



Disaster Recovery Journal

Fall World

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ANSI
American National Standards Institute

Mock Disaster Exercise



ATTANIUM



The World's Largest Conference
Dedicated to Business Continuity

Disaster Recovery Journal



**Fall
World
2013**



San Diego

Welcome to Fall World 2013!

DRJ is proud to present our 49th conference! For more than two decades, we have produced top-quality, innovative shows that pack more into the agenda for the lowest registration fee!

Our attendees return year after year to discover new techniques, make life-long networking contacts and explore the latest products and services in the exhibition hall.

We are constantly taking steps to improve the conference experience for our attendees. For Fall World 2013, we have kept the favorites that continually please our attendees and added even more!



*Richard Arnold
DRJ CEO*

Eight new sessions will debut at Fall World 2013, with the addition of the Solutions Track on Sunday. These tracks feature many of the top vendors in the industry and discuss how products and services have been applied to successful recoveries and creating resiliency.

In addition, we are hosting Fall World 2013 at the beautiful Hilton San Diego Bayfront hotel. This facility is the perfect setting, located right along the bay with gorgeous views and convenient to numerous downtown activities. The expansive meeting space allows for a more convenient location of the exhibition hall, the sessions and the dining facilities.

Enjoy everything that Fall World 2013 offers for the same low price! Earn a better return on investment and discover why DRJ shows are number one in the industry!



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Top Amenities and Benefits!

This is the 49th conference hosted by Disaster Recovery Journal! Our years of experience allow us to design the best conference for our attendees. Discover all the things that set this conference apart from the others in the industry. Our list of amenities and benefits are numerous!

- Experienced Management Team
- Lowest Conference Fees
- More Than 50 Sessions
- Industry's Best Presenters
- Cutting-Edge Topics
- Expansive Exhibit Hall
- Mock Disaster Exercise
- Complete Conference Materials
- Registration and Travel Discounts
- Premier Facilities and Amenities
- Daily meals and snacks



Top Facilities and Features!

Fall World 2013 will be held at the **Hilton San Diego Bayfront** hotel, located near the popular Gaslamp Quarters, Petco Park, the convention center and the airport. Enjoy all the amenities and luxury this hotel has to offer! Find out more details on page 16.

During conference hours, attendees will have access to more than 50 sessions, led by experts in the industry. **Customize your schedule** to receive the most benefits for you and your organization.

Numerous networking events, including the *Welcome Reception* on Sunday evening and the *Monday Night Hospitality*, hosted by **Gold Sponsor SendWordNow**, are available for no additional fee!

The Mock Disaster Exercise, sponsored by **Attanium**, offers a unique learning experience for attendees.

Conference Schedule

visit drj.com/fallworld for a detailed schedule

Sunday

Onsite Registration	11:00 a.m. - 8:00 p.m.
Cyber City	12:00 p.m. - 8:00 p.m.
Workshops	1:00 p.m. - 3:30 p.m.
Refreshment Break	3:30 p.m. - 4:00 p.m.
Solutions Track	4:00 p.m. - 5:00 p.m.
Welcome Reception	5:30 p.m. - 8:00 p.m.
Product Demonstrations	5:30 p.m. - 8:00 p.m.

Monday

Cyber City	6:45 a.m. - 6:00 p.m.
Networking Breakfast	6:45 a.m. - 8:00 a.m.
Onsite Registration	7:00 a.m. - 5:00 p.m.
General Sessions	8:15 a.m. - 11:45 a.m.
Exhibit Hall Opens	11:00 a.m.
Lunch	11:45 a.m. - 1:00 p.m.
Exhibits/Product Demos	11:45 a.m. - 1:30 p.m.
Breakout Sessions	1:30 p.m. - 5:15 p.m.
Refreshment Break	3:45 p.m. - 4:15 p.m.
Exhibit Hall Closes	5:00 p.m.
Product Demos	5:30 p.m. - 6:30 p.m.
Hospitality	6:30 p.m. - 8:30 p.m.

sponsored by  send word now

Tuesday

Cyber City	6:45 a.m. - 6:00 p.m.
Networking Breakfast	6:45 a.m. - 8:00 a.m.
Registration/Info Desk	7:00 a.m. - 5:30 p.m.
General Sessions	8:15 a.m. - 11:45 a.m.
Exhibit Hall Opens	11:00 a.m.
Lunch	11:45 a.m. - 1:00 p.m.
Exhibits/Product Demos	11:45 a.m. - 1:30 p.m.
Breakout Sessions	1:30 p.m. - 2:30 p.m.
Refreshment Break	2:30 p.m. - 3:00 p.m.
Workshop Sessions	3:00 p.m. - 5:30 p.m.
Exhibit Hall Closes	3:00 p.m.

Wednesday

Cyber City	6:45 a.m. - 12:00 p.m.
Networking Breakfast	6:45 a.m. - 8:00 a.m.
Information Desk	7:00 a.m. - 12:00 p.m.
General Sessions*	8:15 a.m. - 11:45 a.m.
Lunch	11:45 a.m. - 1:00 p.m.

Pre- and Post Conference Courses and BCI Courses will also be held onsite. See pages 18 - 23 for details.

* Attendance Prize Drawing Immediately following GS-8. Must be present to win.



Sunday

Workshop Sessions

Sunday Workshop Session 1

Novice/Intermediate



Birds of a Feather BC Management Roundtable Discussions

Robbie
Atabaigi

KPMG

Facilitated discussions on business continuity trends and key topics of interest coordinated within industry roundtables. Participate in dynamic dialogue with fellow conference participants having similar backgrounds and expertise.

Experienced BC professionals will lead these structured, yet flexible BC roundtable discussion. You will gain solutions, while having the opportunity to build relationships and solve problems among BC planners in similar situations.

This session will enable you to explore solutions, address concerns, ask questions, and dialogue about BC planning strategies and practices being used at other organizations.

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:

- Frank Lady, MBCI, CBCP, CISSP, CRISC, PMP, Bank of America
- Martin Myers, MBCP, HP
- Raychel Oshea-Patino, Phillips-Van Heusen Corporation
- Barney Pelant, MBCP, Barney F. Pelant & Associates
- Lisa Smallwood, MBCI, MBCP, CBCLA, ITIL
- Bobby Williams, MBCI, MBCP, Emdeon

Sunday Workshop Session 2

Novice/Intermediate/Advanced



Ken
Schroeder

Southeast
Corp.



Deidrich
Towne

Hewlett
Packard



David
Ziev

Bus. Cont.
Prof.

Incident Management Planning and Social Media

Back by popular demand, PPBI has updated this highly interactive workshop. Learn how social media can have a dramatic impact on incident management. Discover the Incident Command System (ICS) and the PPBI Incident Management Plan Maturity Model which was developed from recognized standards and industry best practices.

One of those best practices is the handling of communications including social media outlets. If you have not embraced these phenomena, or need some help in building your response plans that include social media, PPBI will share the good, the bad and the ugly of managing this new media.

Attendees will go away with an appreciation for recognition of the problem, a considered response, and what effect social media can have on the effectiveness of your plans.

Exposure to the practical experience of the facilitators in addition to recognized industry standards in measuring the maturity of your plans 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, MBCI, CBCP is vice president for business continuity at Southeast Corporate.

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

David Ziev, MBCP, MBCI is the principal of Business Continuity Professionals.

Sunday Workshop Session 3

Novice/Intermediate



Kristin
Stevens

NYU
Langone

Crisis Decision-Making: Are You Ready To Make The Call?

Any emergency requires rapid decision-making but being able to make these decisions requires understanding of one's own priorities, capabilities, and resources.

Using background information provided, participants will work together in teams to make decisions about evacuation of a hospital during various types of emergencies.

This experience and the follow-up discussion will enable participants to examine their own priorities, capabilities, and resources thereby applying these lessons to their own organizations.

This workshop is drawn from lessons learned from Superstorm Sandy and is suitable for healthcare and non-healthcare professionals alike.

Kristin Stevens is the director of emergency management at NYU Langone Medical Center where she oversees emergency preparedness for its three hospitals and the NYU School of Medicine.

She is responsible for overseeing development of plans, training, and exercises as well as ensuring compliance with regulatory agencies. Stevens came to NYULMC from the New York City Department of Health and Mental Hygiene (DOHMH) where she worked as an emergency manager.

At DOHMH, she coordinated the development of the Incident Command System (ICS) and the ICS Planning Section to support agency emergency response.

She has extensive experience in emergency plan development and implementation, holds training certifications from FEMA, OSHA and the CDC, and is a member of the International Association of Emergency Managers and the Association of Contingency Planners.

Stevens sits on multiple citywide emergency planning committees and co-founded the Manhattan Healthcare Emergency Management Coalition. She is an Associate Business Continuity Professional (ABCP) and is currently enrolled in the Master of Science in Threat and Response Management program at the University of Chicago.

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 Workshop Session 4

Novice/Intermediate/Advanced



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

Steve Goldman

Goldman
Mgmt.
Consult.

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
- Dr. Goldman's highly acclaimed Exercise Planning Checklist.

You will learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems.

Exercise conduct, evaluation, and critiquing strategies will be discussed.

With his lively style and real-life examples, Goldman will lead the class through interactive discussions of successful exercise development.

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.

Sunday Workshop Session 5

Intermediate/Advanced



BCMS PS-PREP Case Studies

Jim Nelson

BCS, Inc.

This innovative and inaugural panel discussion is designed to expose the delegates and attendees to the full spectrum of "real world" experience on the issues, value, challenges and benefits of considering if accreditation to the PS-Prep and approved standards is a path for your organization.

The panel will include representatives from organizations that have been through the process successfully. They will share their perspectives and lessons learned from the process. They will also answer questions posed prior to and during the session.

The panel will also include lead BCMS auditors that conducted the review and accreditation process for multiple standards. The attendees will be able to understand what the requirements and specific issues that the lead auditor is seeking from the candidate organization. This will provide a perspective of the time and resources involved in the process.

The panel will also include the Registrar organizations that are approved to conduct these types of audits. Industries represented could include telecommunications, energy (gas and oil), associations, legal, testing and certification.

This is a one stop opportunity to speak with a diverse industry group of experienced professionals. The intention is to address scope, requirements, benefits and the lessons learned from a comprehensive panel of seasoned professionals that have successfully completed the road to accreditation. The session should allow attendees to address any misconceptions, rumors and get the facts from the source to make decision on the benefits of this program and how they apply to your organization.

Jim Nelson is a frequent speaker and trainer in and around organizational resilience. This session will address common problems encountered in many companies around the world.

Sunday Workshop Session 6

Novice/Intermediate/Advanced



The Disaster Experience

Sponsored by  **ATTAINIUM**

Session Limited to 200 Participants.

Bob

Mellinger

Attanium

Join Attainium for our latest disaster scenario. This disaster experience has been designed to put you in the throes of a real-life disaster situation, as it unfolds. Make the critical decisions that any company will have to make - and deal with the consequences of those decisions! Improve your skills at communicating and making decisions during a crisis and learn from the experiences of the other participants. Somewhere in the world, an unexpected disruption is causing a company stress and confusion and is affecting its ability to provide products and services to its customers. Are the company's leaders prepared to handle it? Will they be able to recover? Disasters of every shape, size, look and feel happen all the time, affecting businesses, jobs, lives and families. How will you perform/respond to an unknown disruption? Do you have the skills to make the best decisions under duress? Are you ready to be put to the test? Participate in this Mock Disaster Exercise and find out just how ready you are for unexpected chaos and mayhem.

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

He has been a guest lecturer at the graduate level on business continuity and emergency preparedness at George Washington University, Florida Atlantic University, Massachusetts Maritime Academy, Virginia Commonwealth University and the University of Delaware.

General Sessions



General Sessions

are held

each morning and are targeted to a broad audience.

All attendees attend these sessions in the morning. Our presenters are the top experts in the field, bringing only the most relevant topics and the best strategies.

Learn *Strategies for Resiliency and Compliance* and much more!

General Session 1

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



Jeff
Haven

Uncrapify Your Life

It's human nature to make communication mistakes and bad decisions. In the business continuity world, these mishaps are even more critical. Hear hilarious tales of behaviors we are all guilty of, and then learn how we can correct them. Proper communication, customer service and accountability are critical for everyone – but even more so for those protecting the safety and well-being of people and companies.

Jeff Haven began his career as an English teacher before following his father Rex Havens into new pursuits. The impulse to teach never faded, and he combined both of his passions into entertaining and meaningful presentations.

General Session 2

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



Tony
Schmitz

Lessons Learned: Enterprise Communications in a Crisis

When things change in an instant, it is vital to get instant communications and reactions. In this session, we will examine lessons learned in recent events. Discover how crisis communication is vital to resolving situations effectively and learn how common pitfalls can sidetrack even the best plans. Discussion will include internal and external decisions that affected the outcomes in each event.

Tony Schmitz, CEO of SendWordNow, has been an entrepreneur and business executive since 1983. He has overseen a strong period of growth while adding both value and vision to the company's performance.

General Session 3

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



Regina Phelps

Leadership at Times of Crisis

Leadership during good times can be difficult enough; during a disaster, it can be a matter of life or death for your people, your company, and your shareholders. Learn what constitutes excellent performance in a crisis, and what it takes to achieve it. Explore the topic of leadership and what is required when the "everyday emergency" turns into a full-blown crisis. We will explore a framework for understanding the difference between a crisis and a routine emergency, and peel back the role a leader plays in identifying and executing the appropriate response in a crisis situation. Using the case-study method to explore different concepts, we will examine recent crisis events and assess the quality of leadership, what can be learned from the leader's style, and ways it could have been done better.

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

General Session 4

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

Robert
Chandler**Lessons for Campus Safety, Response and Resilience:
Analyzing the UCF Active Shooter Incident**

James Oliver Sevakumaran initiated a short lived plan to commit a mass murder killing spree on the UCF campus from his dorm room in Tower 1 Residence Hall on campus. He pulled a fire alarm in Tower 1 shortly after midnight with plans to shoot and murder other students but instead turned his weapon on himself. This session will review the events of March 2013 seeking to identify the necessary components and best practices for ensuring resiliency for campus safety and compliance. Discussion will include some aspects of the law enforcement intervention, emergency communication strategies and efforts and lessons learned in the aftermath of this episode.

Dr. 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 5

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



Larry Ponemon

**Risky Business: What Every Risk Professional
Needs to Know to Lead and Succeed**

IBM presents Dr. Larry Ponemon, who will discuss the findings of a ground-breaking global study on how effective risk management is one of the most critical investments a company can make to support the reputation and profitability of the company. As a risk professional you are challenged daily to obtain the budget. Hear data that shows the ROI on continuity and security investment; Information to demonstrate to your management how an ounce of continuity planning and prevention is better than a pound of cure; How and why the risk role is evolving to be one of the most critical roles; and What you can do to take advantage of this brand new research and thought leadership.

Dr. Larry Ponemon is the chairman and founder of the Ponemon Institute, a research "think tank" dedicated to advancing privacy, data protection and information security practices.

General Session 6

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

James
Lukaszewski**Crisis Proofing Your Reputation (And Maybe Your
Career)**

Crises almost always create bad news. And bad news ripens badly. Crises also create victims whose irrationally energized emotional behavior can drive even the most uncomplicated problems, and experienced responders, to distraction and discouragement. Crises disable management and confound the most well practiced response strategies. And lesson number one is that silence in crisis is a toxic strategy. Learn how to crisis proof your career.

Jim Lukaszewski is an expert's expert in dealing with these tough, reputation threatening circumstances. He has been a member of ASIS for many years. He is a member of the ASIS Crisis Management and Business Continuity Council.

General Session 7

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



David A. Smith

PWI

**Workplace Violence – Prevention through Early
Intervention**

No one wants their company to be headline news about a workplace violence incident. Learn the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate. Prevention through early intervention is the key to avoid dealing with the aftermath of a situation. This session is applicable to everyone concerned for their own and public safety.

David A. Smith, founder of Professional Workplace Interaction, Inc., (PWI) is an author and highly experienced dynamic speaker. Smith has extensive experience in executive management, field operations, product launch and financial management at the corporate and small business levels.

General Session 8

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

Nader
MehravariCERT Cyber
Resilience Ctr.**Recent Federal Policies Affecting Cybersecurity
and Resiliency Landscape of the Nation's Critical
Infrastructure**

The nation's critical infrastructure provides the essential services that are vital to the public's confidence, safety, prosperity, and well-being. Protecting, sustaining, and ensuring the resiliency of the Nation's critical infrastructure is, therefore, essential for our security, economic vitality, and way of life. Early in 2013, several major federal policy actions were put in place that are envisioned to affect the strategies and practices for cyber protection and resiliency of the Nation's critical infrastructure. This presentation will provide a concise description of these recent policy developments and discuss envisioned consequences and related subjects.

Dr. Nader Mehravari, MBCEP, MBCEI, is a subject matter expert and experienced practitioner in disaster recovery, business resiliency, continuity of operations, preparedness planning, information security, and associated operational risk management. He is currently with CERT Cyber Resilience Center of the Software Engineering Institute at Carnegie Mellon University.

General Session 9

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



Barry Pruitt

Pinnacle
Business
Concepts, Inc.**It Takes Guts to Succeed in Resiliency**

Perhaps you met at your local association – or, you may have seen them at a DRJ conference. And the conversation goes like this, "I just got \$x approved for business continuity, planning, resiliency, DR, etc." As they walk off you find yourself wondering "how do they do it?" And the answer is that they must have guts! Learn the basics of making a business case rather than a claim, how to appropriately use financial information, the best ways to calculate business benefits, and why you should prepare spreadsheets with care. Be ready to make your point every time with proven steps that successful technical professionals employ to build rapport, earn trust, and gain funding.

Barry Pruitt is managing partner with Pinnacle Business Concepts.

Strategic Session 1

Novice/Intermediate/Advanced



Tom
Clark

Crisis Management Consistency across Countries: Boston to Belfast

Crisis management, business continuity, emergency preparedness, disaster response and recovery, and operational readiness are a significant focus for companies that have operations in multiple countries. We will take a risk-based approach to look at people, process, and technology aspects and how a phased approach to these three areas can help a company achieve crisis management consistency. Learn an approach on how consistency for the crisis management process was successfully achieved across the Atlantic Ocean between Boston and Belfast.

Tom Clark, MBCI, CBCP, CHS-III, CBRM, director of IT disaster recovery and business continuity management for Liberty Mutual Insurance

Liberty
Mutual
Ins.

Managerial Session 1

Novice/Intermediate



Arash
Azadegan

Learning from Small Disruptions to Manage Major Disasters

The question posed here is whether protecting an organization through rigid rules, or allowing for increased exposure to disruptions through flexible rules is a more fitting strategy. Answering the question is somewhat complicated for several reasons. In many cases larger disruptions cause problems that are the result of the interaction of issues caused by smaller disruptions. Based on empirical results from survey of 250 firms, the presentation provides empirical evidence on how policies and procedures in facing small disruptions can help or hinder response to major disasters.

Arash Azadegan PhD, assistant professor at Rutgers University, department of supply chain management and marketing sciences, is the director of the Supply Chain Disruption Laboratory at the Supply Chain Research Center.

Rutgers
Univ.

Technical Session 1

Intermediate/Advanced



David
LaFalce



Karl
Schimmeck

Results of Cyber Exercise: Quantum Dawn 2

Quantum Dawn is a series of cybersecurity exercises designed to test incident response, resolution and coordination processes across the financial services equities clearing and trading processes to a street-wide cyber attack.

The distributed functional exercise series uses a tool DECIDE-FS, which allows for online role-playing and interaction in a virtual world. Come hear about the exercise play, the role of BC plans and how they were used during the scenario.

David LaFalce is the global head of business continuity and crisis management at Depository Trust and Clearing Corporation.

Karl Schimmeck is vice president of financial services operations at SIFMA. He brings more than 15 years of experience.

DTCC

SIFMA

Emergency Response Session 1

Intermediate/Advanced



Chris
Olson

The Voice of Reason in the Midst of Chaos

Growing up in Western Massachusetts, natural disasters happened thousands of miles away, and most people took very few steps to prepare. However, as we entered 2011, everything changed: winter storms, tornadoes, Hurricanes Irene and Sandy, and man-made disasters: The job of the continuity manager in this area was changed forever. This session will focus on real-life uses of emergency notification technology within MassMutual and a variety of lessons learned throughout my professional career.

Chris Olson is the director of enterprise continuity planning at MassMutual Financial Group with responsibility for overseeing the business continuity, disaster recovery, and crisis management programs.

Mass-
Mutual

Advanced Session 1

Advanced



Doug
Weldon

Integrating the BCM and Development Life Cycles: Are You Late to the Party?

Well defined/deployed development life cycle processes have long been recognized as providing benefits. Business continuity management, and the program management process it describes, are also examples of well defined/deployed disciplines. However, the benefits of these BCM life cycle processes are considerably enhanced when the life cycles are integrated into the development life cycles. This session will describe this integration and the benefits that can result. Develop BC/DR capabilities in tandem with their target processes/systems and avoid being late to the party!

Doug Weldon, vice president, product and infrastructure risk management, Thomson Reuters, has an extensive background in IT, quality management, business development, program/project management, and senior leadership.

Thomson
Reuters

Information Session 1

Novice/Intermediate



Michael
Ray

Business Continuity vs. Incident Command

This is an overview of the use of business continuity plans vs. an incident command structure within a multi-platform company. The design of business continuity is a bit old school for the modern company. When the need for true response is now in the minutes instead of hours the ability to use a BC model becomes less effective. We will look at how to develop an area of middle ground in which we are able to utilize the BC as a true foundation and then develop functional Incident Response protocols. The goal is get people to look at new solutions to old problems and prepare for active issues within their companies.

Michael Ray is the business continuity analyst for GoDaddy, LLC. He is trained in incident command and spent years working in real life crisis issues.

GoDaddy
LLC

Strategic Session 2

Novice/Intermediate/Advanced



The State of Crisis Communication, Risk Management and the Interplay with Business Continuity 2012/2013

Stephanie Balaouras

Forrester

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 discussion of how organizations currently address crisis communication in BCP and how organizations handle the interplay between risk management and business continuity. There will be an overall assessment of current crisis and 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.

Stephanie Balaouras is vice president and research director, security and risk for Forrester Research

Managerial Session 2

Intermediate/Advanced



David Nolan

Fusion

22301: Evolving to Certification

22301 promises to be the centerpiece for industry certification and likely compliance in the future. How closely aligned are you now to this certification and what adjustments can you make to arrive there over time? Learn how to chart a course that is practical and aligned with your business and how to monitor and measure your progress along the way. This session will provide practical insight into the standard and solid insight into what you can be doing now to prepare yourself and your company.

David Nolan is president and CEO of Fusion Risk Management, winner of BCI's Most Innovative Product of the Year in 2012.

Technical Session 2

Novice/Intermediate



Susan Rogers

Cyberwise Training

Reducing the Consequences and Cost of Cyber Breach and Attack

The high price tags of cyber breach events and increased threat of attack require realistic plans and activities that reduce the impact. The current amount of public cyber risk information is overwhelming. This session will present, in a road map format, activities and information to help the business continuity manager take a leadership role in reducing the consequences of cyber breach in their organization. Learn the training and tools for the reduction of cyber threat impact.

Susan Rogers, through her company, Cyberwise Training, specializes in reduction of cyber threat impact by working with business and technology partners to deploy a cyber contingency toolkit and training products.

Emergency Response Session 2

Intermediate/Advanced



Troy Neville

Millersville Univ.

Testing Emergency Response in Virtual Reality

Incorporating outside emergency response agencies as active participants in a business continuity exercise provides both strategic and tactical reality. This is a challenge for many organizations since it often involves a significant disruption of operations as well as coordination of dozens of personnel and resources. Learn the components of a virtual reality disaster simulator, how a disaster simulator can be used to provide a holistic approach to BC plan testing that incorporates emergency response agencies, and the advantages of a virtual reality environment.

Troy Neville, ABCP, is an instructor for the Center for Disaster Research and Education at Millersville University, deputy EM coordinator in Manheim Township, Lancaster, PA, and systems engineer for Design Data Corporation.

Advanced Session 2

Advanced



Patrick Potter

RSA Archer

How to Apply ERM to Your BCM Planning Efforts

Business continuity management programs typically do a good job of evaluating business criticality through performing business impact analyses to determine recovery priorities. But, how many BC/DR programs coordinate planning with their enterprise risk management program, approach and results? This is especially critical due to recent guidance from the new ISO 22301 standard. Learn the reasons to incorporate BC/DR and ERM together, practical ways to do this to better assess and mitigate risks, and successful case studies.

Patrick Potter, CBCP, CISA, has more than 20 years of experience leading BC management, strategic planning, internal audit, process and cost improvement, compliance and other activities at Fortune 500 companies.

Information Session 2

Novice/Intermediate/Advanced



Regina Phelps

EMSS

The Top Three Things You Need to Have a Great Incident (Crisis) Management Team

Do you have an incident management team? Are you developing one or retooling the one you have? If so, plan to attend this critical session to learn the top three things you need to have to have a great team. The goal is to help you create a great team and a great process in order to manage incidents both large and small. This session touches on three critical aspects that are often missing. Topics include incident management team roles, responsibilities and methodologies, initial assessment team, assessment criteria and how to write an IAP.

Since 1982, Regina Phelps has provided consultation, training, and speaking services to clients in four continents. She is founder of Emergency Management & Safety Solutions, a consulting and training firm.

Strategic Session 3

Novice/Intermediate/Advanced



Social Media as a Tool for Business Continuity

Ann
Pickren

MIR3

Business continuity strategists can no longer afford to view social media as just another marketing medium, but must consider it as a tool for BC/DR. The growing popularity of social media brings opportunities for using it as yet another means to assist during a crisis. To reap the benefits of social media in a crisis, you must develop a comprehensive plan before your business suffers an unexpected event. Discover insight into the intelligent use of social media in times of crisis.

Ann Pickren serves as vice president, solutions for MIR3. Her experience spans the BC/DR, crisis management and supply chain management sectors, providing strategic counsel for many Fortune 500 companies.

Managerial Session 3

Novice/Intermediate/Advanced



The New BC/DR World

Peter
Laz

David
Halford

Forsythe Forsythe

As the business environment continues to rapidly evolve, the business continuity/disaster recovery profession must embrace positive change and continuously adapt. Discover changes that are occurring in the business environment and how to adapt. Hear key examples of what the new BC/DR world will look like and learn the most effective ways the BC/DR profession needs to change. Explore best-practice approaches to enable your program to cost-effectively reduce risk and be sustainable over time.

As the Forsythe's senior principal and national practice manager, David Halford helps plan and implement enterprise risk management initiatives.

Peter R. Laz, MBCP/MBCI, principal and managing consultant with Forsythe, has more than 25 years experience implementing programs.

Technical Session 3

Novice/Intermediate/Advanced



Strategies for Effective Planning for Compliance and Resiliency

Tracey
Forbes

SunGard

Organizations, from Fortune 500 companies to SMBs, are being tasked with supporting robust business continuity program development, extending beyond compliance to deliver what matters most: better outcomes and increased confidence. Addressing different approaches to building a business continuity plan to (1) meet compliance regulations and (2) be useful, actionable, and effective in a crisis situation is key. But can a plan be both? Learn strategies in plan building and maintenance activities that can reduce time, challenges and frustrations in developing a compliant plan that can actually be useful in an event.

Tracey Forbes is the vice president of software business development at SunGard Availability Services.

Emergency Response Session 3

Novice/Intermediate/Advanced



Frank
Perlmutter

Strategic
BCP

Evaluating/Applying Relevant BCM Standards: Which is the Best One to Follow?

For all the efforts required to adhere to business continuity standards, how do you evaluate which standard is the best one for your needs? Is ISO 22301 or another single standard the best, and what do you do if you discover it is not? This session shares the methodology, experience, and outcomes of one person's detailed investigation into more than 15 major industry standards, best practices, and frameworks. It will help you compare multiple major standards, identify the focus and strengths in each, and uncover potential gaps.

Frank Perlmutter, CBCP, MBCI, president and co-founder of Strategic BCP, draws upon more than 17 years of BCM experience.

Advanced Session 3

Intermediate/Advanced



Walter
Stewart

DTCC

Is It Possible To Build a Resilient Spider Web?

Financial services operate in a highly interconnected world. As institutions blend interdependencies and connectivity, the web spun between them becomes increasingly fragile. When one strand fails it may have limited or localized impact but at what point do the critical link failures cause the entire web to fall apart? Discover how as the financial sector becomes more and more interconnected, the vulnerability for systemic risk increases. We will explore reverse stress testing identify the vulnerabilities and failures that matter.

Walter Stewart is vice president at the Depository Trust and Clearing Corporation (DTCC) managing operational risk.

Information Session 3

Novice/Intermediate/Advanced



Deborah
Higgins

The BCI

New Features of The BCI's Good Practice Guidelines 2013: Trends and Advances In Global BC Practice

The BCI's Good Practice Guidelines are written by BC professionals for BC professionals. It is new for 2013 to reflect changes in the discipline with the emergence of ISO 22301:2012. It remains the most comprehensive and independent view of current thinking in the subject. The real value to professionals is that it considers not just the "what to do" (which standards do cover), but also "why" and "how" and "when" of practices. Hear the new features of the GPG 2013 and provide insight into the six professional practices of the business continuity management (BCM) Lifecycle focusing on how the experienced professional can benefit from this latest guidance. This session will also present the fact that the GPG 2013 recognizes clear difference between BC as the wider discipline and BCM as the management process.

Deborah Higgins, MBCI, BSc (Hons), joined the BCI as technical and learning manager in April 2012.

Strategic Session 4

Intermediate/Advanced



The 10 Most Important Resilience Lessons From the Last Decade

Kevin
Cunningham

UBS AG

This session will detail the 10 most important lessons-learned from events of the last decade. Based on research and industry experience, learn the 10 lessons-learned that are a must-have in order to be better prepared. Digested into simple, easy and actionable steps, learn what industry leaders need to know to effectively prepare and respond to disasters. This is an essential session for anyone who wants to increase their program's impact and effectiveness during a disaster.

Kevin Cunningham is the Americas regional head of business continuity and crisis management for UBS AG, one of the world's largest financial institutions.

Managerial Session 4

Novice/Intermediate/Advanced



Orange Trucks and Wild Tornadoes: A Supply Chain Case Study and How This Generated a Comprehensive BIA

William
Marotz

Edward
(Ted) Brown

Schneider
Natl. Inc.

KETCH
Consulting

On April 3, 2012, the Schneider National Operating Center in Dallas, Texas took a direct hit from a tornado. This presentation provides information on how Schneider's Dallas facility prepared, what occurred, and how customers were supported. Details of the process will be presented as well as the leadership, backing and growth of the BIA. If you've never seen orange trucks flying or you're trying to justify/execute a BIA, don't miss this session.

William Marotz, MBCEP, MBCEI, is the disaster recovery/business continuity coordinator for Schneider National, Inc.

Edward (Ted) Brown, CBCP, CBCV, MBCEI, is president and CEO of KETCH-Consulting.

Technical Session 4

Intermediate/Advanced



Will it Work? Testing IT Business Continuity and Disaster Recovery

Jean
Anderson

Cisco
Systems

When Cisco Systems deployed our data center IT business continuity and disaster recovery services, we met the challenge to validate that each application's recovery met the application's RTO/RPO. By developing standard, repeatable test plan templates, processes, and schedules, we used the opportunity to train staff worldwide on IT incident disaster response and recovery. This model tests application recovery for common IT business interruptions up to and including complete production data center failures. Required test times continue to shrink while confidence and enthusiasm grow. It Works!

Jean Anderson, is a Cisco business continuity and disaster recovery data center IT service manager deploying best-in-class corporate and IT BC/DR solutions at Cisco Data Centers world wide.

Emergency Response Session 4

Novice/Intermediate/Advanced



Best Practices in Accounting for People during Crisis Events

Terri
Howard

FEI BH

In the chaotic environment of a critical event, it is essential that an organization has accounted for their people. Learn how a comprehensive accounting for people plan will allow security personnel to focus on incident management and business recovery efforts. Learn ways to properly position your organization to effectively respond to information inquiries while ensuring other response and recovery operations can proceed.

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

Advanced Session 4

Advanced



Ensuring Business Resiliency In The Face of DDoS

Denise
Anderson

ISAC

Financial Institutions have been hit with Distributed Denial of Service (DDoS) attacks from various sources over the years. The technical teams have for the most part successfully defended against the attacks, but it has taken much internal and external coordination and cooperation. Come hear how financial institutions have maintained business operations and employed customer communication strategies to ensure that online banking services have remained in place and that customers can process transactions.

Denise Anderson is vice president FS-ISAC, government and cross sector programs at the Financial Services Information Sharing and Analysis Center.

Information Session 4

Intermediate/Advanced



Is Your RTO Really MAD?

Frank
Lady

Colleen
Huber

Deborah
Higgins

BOA

Great Lakes

The BCI

Discover the importance of understanding and applying key definitions across the organization. A skit will highlight the confusion that can result from a lack of differentiation between the concepts of "maximum allowable downtime" and "recovery time objective." Highlighted will be the key resources, the DRJ Glossary of Terms and the BCI Dictionary, within the larger context of some other key terminology sources, such as ISO 22301.

Frank Lady serves as a senior vice president of business continuity for Bank of America's global Technology Infrastructure organization.

Colleen Huber is responsible for the business continuity planning program for Great Lakes and is chair of the DRJ Editorial Advisory Board.

Deborah Higgins joined the BCI as technical and learning manager in April 2012.



Tuesday

Workshop Sessions

Workshop Session 1

Novice/Intermediate/Advanced



ABC's of Operational Resilience

Nader
Mehravari

CERT
Cyber
Resilience
Ctr.

Organizations, large or small, public or private, civilian or federal, continue to invest in a variety of independent preparedness planning activities including IT disaster recovery (DR), business continuity (BC), crisis management (CM), pandemic planning (PP), and emergency management (EM). However, given the extreme complexity of today's business processes, and the global socio-economical challenges faced by organizations, a traditional disjointed stovepipe approach to preparedness planning is no longer viable; neither operationally nor financially. Successful protection of one's enterprise now requires a fully integrated approach that incorporates unification, standardization, automation, and training while balancing affordability and risk management. Such an integrated approach to protection and sustainment of business operations is being referred to as "Operational Resilience."

Operational Resilience is the emergent property of an organization that can continue to carry out its mission in the presence of operational stress and disruptive events. It is the overarching risk management practice of planning, developing, integrating, executing, and governing activities.

This interactive tutorial-style workshop is intended to provide the audience with a comprehensive overview of modern operational resilience and associated concepts.

Dr. Nader Mehravari, MBCP, MBCI, is a subject matter expert and experienced practitioner in disaster recovery, business resiliency, continuity of operations, preparedness planning, information security, and associated operational risk management. He is currently with CERT Cyber Resilience Center of the Software Engineering Institute at Carnegie Mellon University.

Workshop Session 2

Novice/Intermediate



Practical and Tactical Strategies To Implement Resiliency

Sudhir
Gadepalli

OCLC Inc.

In this workshop, participants will learn the fundamental tools and techniques required to stand up a sustainable resiliency program. If you are tasked with building a resiliency program from the ground up, or if you have inherited a BC/DR program that requires a major reboot, this hands-on workshop will provide tactical and practical strategies to implement a resiliency program that is truly aligned with the goals of your enterprise. Key learning outcomes include:

1. Building the foundation for a strong resiliency program.
2. Essential elements of a BIA - the who, what, when, why and how of a comprehensive BIA study.
3. How to complete a gap analysis and create a current state vs. target state model for your technology recovery program.
4. How to build an executable DR plan.
5. Advanced topics in resiliency planning - incorporating ITIL concepts, governance and compliance best practices into your enterprise resiliency program.

This interactive, hands-on workshop is ideal for novice-intermediate practitioners looking for proven techniques to advance their own BC/DR and resiliency programs.

Sudhir Gadepalli is director of IT architecture and engineering at OCLC, Inc. He holds a master's degree in computer science and engineering, as well as certifications in project management, business continuity, disaster recovery planning, enterprise architecture and IT service management.

Workshop Session 3

Novice/Intermediate/Advanced



Violence a Preventable Disaster: Understanding and Reducing the Risk

David
Smith

Prof
Workplace
Int.

Far too often, there is misunderstanding about what organizations can or should do to reduce and manage the risk of violence in the workplace. The good news is that much can be done to reduce the risk. Research on workplace violence has shown that warning signs and detectable inappropriate behaviors usually precede acts of violence.

This workshop will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate. Participants will receive proven methods to combat the rising tide of workplace violence and proactive steps that can dramatically reduce the risk of litigation and future legal claims.

David A. Smith, founder of Professional Workplace Interaction, Inc., (PWI) is an author and highly experienced dynamic speaker.

Smith has extensive experience in executive management, field operations, product launch and financial management at the corporate and small business levels.

He has conducted extensive leadership, behavioral risk management, business continuity and disaster planning training for the insurance industry, corporations, private businesses, university personnel, and government agencies across the United States and Canada

Smith currently serves as chairman of the non-profit Honor Flight San Diego and has served on the Board of Directors of various corporate, marketing and other charitable organizations.

Smith's corporate experience and expertise has been combined with PWI's professionals including backgrounds in psychology, psychiatry, legal, law enforcement and education to develop PWI training and consultative programs.

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.

Workshop Session 4
Intermediate/Advanced



Build an ISO 22301 Management System to Capture Executive Attention

Robert Giffin

Avalution Consulting

Management Systems concepts have been included in nearly every business continuity standard written in the last four 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.

Robert Giffin (CBCP, CISA) is a co-founder and director of technology for Avalution Consulting, a firm specializing in business continuity consulting.

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.

In addition to being a frequent author and speaker, he has served on the Editorial Advisory Board of the Disaster Recovery Journal and the board of the Association of Contingency Planners' Northern Ohio Chapter.

Workshop Session 5
Intermediate/Advanced



Michael Herrera

MHA Consulting



Joseph Zammit

Nestlé USA

BCP Metrics: Resiliency Through Measurement

If you are charged with continuity planning you can get support from senior management by developing metrics and demonstrating value to the bottom line. Do you have regular audits by customers and others of your program to determine if you can continue to support their business should you have a disruption? Do you know how compliant your program is with industry standards and/or your level of recoverability? Is management asking you how the program compares to others? Is management not supporting your program?

Knowing how compliant your program is with industry standards and most importantly, how resilient it is, brings value to the bottom line of the organization. In this session, we will review the use of metrics and MHA's Tier 1 and Tier 2 metrics to comprehensively assess a continuity program's compliance with standards as well as resiliency. Discover that by using comprehensive metrics to assess compliance and resiliency, you can make steady, well rounded improvements in your continuity planning program. Most importantly, showing management where you stand on a regular basis is crucial to gaining their support and funding to heighten the sophistication and capability of your program.

Michael Herrera founded MHA Consulting Inc in 1999 after a 15-year career in the world of banking. Since founding MHA, he has led the organization to become an industry leader serving top clients around the world.

Joseph Zammit, MBA, CBCP, is the business continuity management lead for Nestlé USA and has more than 30 years of business experience in the prepared food industry.

Workshop Session 6
Intermediate/Advanced



Raychel O'Shea-Patino

PVH Corp.



Sean Murphy

Lootok

Command and Control: A Framework for Crisis Management

Many organizations fail by planning for an event before it happens and consequently, try to fit the crisis into the plan.

In the complex and chaotic environment that is characteristic of a crisis, however, we can only rely on plans as a starting point. The real planning must happen at time of event.

This session will introduce a decision-making model called Command and Control, and demonstrate how one of the world's largest global apparel companies has applied this framework in training its leaders.

Learn how to build tacit knowledge among leadership, develop solutions around the specific context of a crisis, and get executive buy-in for your crisis management program.

Since 2006, Raychel O'Shea Patino manages the business continuity program for PVH Corp. from its corporate headquarters in New York City.

PVH is one of the largest global apparel companies, with 2011 revenues of over \$5.9 billion and combined global retail sales of over \$16.6 billion. PVH owns a diversified portfolio of brands, including its global designer lifestyle brands Calvin Klein and Tommy Hilfiger, as well as Van Heusen, IZOD, ARROW, and Bass.

Sean Murphy is the CEO of Lootok, a specialized business continuity management (BCM) consulting firm headquartered in New York City.

As a former vice president at Marsh and McLennan Risk Consulting and a senior consultant at Ernst and Young, Murphy has managed some of the most highly regarded business continuity practices in the industry.

He has more than 20 years of contingency experience, with 13 years of consulting in business continuity and seven years of military contingency planning.

Solutions Track

Discover solutions to key problems affecting business continuity practitioners. Seasoned industry veterans will discuss products, case studies, research findings and much more. Sessions are targeted to all experience levels, novice to advanced. Sunday, 4:00 p.m. - 5:00 p.m.



Solutions Track 1: Enterprise Wide Recovery: Real World Implementation Featuring McKesson

Ron Martel

IBM

Almost every enterprise faces challenges to create a comprehensive resilience program. For the larger enterprise with relatively independent business units, the issues are even more pronounced. Hear some creative and innovative approaches to how effective teaming can address these complex issues and advance your program. Speakers from IBM and McKesson will discuss how they continue to build their program.

Ronald J. Martel is business development executive, Business Continuity and Resiliency Services, IBM Global Technology Services.



Solutions Track 2: Automating the New ISO 22301 Global BCMS Standard

Chris Alvord

COOP

ISO 22301 details a quality, globally accepted, auditable BCMS standard. This session covers the overall need for automation to support ISO 22301, with an exploration of five major program management areas where software can be exceptionally helpful for the new standard.

Chris Alvord, CEO, CBCP, MBCI, OCEG Risk, ISO 22301 lead auditor, started COOP Systems after senior roles in the industry for more than 25 years.



Solutions Track 3: Incident Response Planning

Ramesh Warrior

eBRP

eBRP's practitioners work with some of the world's largest enterprises, and are exposed to the challenges posed by today's ever-changing business environments. Executives in today's organizations demand something beyond the traditional BCM deliverables - and eBRP has the blueprint - Shape of Things to Come. This informative session will include: Planning - Addressing the changing business eco-system; Plans - By the pound vs. viability; and incident response - method, not madness.

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



Solutions Track 4: In The Eye of the Storm

Robert Gaudreau

Regus

Amid all the human devastation caused when Hurricane Sandy hit the Northeast United States there was a stark realization that many of the plans put in place by "business continuity" specialists had been unable to withstand the force of the disaster. Learn the reasons for the failure of traditional BC strategies. The presentation will be packed with real examples of the experiences described.

Bob Gaudreau, executive VP at Regus, has been instrumental in the company's global expansion.



Solutions Track 5: Will Your BCP Help You Recover From A Cyber Incident?

Ron LaPedis

SunGard

You've been hacked! You're not quite sure what's been exposed or exfiltrated, or where the attack is coming from. This session will give you the facts you need to help update your BCP to cover cyber attacks including detection, incident response, ongoing operations, and return home. So put on your best white hat and be prepared to learn how to protect yourself from the black hats.

Ron LaPedis, MBCI, MBCP, CISSP is workforce continuity strategist at SunGard Availability Services.



Ann Pickren

MIR3



Jim Satterfield

Firestorm

Solutions Track 6: The Impact of Social Media on BC/DR Strategies

Social media brings risk, BC professionals need to understand those risks and be prepared to deal with the disruption they could cause. This panel discussion will touch on those risks, but also explore three ways that social media can be incorporated into a BC program: as a tool for monitoring brand threats, to gain situational awareness and as a tool for communication. The panel will be joined by other BC/DR experts.

Ann Pickren serves as vice president, solutions for MIR3. Her experience spans the BC/DR, crisis management and supply chain management sectors

James (Jim) W. Satterfield is the president/COO of Firestorm. Satterfield has experience as president, CEO, and COO of various public and private companies.



Abbas Haider Ali

xMatters

Solutions Track 7: The Significance of Relevant Communications During A Crisis

Explore how to create an efficient incident management plan by discovering the stages of disaster and incident management, the importance of leveraging a communication plan with two-way capabilities and the significance of relevant communications. In addition, learn how mobile technologies contribute to relevant communications platform.

Abbas Haider Ali, CTO, xMatters, brings more than 15 years of experience across a wide range of domains.



Dennis Wenk

Symantec

Solutions Track 8: The Economic Impact of Downtime

The economic impact of interruptions and failures can be as significant as a nature disaster. Don't let downtime take your business down for good. Learn how to calculate the cost of downtime to your company, determine exactly how much protection is needed, and implement an optimal solution to business continuity. Find out how the top Fortune 500 companies and leading government agencies are protecting their business continuity.

Dennis Wenk is principal resiliency architect for Symantec's Information Availability Group. He has consulted worldwide with large Fortune 500 customers.

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IBM Business Resilience and Continuity Services can help you rapidly adapt and respond to internal or external dynamic changes and continue operations. www.ibm.com



The RSA Archer Business Continuity Management and Operations is the industry's most tightly integrated solution to address BC, disaster recovery and crisis management. www.rsa.com



Strategic BCP leads the way in elevating the productivity and relevance of business continuity management (BCM) professionals. We help save time and money. www.strategicbcp.com



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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. www.attainium.net

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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



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



HOSTING is a leading provider of managed Cloud hosting services for mission-critical applications. HOSTING owns six geographically-dispersed data centers. www.hosting.com



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At Verizon Wireless, reliability is built into everything we do from network operations to customer service to business continuity and disaster recovery. www.verizonwireless.com



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



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For complete sponsor descriptions, visit www.drj.com/fallworld

Venue and Travel Information



Conference Attire and Climate

The average daytime temperature in San Diego in September is 73 degrees. The suggested dress code for the conference is business casual, which should include a jacket or sweater. Temperatures in the meeting rooms can fluctuate. No shorts or jeans please.



Hotel Reservations

Hilton San Diego Bayfront
1 Park Boulevard
San Diego, CA 92101
1-800-445-8667

Attendees are responsible for making their own hotel reservations by calling 1-800-445-8667. Ask for DRJ's special room rate. Or reserve your room online. Visit www.drj.com/fallworld for the direct link to the hotel with DRJ's special room rate.

Make your reservations early. A block of rooms has been reserved at the Hilton San Diego Bayfront and they will fill fast!. 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.



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Transportation to the conference hotel is available via several options. Car rental service can be arranged in advance. The Terra Moto transportation shuttle is also available. Reserve your ride online at www.terramoto.net. This green option is very eco-conscious and costs \$20 one way. Other options include taxi service and the San Diego Super Shuttle, www.supershuttle.com.



Airfare Discount

American Airlines is DRJ's official airlines for Fall World 2013. In order to make your reservations, please call 800-433-1790 or you may book online by visiting www.aa.com. Use file #1893BC for the discounted rate on American Airline flights.

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Contact Todd Alexander at 800-842-5628 ext. 35003 or the meetings and convention department at 800-525-7537 to maximize your discount with additional coupons or promotions. Please reference BCD #U404172 when you call.



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Register By July 22, 2013 for \$995! Save \$200 in conference fees!

Date _____ List Your CBCP, FBCI, CRP# _____

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List Any Designations For Badge _____

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Check here if you require special needs _____ Please specify _____

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

Industry Information

Indicate Your Industry: _____ Banking/Financial _____ Public Utilities _____ Transportation _____ Insurance
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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) ? _____

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Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 22, 2013 without penalty. No refunds or credits will be given for cancellations received after Aug. 22, 2013. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy. _____

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

Session Information

Name: _____ Company: _____

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

Sunday, Sept. 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, Sept. 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, Sept. 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 \$995.00 through July 22, 2013
- only \$1095.00 through Aug. 22, 2013
- only \$1195.00 through Sept. 22, 2013

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

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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: CBRA Seminar: Certified Business Resilience Auditor



Sat., Sept. 21, 8:00 a.m. - 5:00 p.m.
Sun., Sept. 22, 8:30 a.m. - 1:30 p.m.
\$1695 per person
Presenter: Rick Wellman

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

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

CBRA (Certified Business Resilience Auditor) is BRCCI's business resilience auditor designation. A CBRA provides independent and objective assurance and consulting expertise to organizations throughout the initiation, analysis, development, implementation, testing, and maintenance process of the business continuity and resilience program.

Take the optional CBRA certification exam and become a CBRA. Learn more about becoming a CBRA at BRCCI website, www.sentryx.com or call 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-2: Everything You Need to Know to Design a Successful Exercise



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

Learn from the exercise master, Regina Phelps, who conducts more than 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 Regina's new book, *From Response to Recovery – Everything You Need to Know to Create a Great Exercise*.

Regina Phelps 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 in four continents. She is founder of Emergency Management & Safety Solutions, a consulting and training firm.

Phelps' niche includes incident management team development, pandemic planning, emergency operations center (EOC) design, and the development of emergency exercises for large global companies.

A partial client list includes Visa, the World Bank, American Express, Northern Trust, Triton, IFC, Duke University, Stanford University, the California Institute of Technology, IMF, Bank of Canada, and International Paper.

Earn up to 16 CEAPs by attending a pre-conference course.

PRC-3: ICOR BCM 4050: Business Continuity Maturity Model Assessor's Training



Sat., Sept. 21, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 22, 8:30 a.m. - 11:30 a.m.
\$1345 per person - DRJ discounted price
Presenter: Lynnnda Nelson

BCM 4050 is an ANSI Accredited course aligned to ISO 22301, ASIS SPC-1, and NFPA 1600 that teaches those with BCM experience how to use the BCMM software tool to both benchmark and audit their current BCM programs and also to self-assess your program's readiness for a third party audit

Become a BCMM Assessor and add the ability to review and audit business continuity programs to your consulting practice or increase your intrinsic value as an internal business continuity professional. Participants who have successfully completed the class are trained in the methodology of performing both review and audit level assessments aligned to business continuity standards standards using the business continuity maturity model.

The BCMM is an assessment tool which provides a standard approach to measure an organization's Business Continuity Program maturity and to provide direction for creating and maintaining a BC program as a sustainable process. The BCMM® also collects meaningful benchmark data that can be used to compare how your organization matches up with similar organizations. Attendees earn an ANSI accredited certificate as a BCMM Assessor upon successful completion of the course.

If registrants send an email to education@theicor.org upon registering for the course, the course books will be shipped to you via FedEx.

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.

PRC-4: Contingency Planning 101: A Course for New Planners



Sat., Sept. 21, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 22, 8:30 a.m. - 11:30 a.m.
\$1495 per person
Presenter: Kelly Okolita

Can you answer this question? If you had to evacuate from your building right now and were told you couldn't get back in for two weeks, would you know what to do to ensure your business continues to operate? Would your staff? Would every person who works for your organization?

If you have you been recently assigned the responsibility for building a business continuity program for your organization and have no idea where to start, this course is for you. This is not a course about becoming certified in this industry, though we strongly recommend that you seek certification if you plan to stay in this field. This a a practical course on how build a program. It will go step by step through the process of building a program providing attendees with tactical tools to execute each step including a sample program manual and a sample plan document.

Contingency Planning 101 goes beyond theory to provide planners with actual tools needed to build a continuity program in any enterprise. Drawing on over two decades of experience creating continuity plans and exercising them in real recoveries, including 9/11 and Hurricane Katrina, Master Business Continuity Planner, Kelley Okolita, provides guidance on each step of the process. She details how to validate the plan and supplies time-tested tips for keeping the plan action-ready over the course of time.

Kelley Okolita currently works as the director of disaster management services for Cambia Health Solutions where she is responsible for managing the business continuity and disaster recovery program for Blue Cross/Blue Shield Plans across four states - Oregon, Utah, Idaho and Washington.

Pre - Conference Course Registration Form

Mail form to: Disaster Recovery Journal, 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.

____ PRC-1: IT/DRP/CBRIT (\$1695) ____ PRC-3: ICOR BCM 4050 (\$1345)
____ PRC-2: Design A Successful Exercise (\$1495) ____ PRC-4: Cont. Planning 101 (\$1495)

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Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 22, 2013 without penalty. No refunds or credits will be given for cancellations received after Aug. 22, 2013. 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 – Successfully Conduct your FIRST BCP/DRP Drill!



Wed., Sept. 25: 1:30 p.m. – 5:00 p.m.
Thurs., Sept. 26: 8:30 a.m. – 5:00 p.m.
\$1,495 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
- * Dr. 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!
- * Expected problems and their solutions
- * Critique the Drill and still keep your job
- * Using the leverage from this Drill

Dr. 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, Dr. Goldman has developed, conducted, and evaluated hundreds of successful drills and exercises ranging from one-hour tabletops to massive multi-organization three-day full-scale exercises.

POC-2: Planning For and Managing the Recovery of Large Organizations



Wed., Sept. 25: 1:30 p.m. – 5:00 p.m.
Thurs., Sept. 26: 8:30 a.m. – 5:00 p.m.
\$1100 per person
Presenter: Cole Emerson

Why would an organization commit more than \$15 million dollars to establish a business continuity and disaster recovery program? How can an organization quickly and effectively respond to a major incident that shuts down their 62 story headquarters when they don't have a finished business continuity plan? What types of issues and questions do the most senior executives raise with the team?

The presenter will share his personal experiences covering multiple incidents and engage the attendees through the use of internal and external videos and still coverage of the incidents along with discussions

20

of key issues.

Learn the results of the analysis that caused the

organization to commit more than \$15 million dollars to the program. It will discuss the planning process and critical exercise that preceded the incident. EOC diagrams, forms, and newsletters used during the actual incident to handle everything from security of the site to equipment reclamation will be discussed and provided to the attendees.

Upon completion of the workshop attendees will have a clear and detailed understanding of what level of effort and preparation is required to handle a major incident. Much of the information presented and videos used in the workshop have never been presented at conferences.

Cole Emerson, MBCI, MBCP, CPP, is an author, speaker and internationally recognized expert in the field of crisis management and business continuity planning. He brings his personal experiences of having managed various size and types of incidents throughout his 30+ years of experience to the classroom. Emerson is current Chairperson of the DRJ Editorial Advisory Board (EAB) Generally Accepted Practices Committee.

POC-3: ICOR CMC 2050: Crisis Communication Planner



Wed., Sept. 25: 1:30 p.m. – 5:00 p.m.
Thurs., Sept. 26: 8:30 a.m. – 5:00 p.m.
\$1345 per person
Presenter: John Cullen

An organization in crisis faces many grave threats. Employees can be in physical danger. Buildings can fall. Customers can be lost. But the most serious threat is and always will be the threat to the organization's most important asset – its reputation.

To protect the organization from reputational threats requires careful, thoughtful, detailed planning and a methodology for inculcating a culture of organizational crisis preparedness.

Learn how to prepare the organization for inevitable threats to reputation, execute the crisis communications plan, then, when the crisis has passed, assess and do what must be done before the next threats occur. Attendees earn an ANSI accredited certificate as Crisis Communications Planner upon successful completion of the course.

If registrants send an email to education@theicor.org upon registering for the course, the course books will be shipped to you via FedEx.

John Cullen is an ICOR faculty member and a partner with Foresight PR, a full-service public relations firm.



Earn up to 16 CEAPs per class by attending a post-conference course.

POC-4: IT/DRP/Certified Business Resilience IT Professional



Wed., Sept. 25: 1:30 p.m. – 5:00 p.m.
Thurs., Sept. 26: 8:30 a.m. – 5:00 p.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 high availability.

Students will learn various recovery techniques, strategies, and practical methods that will help them to build a robust and resilient technology support infrastructure and critical process recovery capability to ensure a fast and efficient recovery of business operations and mission-critical IT systems, applications, and data.

Students will receive a workbook and take-home disaster recovery plan templates.

Students may also take the optional multiple-choice CBRITP (Certified Business Resilience IT Professional) certification exam.

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

Rick Wellman, a senior business continuity and resilience trainer and consultant for Sentryx, is a highly skilled subject matter expert with more than 25 years of training and consulting experience.

POC-5: Public and Private Integration: Tools, Techniques, and Tripwires



Wed., Sept. 25: 1:30 p.m. – 5:00 p.m.
\$495 per person
Presenters: Ken Schroeder, Deidrich Towne, David Ziev

PPBI has developed this course to help private sector entities develop working relationships with public sector organizations so they can better prepare to continue, or resume critical operations faster in a regional disaster.

Recent events have demonstrated that public / private relationships can be strained during massive disaster events. Learning how to communicate and coordinate efforts between the public and private sectors at time of disaster is too late. Understanding the relationships between federal, state, and local jurisdictions complicate matters even more.

This highly interactive session will teach participants how to communicate with public organizations, what level of support to expect, and more importantly, what not to expect.

This course will be taught by industry experts with over 75 years of combined experience planning for, and supporting disaster events. In addition, subject matter experts that have worked in the public sector will provide guidance on key areas subject areas to provide valuable insight.

Ken Schroeder, CBCP is vice president for business continuity at Southeast Corporate.

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

David Ziev, MBCEP, MBCEI is the principal of Business Continuity Professionals.

Post-Conference Course Registration Form

Mail form to: Disaster Recovery Journal, 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.

☐ POC-1: Successfully Conduct Exercise (\$1495) ☐ POC-4: CBRA Certified Auditor (\$1695)
☐ POC-2: Planning/Managing Large Orgs (\$1100) ☐ POC-5: PPBI: Tools, Techniques (\$495)
☐ POC-3: ICOR CMC 2050 (\$1345)

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

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 22, 2013 without penalty. No refunds or credits will be given for cancellations received after Aug. 22, 2013. All no shows will be charged the full amount. All cancellations must be received in writing.



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COURSE 1: The New BCI Good Practice Guidelines Training Course

Now includes the new BCI Good Practice Guidelines (GPG) Training Course, which has been revised to ensure full alignment to GPG 2013, the independent body of knowledge for Business Continuity and to ISO 22301:2013, the International Standard for BCM.

Cost: iDRJ - \$2556.00 (with mini iPad); DRJ - \$2156.00 (without mini iPad) Dates: : Wednesday, September 25, 2013 1:30pm-5pm, Thursday, September 26, 2013 8:30am -5pm, Friday, September 27, 2013 8:30am-5pm and Saturday, September 28, 2013 8:30am-12:30pm Certificate of the BCI examination (open to anyone), Saturday, September 28, 2013 2pm-5pm (\$500.00)

This course offers a solid description of the methods, techniques and approaches used by BC professionals world-wide to develop, implement and maintain an effective Business Continuity Management (BCM) program as described in the Good Practice Guidelines (GPG) 2013. The course takes the candidate through the BCM Lifecycle step by step and provides practical insights into good BC practice through the use of case studies and real-life examples. The course is designed for those individuals seeking to complement practical experience in BC or a related field through some formal training based on GPG 2013. More specifically, it is aimed at those professionals wishing to achieve an internationally recognized qualification in BC through the Certificate of the BCI examination (CBCI). The course is intended for professionals working in the field of BC, Risk Management, Emergency Management, Disaster Recovery, Resilience, Security, Operations or who have BC as part of their role.

COURSE 2: Crisis and Incident Management

Cost: iDRJ - \$1600.00 (with mini iPad); DRJ - \$1200.00 (without mini iPad) Dates: Wednesday, September 25, 2013 1:30pm-5pm, Thursday, September 26, 2013 8:30am-5pm and Friday, September 27, 2013 8:30am-12:30pm .

This two-day course runs over three days as two half days and one full day. This course is designed for senior managers who are responsible for managing an incident at tactical and strategic level or for individuals who are part of the Incident Management Team. This course provides theoretical guidance and practical experience on how to deal with a wide range of incidents and looks at different exercising and coaching techniques that can be used by senior managers in the incident response.

COURSE 3: Writing Business Continuity Plans

Cost: iDRJ - \$930.00 (with mini iPad); DRJ - \$530.00 (without mini iPad) Dates: Wednesday, September 25, 2013 1:30pm-5pm and Thursday, September 26, 2013 8:30am-12:30pm

This course is designed for those BC professionals who are tasked with writing Business Continuity plans for their organization. This course gives practical guidance on how to develop and write a set of strategic, tactical and operational BC plans as part of the Incident Response Structure that forms a key part of the BCM Lifecycle.

COURSE 4: Business Impact Analysis (BIA) Training

Cost: iDRJ - \$1600.00 (with mini iPad); DRJ - \$1200.00 (without mini iPad) Dates: Wednesday, September 25, 2013 1:30pm-5pm, Thursday, September 26, 2013 8:30am-5pm and Friday, September 26, 2013 8:30am-12:30pm

This course is designed for those BC professionals who are required to undertake a BIA in their organization and are looking to enhance their skills and technique for this essential component of an organization's Business Continuity Management program. The course takes the candidate through all the steps required in order to develop a complete understanding of the BIA process, including the critical steps required to achieve a thorough understanding of the nature and operational requirements of the organization.

COURSE 5: Supply Chain Continuity Management

Cost: iDRJ - \$930.00 (with mini iPad); DRJ - \$530.00 (without mini iPad) Dates: Wednesday, September 25, 2013 1:30pm-5pm, Thursday, September 26, 2013 8:30am-5pm

This course is designed for those BC professionals who are looking specifically to further develop their skills in supply chain business continuity. The course will also benefit those professionals with responsibility for purchasing, supply chain management, contract management and procurement. This course builds on the results of the BCI annual Supply Chain Resilience Survey to ensure it remains up-to-date and relevant and that it continues to address the supply chain issues that organizations are facing today. The course aims to give individuals an understanding of supply chain risks, including identifying key suppliers and key risks in the supply chain. It offers up different strategies and approaches to mitigate supply chain risks, including the integration of business continuity into supply chain management.

**All BCI training courses
align to ISO22301.**

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