 2015 Registration Form

Date			List Your FBCI#, MBCI#, CRP#, CBCP#		
Mr/Mrs/Ms	First Name	Last Name	Company		
Title			Email		
Address			Mail Stop		
City	State/Zip Code	Country	Telephone		
Print Name As It Should Appear On Badge			Cell	Fax	
Emergency Contact Name/Phone Number			List Any Designations for Badge		
<input type="checkbox"/> Check here if you require special needs			Please specify <i>Notify conference personnel during Onsite Registration of your arrival and special needs.</i>		

Industry Information

Indicate Your Industry: ___ Banking/Financial ___ Public Utilities ___ Transportation ___ Insurance
___ Communications ___ Manufacturing ___ Government ___ Education ___ Computer Services
___ Wholesale ___ Health Care ___ Petroleum ___ Mgmt. Consultant Other: _____

Rank Your Experience Level ___ Novice (less than 2 yrs) ___ Intermediate (2-5 yrs.) ___ Advanced (5+ yrs.)

Is This Your First Conference at DRJ? ___ Yes ___ No

Payment Information

___ Check enclosed for \$ _____ Registration Discounts (if any) ? _____

___ Bill my company, Attn: _____

___ Purchase order attached, P.O. # _____

___ Bill my MasterCard ___ Bill my Visa ___ 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. 23, 2015 without penalty. No refunds or credits will be given for cancellations received after Feb. 23, 2015. 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.

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 22

Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6		
Solutions Track	ST-1	ST-2	ST-3	ST-4	ST-5	ST-6	ST-7	ST-8

Monday, March 23

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 24

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 \$1095 through Jan. 23, 2015
- only \$1195 through Feb. 23, 2015
- only \$1295 through March 22, 2015

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
1862 Old Lemay Ferry Rd
Arnold, MO 63010

Web: www.drj.com

For information

636-282-5800
9 am - 5 pm CST
-or email-
rose@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

These courses require separate registration and fees.

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



Sat., March 21, 9:00 a.m. – 5:00 p.m.
Sun., March 22, 8:30 a.m. – 11:30 a.m.
\$1495 per person
Presenter: Regina Phelps

Learn from the exercise master, Regina Phelps, who conducts over 100 exercises a year. If you have a documented emergency plan but have not 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 is certainly a lot less stressful. This workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with a draft of your next exercise planned and a copy of Phelps' new book.

The workshop will cover:

- Six types of exercises.
- The exercise design team.
- The exercise plan.
- Creating exercise injects.
- Developing A-V tools.
- Selecting and training a simulation team.
- Rules of exercise facilitation.
- Writing the after-action report.

You will:

- Participate in an advanced tabletop exercise.
- Develop the outline for your own tabletop exercise.
- Receive feedback on your exercise design.
- Receive a copy of Phelps' new book, "From Response to Recovery – Everything You Need to Know to Create a Great Exercise."

Regina Phelps, CEM, RN, BSN, MPA, president, Emergency Management & Safety Solutions, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning.

PRC-2: IT/DRP/Certified Business Resilience IT Professional



Sat., March 21, 9:00 a.m. – 5:00 p.m.
Sun., March 22, 8:30 a.m. – 11:30 a.m.
\$1695 per person
Presenter: Rick Wellman

Today's businesses rely heavily on a robust and resilient information technology (IT) and telecommunication infrastructure to deliver essential business services in order to meet company mission, objectives, and key targets. This dependence on information technology stems from several requirements and demands.

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 including continuous and

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.

PRC-3: Business Impact Assessment: The Foundation of a Highly Effective BC/DR Program



Sat., March 21, 9:00 a.m. – 5:00 p.m.
Sun., March 22, 8:30 a.m. – 11:30 a.m.
\$1195
Presenter: Doug Cassell

The business impact assessment (BIA) is an essential component of any solid business continuity or disaster recovery program. It lays the foundation for all of the components that follow in the creation or update of a comprehensive program, and there is no tool that provides a better view of what needs to be included in your strategies and plans, as well as what does not need to be included.

This course will take you through the fundamentals of a solid BIA. It includes "What are the MUST have components," "The Art of getting accurate, useful information," and "How to interpret the information you get," and much more. We will finish with a review of a BIA report and its key components.

Participants will leave with an understanding of how the BIA is used, essential components, potential traps and how to avoid them, and what to do next to get your BIA, and your BC/DR program up and running fast.

This session is intended for beginners getting ready to create a new program, as well as professionals that are looking to improve their skills and understanding of the BIA and related processes.

Doug Cassell, CBCP, MBCI, ITIL is a certified BC/DR professional with more than 20 years of experience in the field. He has worked in both consulting and program management roles in multiple industries, including healthcare, manufacturing, banking/finance and telecommunications among others.

PRC-4 : IT Disaster Recovery and Resiliency Planning Workshop



Sat. March 21 8:00 AM – 5:00 PM
Sun. March 22 8:00 AM – 11:30 AM
Cost: \$1695
Presenter: Sudhir Gadepalli



This workshop will examine the role of technology in facilitating business continuity (BC) and disaster recovery (DR) planning. Attendees will develop strategies to build a strong, cost effective, technology centric disaster recovery and infrastructure resiliency program. Key learning objectives include

1. Examine the relationship between BC and DR, and the role of technology in aligning these two functions.
2. Learn how to conduct a "Technology Impact Analysis (TIA)™"

Earn up to 16 Additional CEAPs by attending a Pre-Conference Course.

study to complement "Business Impact Analysis (BIA)". Understand how the TIA sets the foundation for developing a mature technology resiliency program.

3. Learn how to conduct a "current state technology recovery capabilities" assessment using our proven "Resiliency Measurement Assessment" framework.
4. Learn how to build an "IT Dependency Matrix" to take guesswork out of your IT DR planning process.
5. Developing your recovery strategy: disaster recovery or IT service continuity management – what is your goal? Learn best practices and strategies to develop recovery capabilities and bridge gaps between current state capabilities and future state requirements.
6. Develop testing strategies to validate recovery capabilities.
7. In depth review of DR technologies, data center concepts, the OSI model, recovery models, standards, architectures, frameworks and use case scenarios (e.g., recovery in the cloud, active-active, co-location, RAAS, mobile data centers, etc. – when to use each option and when not to use each option).

Important information for attendees:

1. All attendees must bring a portable computer with MS Office 2007 or higher, a PDF reader, a Visio reader (2010 or above) with a functioning USB 2.0 port (to copy training material). Attendees are responsible for all meals.

2. This workshop will primarily focus on IT DR planning and technology resiliency topics. Familiarity with fundamental BC concepts is required; there will be limited coverage of BC topics in this workshop.

3. Course conducted by: Enterprise Resiliency Services – a leading BC/DR and enterprise resiliency training and consulting company. Please call (614)-286-2962, e-mail info@enterpriseresiliencyservices.com or visit www.enterpriseresiliencyservices.com for more information.

Sudhir Gadepalli serves as the chief mentor and strategy officer of Enterprise Resiliency Services, a major BC/DR, risk management and resiliency services training and consulting firm.

Pre-Conference Course 5: ISO 22301 Self-Assessment Workshop



Sat. March 21 9:00 AM – 5:00 PM

Sun. March 22 8:30 AM – 11:30 AM

Cost: \$995.00 (includes self-assessment tool)

Presenter: Lynnnda Nelson

Attend this one and a half day workshop and learn how to align your BCM program to the requirements of ISO 22301. Gain an understanding of the key practices of a business continuity management system for organizations of all sizes and the essential elements of the following standards: ISO 22301, ISO 22313, ISO 19011, ISO 17022.

Using the ISO 22301 Maturity Model as a tool for measuring alignment to ISO 22301, attendees receive an electronic copy of the self-assessment tool as part of the workshop fee. The workshop also includes a review of the ISO 22301 self-declaration of conformity process. The ISO 22301 Maturity Model sells for \$995.00 and is included in the workshop fee. The workshop reviews the following topics:

Part 1: Requirements for a Business Continuity

Management System, the Role of the Auditor and the Audit Process

Part 2: Developing Strategies to Mitigate Risk and Continue Operations

Part 3: BCM Program Implementation

Part 4: Developing a BCM Culture

Part 5: Program Maintenance and Improvement

For more information regarding this class contact ICOR at: education@theicor.org • phone: 1-866-765-8321 or +1630-705-0910

Lynnnda Nelson is the president of the board of The International Consortium for Organizational Resilience, a non-profit 501c3 education and credentialing organization in the disciplines that support resilience.

Mail form to:

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1862 Old Lemay Ferry Road,
Arnold, MO 63010 or fax to (636) 282-5802.

Make check payable to Disaster Recovery Journal or provide credit card information.

Check enclosed for \$_____ Check #_____

Bill my ☐ Visa ☐ American Express

☐ MasterCard ☐ Discover

Account # _____

Exp. Date _____

Signature _____

Security Code (3 digit # on back or card, 4 digit on front for AMEX) _____

Note: A class will be cancelled if the minimum number of registrants is not met.

- ☐ PRC-1: Everything You Need to Know to Design a Successful Exercise (\$1495)
- ☐ PRC-2: IT/DRP/CBRIT (\$1695)
- ☐ PRC-3: Business Impact Assessment: The Foundation of a Highly Effective BC/DR Program (\$1195)
- ☐ PRC-4: IT Disaster Recovery and Resiliency Planning Workshop (\$1695)
- ☐ PRC-5: ISO 22301 Self-Assessment Workshop (\$995.00)

Name _____

Company _____

Address _____

Mail Stop _____ City _____

State _____ Zip _____

Telephone _____

Email _____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Feb. 23, 2015 without penalty. No refunds or credits will be given for cancellations received after Feb. 23, 2015.

All no shows will be charged the full amount. All cancellations must be received in writing.

Post-Conference Courses

These courses require separate registration and fees.

POC-1: Certified Business Resilience Auditor



Wed., March 25, 1:30 p.m. – 5:00 p.m.
Thurs., March 26, 8:30 a.m. – 5:00 p.m.
\$1695 per person
Presenter: Rick Wellman

The CBRA (Certified Business Resilience Auditor) 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 1-800-869-8460.

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

POC-2: Successfully Conduct your First BCP/DRP Drill!



Wed., March 25, 1:30 p.m. – 5:00 p.m.
Thurs., March 26, 8:00 a.m. – 4:30 p.m.
\$1495 per person
Presenter: Steve Goldman

Your first BCP (or DRP) tabletop or drill can make or break your BCP/DRP efforts, including your career. A good job is not sufficient; your first drill needs to be outstanding! This course will teach you how. During this hands-on class, you will learn the elements of how to organize, set up, conduct, and evaluate a successful first BCP/DRP drill. Topics include:

- The company politics of your first drill
- Goldman's "First Drill" planning checklist
- Using incomplete department plans to your advantage
- Painlessly involve IT, PR, and management
- 100+ ideas for scenarios
- Develop a timeline for your company!
- Documents you will need
- Expected problems and their solutions
- Critique the drill and still keep your job
- Using the leverage from this drill to move onward and upward!

Goldman will conduct the class with his lively style, real-life examples, interactive discussions, and hands-on application. Attendees receive e-files of the forms and templates presented in class. You will also realistically practice what you learned as you participate in an in-class tabletop drill!

Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises. A former global BCP manager for a Fortune 500 company, he has developed, conducted, and evaluated hundreds of successful drills.

POC-3: BC/DR Architecture Bootcamp



Wed., March 25 1:00 PM – 5:00 PM,
Thurs. - Fri., March 26 & 27 9:00 AM – 4:30 PM,
Sat., March 28, 9:00 AM – 12:00 PM
\$2495 per person
Presenter: Sudhir Gadepalli



This comprehensive, hands-on workshop provides attendees with an in-depth overview of BC, DR and enterprise resiliency planning topics. This course will focus on "How to develop a BC/DR plan that is actionable, executable and fully aligned with the resiliency goals of your enterprise." This workshop is ideally suited for novice BC/DR practitioners who are responsible for building and/or enhancing their BC/DR programs. Key learning objectives include:

1. Fundamentals of BC/DR & enterprise resiliency planning.
2. Technology, people, and processes: The "Enterprise Resiliency Planning" paradigm.
3. Understand the role of enterprise architecture and its relationship to BC/DR planning.
4. Audit and the BC/DR program, ISO 27001 & 22301, and the "Plan-Do-Check-Act" model.
5. Practical and tactical strategies to conduct a comprehensive "Business Impact Analysis (BIA)" study.
6. Beyond the BIA – learn how to conduct "Technology Impact Analysis™ (TIA)" to complement the results of your BIA.
7. Learn how to build a technology recovery strategy that is fully aligned with the requirements of your BC program.
 - a. DR standards, architectures, frameworks.
 - b. In depth review of proven DR technologies and recovery models.
 - c. DR use case scenarios (e.g., recovery in the "cloud", active-active, co-location, RAAS, Mobile data centers, etc. – when to use/not to use each option).
8. BC/DR exercises and testing strategies (call tree tests, check list tests, tabletop tests, IT DR and business process recovery tests).
9. Best practices in BC planning, IT DR management and an overview of the enterprise resiliency planning maturity model.



Earn up to 16 Additional CEAPs by attending a Post-Conference Course.

Important information for attendees:

1. All attendees must bring a portable computer with MS Office 2007 or higher, a PDF reader, a Visio reader (2010 or above) with a functioning USB 2.0 port (to copy training material). Attendees are responsible for all meals.

2. Course conducted by: Enterprise Resiliency Services – a leading BC/DR and enterprise resiliency training and consulting company. Please call (614)-286-2962, e-mail info@enterpriseresiliencyservices.com or visit www.enterpriseresiliencyservices.com for more information.

Sudhir Gadepalli serves as the chief mentor and strategy officer of Enterprise Resiliency Services, a major BC/DR, risk management and resiliency services training and consulting firm. Post-Conference Course 4: Critical Environments Technology Professional

Post-Conference Course 4: Critical Environments Technology Professional



Wed., March 25 1:30 PM – 5:00 PM,
Thurs., March 26 & 27 8:30 AM – 5:00 PM,
\$1495
Presenter: Jim Nelson

When it comes to meeting the challenges of preserving, protecting, and recovering data and infrastructure, organizations today need to control IT expenditures and reduce business risk while improving operational efficiency and increasing resilience. The focus of TI 2050: Critical Environments Technology Professional, is on how to align IT resources with business objectives, deliver relevant and reliable IT service, manage risk, and optimize operational efficiency.

In addition, the course focuses on computing resources, data and data storage resources, and network & communication resources. The course concludes by exploring key infrastructure initiatives for organizations today such as virtualization, clustering, cloud computing, mobility, big data, resiliency, green IT, and resource commoditization.

Outline:

1. Critical Environments Concepts
2. Understanding Storage Management
3. Availability Concepts, Challenges, & Solutions
4. Addressing IT Risk: ICT Continuity & Disaster Recovery
5. Understanding & Protecting Against Security Breaches

Audience:

Who should attend? IT Disaster Recovery Professional, IT Technician, IT Team Lead, Technology Manager, Business Continuity Professional, Risk Manager, Internal Auditor, Compliance Auditor, and Technical Support.

Certification:

Course includes the CETP certification exam.

For more information regarding this class contact ICOR at:

education@theicor.org • phone: 1-866-765-8321 or +1630-705-0910

Jim Nelson is the president of Business Continuity Services, Inc. and is the founder and currently serves as the chairman of the board of directors for The International Consortium for Organizational Resilience.

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Check enclosed for \$_____ Check #_____

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Account # _____

Exp. Date _____

Signature _____

Security Code (3 digit # on back or card, 4 digit on front for AMEX) _____

Note: A class will be cancelled if the minimum number of registrants is not met.

- ☐ POC-1: CBRA Certified Business Resilience Auditor (\$1695)
- ☐ POC-2: Successfully Conduct your First BCP/DRP Drill! (\$1495)
- ☐ POC-3: BC/DR Architecture Bootcamp (\$2495)
- ☐ POC-4: Critical Environments Technology Professional (\$1495)

Name _____

Company _____

Address _____

Mail Stop _____ City _____

State _____ Zip _____

Telephone _____

Email _____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Feb. 23, 2015 without penalty. No refunds or credits will be given for cancellations received after Feb. 23, 2015.

All no shows will be charged the full amount. All cancellations must be received in writing.



For more information
on BCI CERTIFICATION go to
WWW.THEBCI.ORG
WWW.BUCKS.AC.UK

Email or call on
EDUCATION@THEBCI.ORG.
703 637 4407

Certificate of the Business Continuity Institute (CBCI)

BCI Certification is an internationally recognised stand-alone credential leading to the post nominal designation of CBCI – Certificate of the Business Continuity Institute. Certification is gained through taking the Certificate of the BCI Examination which tests the candidate's knowledge of the prescribed Body of Knowledge, the BCI's Good Practice Guidelines – a guide to global good practice in Business Continuity.

Diploma of the Business Continuity Institute (DBCI)

The BCI Diploma is an academic qualification leading to the post nominal designation DBCI – Diploma of the Business Continuity Institute. The Diploma is delivered via distance learning in partnership with Bucks New University.



BCI Certification can be used to apply for Statutory
Membership of the Business Continuity Institute



For all information
on BCI TRAINING go to
WWW.THEBCI.ORG

Email or call on
EDUCATION@THEBCI.ORG
703 637 4407

Business Continuity Institute Training

The BCI offers world-class, high-quality training, delivered by BCI licensed training partners located around the globe. All our training partners are experienced and respected Business Continuity professionals, bringing a wealth of real-life experience to the classroom.

DRJ Spring World 2015 Pre/Post Conference Classes

Get certified at DRJ with the BCI!

Four days plus optional exam

The official Good Practice Guidelines (GPG) course is the most comprehensive, complete review of Business Continuity concepts and industry good practice from around the world and serves as the foundation for the Certificate of the BCI examination. The Good Practice Guidelines Course covers the six Professional Practices, taking students through each stage of the BCM Lifecycle.

ALSO AVAILABLE

Introduction to Business Continuity

This course is delivered over 1.5 days and is a basic introduction to the world of Business Continuity. It is designed as a first step for newcomers who need to have a good understanding of the subject.

Plus a series of Masterclasses to be announced. Keep checking www.drj.com/springworld for updates.



Business Continuity Institute Membership

Statutory membership of the BCI provides BC professionals worldwide with:

- International recognition and status through accreditation.
- Assurance of technical and professional competency in business continuity

BCI members enjoy benefits including:

- Networking opportunities, face to face and online.
- A wide range of tools and resources
- Member-only offerings such as the Mentoring Programme, Consultancy Register and CPD system
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The BCI Corporate Partnership enables organizations to work more closely with the BCI to help raise the profile of Business Continuity management as a discipline within their organization and to promote the highest standards of professional competence in BC in organizations working in any sector worldwide.



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