DISASTER RECOVERY JOURNAL

DRJ

SPRING WORLD

Orlando, Florida | March 26-29, 2017

SHAPING THE FUTURE
OF BUSINESS CONTINUITY

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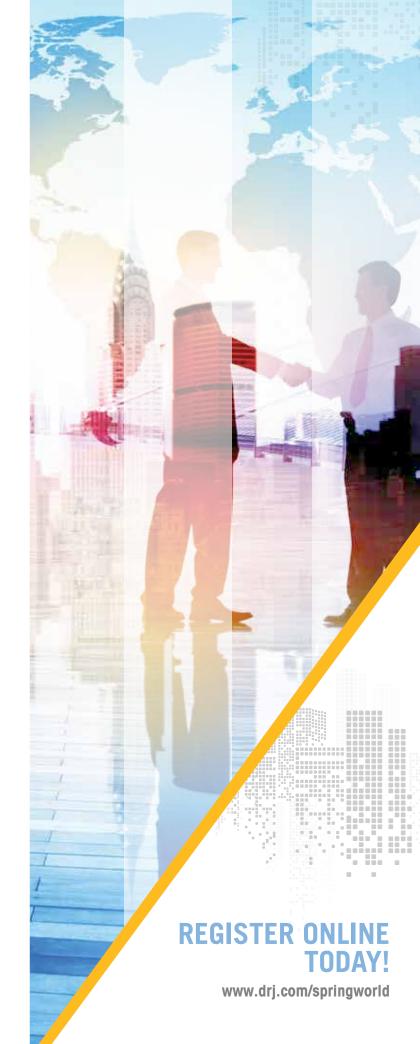# SPRING WORLD

Orlando, Florida | March 26-29, 2017

SHAPING THE FUTURE
OF BUSINESS CONTINUITY

When it comes to business continuity, what worked a year ago will not be effective today. You need fresh resources, new knowledge, and strategic connections to protect your business. As the premier business continuity resource in the U.S., DRJ has the in-depth education and technology to ensure you're equipped for today's disruptions and tomorrow's emerging threats.

UP TO THE MINUTE INSIGHTS IN BUSINESS CONTINUITY

The Spring World 2017 agenda is packed with engaging, interactive, and purposeful sessions to give you the skills and tools you need to put business continuity into practice.

REGISTER ONLINE TODAY!

www.drj.com/springworld

CONFERENCE ROI

The tools you gain at Spring World can help you reduce downtime, increase safety, secure your data, and reduce your overall risk. You'll save time and money by learning how to prevent disruptions or respond swiftly when they occur.

BE CONNECTED

Connect with other professionals to share ideas that can strengthen your business.

FREE BCI AFFILIATE MEMBERSHIP

As a Spring World 2017 attendee, you'll receive a FREE one-year membership to BCI. This allows you to access research, Good Practice Guidelines, and the BCI mentoring program.

BROCHURE CONTENTS

DRJ THE PREMIER RESOURCE
FOR DISASTER RECOVERY

DISNEY'S CORONADO SPRINGS RESORT

1000 W. Buena Vista Drive • Lake Buena Vista, FL 32830
Reservations: (407) 939-4686

Hotel Information

Guest rooms include all the amenities you could want along with free high speed Internet access, two swimming pools as well as multiple restaurant options. Take advantage of our special discounted conference rate of **$179 by calling (407) 939-4686.** A $15 fee will be charged for each additional occupant more than 18 years of age. Contact Conference Director Patti Fitzgerald at **patti@drj.com** for a U.S. government room rate.

Transportation

Disney's Magical Express shuttle services offers complimentary shuttle and luggage delivery between the airport and the resort.

ADVANTAGE RENT A CAR®

If you'd like to rent a car our official car rental is Advantage Rent A Car. **Call (800) 277-5171** and mention discount code **CD040C7C88.** Visit www2.advantage.com.

Area Attractions

Bring the whole family and visit Magic Kingdom®, EPCOT®, Disney's Animal Kingdom®, Disney's Hollywood Studios®, and Disney Springs®.

Theme Park Tickets

Theme park tickets will be available at a discounted rate for DRJ Spring World 2017 attendees.

March 27, 2017 • 1:30 p.m. – 5:30 p.m.

Senior Advanced Track

Sponsored by **bci** Business Continuity Institute

Senior advanced practitioners are invited to attend our one-day track on Monday. If you are interested in attending, contact senior-track@drj.com to verify qualifications. This track features a general session in the morning and three breakout sessions in the afternoon. The afternoon breakouts will run separately from our general offerings to attendees. The day will conclude with an exclusive "Meet the Experts" reception in the evening. There is no additional cost for this specialized track.

SA – 1: Reflections and Feedback from a Fortune 500 CISO
Monday, March 27, 2017, 1:30 – 2:30 p.m.

Have you ever wanted to hear ideas and feedback from a senior leader outside of business continuity; one that owns *THE* hot topic when it comes to risk management? Join this Executive as he reflects on what he sees as the leading practice from business continuity professionals. He will share things that need improvement, and his experience with senior B/C professionals that helped him better prepare for disruptions caused by security incidents. This CISO will also share his experience on the implications of "owning" business continuity as a security executive.

SA – 2: Millennials in Continuity – Our Industry's Future Leaders
Monday, March 27, 2017, 2:45 – 3:45 p.m.

As many of the current leaders in business continuity age and retire, the next generation of leaders and professionals is emerging from the Millennial generation. With a new perspective and a set of expectations, as well as a different approach to work and relationships, Millennials are more tech savvy, more social media oriented and more inclined towards collaboration oriented work styles. This session will explore how current and future business continuity professionals can work together to blend their existing experience base with new and creative approaches to continuity and resilience.

SA – 3: Running Your Program As a Business
Monday, March 27, 2017, 4:15 – 5:15 p.m.

In many ways, managing a business continuity program is like running a small business. But how is your business acumen? Are you familiar with the existing, or emerging entrepreneurial business models that may help you achieve higher levels of success operating "your business"? Join the discussion on a few business models that are being successfully used (or considered) by leading small businesses and how to tie these into your business continuity programs.

Meet the Experts closing discussion & reception

This is always a highly anticipated discussion with our Senior Advanced Track speakers. Bring your perspectives on today's sessions and be prepared to engage in a lively and thought provoking discussion.

SUNDAY WORKSHOPS

These interactive workshops allow attendees to explore topics in-depth. Choose one workshop and register online at www.drj.com/springworld.

Sunday Workshop Session 1

Birds of a Feather: Business Continuity Roundtable Discussions

Join this session to participate in a conversation with other conference attendees about key topics and areas of interest. This forum allows participants to explore solutions, address concerns, ask pressing questions, and discuss BC planning activities. This is a great opportunity to build relationships with other planners in similar situations.

The Birds of a Feather workshop provides a structured approach with experienced BC professionals facilitating each table. This format provides the flexibility to explore specific areas of interest or pressing issues.

Potential Topics:
• Recent events – planning and response
• Risk assessment and BIA
• BCM exercises and testing
• Other topics selected by participants

Moderator: Robbie Atabaigi, MBCI, CISA , ITIL Foundation – KPMG LLP

Industry Roundtable Facilitators:
• Barney Pelant
– Barney F. Pelant & Associates
• Frank Lady, MBCI, CISSP, CRISC, PMP, ITIL – Bank of America
• Lisa Smallwood, MBCI, CBCLA, ITIL – HP
• Lamar Poppell, MBCI, PMP, Six Sigma – Jack Henry & Associates
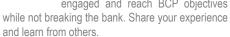
Sunday Workshop Session 2

Melanie Martin

KingsBridge

Tam Williams

KingsBridge

Buy In and BCP on a Budget

Trying to write your BCP but not getting much buy-in from your colleagues? Expected to deliver and maintain a plan with no funding to work with? Work with experts and peers across different sectors to learn new tips and tricks for getting buy-in across all levels of your organization. In this three hour interactive and informative session, consultants from KingsBridge will facilitate a discussion of the strategies available to get staff engaged and reach BCP objectives while not breaking the bank. Share your experience and learn from others.

Melanie Martin is a Project Manager with a unique ability to guide and teach while delivering exceptional results.

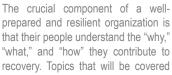*Tam Williams is a Project Manager and Business Continuity consultant.*

Sunday Workshop Session 3

Phil Lambert

Ripcord

People Not Paper: Resiliency Begins With Training

The crucial component of a well-prepared and resilient organization is that their people understand the "why," "what," and "how" they contribute to recovery. Topics that will be covered during the workshop:
• Today's Rules of Resiliency
• Regulations, Best Practices and Standards
• The New Rules of Resiliency
• Training Program Strategy
• Adult Learning Principles
• Measuring Results
• Flipping the BC/DR Program

Learn how to utilize experiential training (i.e. Exercises), maximize the learning experience, and (most importantly) measure the results.

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 resiliency strategy.

Phil Lambert is the Chairman & Founder of Ripcord Solutions and has more than 22 years of experience.
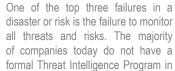
Sunday Workshop Session 4

Jim Satterfield

Firestorm

Open Source Intelligence – How do you know what you don't know?

One of the top three failures in a disaster or risk is the failure to monitor all threats and risks. The majority of companies today do not have a formal Threat Intelligence Program in place. There is not a specific plan with dedicated resources and tools in place. Many companies have portions of the solution, but lack a formal integrated solution. Where do you start? What are the essential components of an Intelligence Network?

Attendees will:
• Receive a plan
• Learn outsource-intelligence strategies and tools
• Design their own intelligence network based on their specific Risk and

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

Sunday Workshop Session 5

John Jackson

Fusion

David Halford

Fusion

Peter Laz

Fusion

How Prepared Are We? – Not as Prepared as You Might Think!!

You may have to react to an event that is beyond your control. Will your critical client, customer, patient, student calls get through? Will you be able to carry on business in a normal manner? Will you be able to meet your commitments to those you serve or support? How prepared are you, really?

Disruptive events can come from anywhere at any time. How prepared are you to limit the company's exposure during an interruption or a significant event? Who does what, when, where and why when you didn't practice that particular scenario.

This Mock Disaster Exercise will use an actual event as the case study and have you participate in response, recovery and resumption activities so you can learn first-hand the best practices that will enable your organization to effectively and efficiently manage the event in a way that limits the impact to your organization. We will use some surprise participants and provide timely injects to add realism to the situation – as it would really occur. Join us to learn from some of the most experienced professionals in our industry – as well as your peers – and have fun doing it!

John Jackson, Executive Advisor and Co-Founder, Fusion, with over 35 years of Continuity Industry leadership.

David Halford, Director of Advisory Services at Fusion, with 25 years of experience as a strategic business leader.

Peter Laz, MBCP, MBCI, is the senior managing consultant at Fusion and a member of DRJ's Executive Council.

PRE-/POST COURSES

Make your budget stretch further by attending pre/post courses. Separate registration is required, the courses are held onsite, providing a convenient way to gain even more training. See pages 18 – 21 for more information.

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.

EXHIBIT HALL

Top companies, consultants and vendors all gathered in one location. This is the place you want to be. Schedule software demos, meet with solution providers and enjoy some downtime between sessions.

NETWORKING

Spring World is the perfect venue for you to meet and connect with your peers and industry leaders.
Develop lasting professional contacts to collaborate on furture challenges.

General Session 1
8:15 a.m. – 9:15 a.m.

Andy Core
The Culture Works

Change Your Day – Not Your Life

The demands of today's working world can easily leave you overly tired, overly stressed, and sometimes, less than enchanted with work. The problem and the paradox are this: hard working adults striving to grow often end up defaulting to daily life that is undermining their ability to stay motivated, energized and fully present. You yearn for more balance in your life, which is the solution to your "More. Faster. Better" dilemma. Join Andy and you'll learn how to improve your work-life balance, productivity, health and your ability to stay motivated, with a surprisingly simple premise – Change Your Day, Not Your Life.

Andy Core is an author, and professional motivator with high energy & comedic timing. Andy has helped adults and organizations all over the U.S., Asia and Europe add positive energy to their work, teams and personal lives.

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

Patrick Potter
RSA

Tamara Zinn
Voya Business Resilience Office

Building Resiliency Across the Value Chain – The Bigger Picture

A value chain is the set of activities an organization performs in order to deliver a product or service for the market. Business resiliency is those strategies, plans and actions to enable the organization to carry out those activities under all circumstances. Both concepts are interdependent in theory but not always in practice. There are many reasons, but the most overlooked include misdirected goals, inconsistent prioritization, the maturity of the organization and readiness to operationalize resiliency, and ineffective risk management. Attend this session to understand how business resiliency can be used to drive real worth across the value chain.
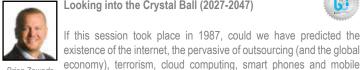
Patrick Potter is currently a GRC Strategist and subject matter expert for RSA, where he oversees the direction of the Archer Business Resiliency solution.

Tamara Zinn is a senior manager for the Voya Business Resilience Office.

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

Brian Zawada
Avalution

John Jackson
Fusion

Looking into the Crystal Ball (2027-2047)

If this session took place in 1987, could we have predicted the existence of the internet, the pervasive of outsourcing (and the global economy), terrorism, cloud computing, smart phones and mobile computing (even laptops), or even the differences in the way we shop or "read books"? Maybe, maybe not. This session will look for clues to help predict advances in the next 30 years and the implications for business continuity and organizational resilience.

Brian Zawada, MBCI, director of consulting for Avalution; VP, exec director USA Chapter BCI.

John Jackson, executive adviser Fusion Risk Management; and recipient of BCI's Honorary FBCI and Lifetime Achievement Award.

www.drj.com/springworld

General Session 4
8:15 a.m. – 9:15 a.m.

Salt River Project Embraces the Incident Command System (ICS). Learn Why SRP Made The Move To ICS And How You Can Too!

Regina Phelps

EMSS

Kenneth Lewis

SRP

Many companies fail to have a great Crisis Management Team because they lack four simple things. Are you developing or retooling the team you have? If so, you need to attend this critical session to learn how Salt River Project (SRP) reorganized their team.

The goal of this session is to help you create both a great team and a great process in order to manage incidents large and small. There are four key things that we often find missing in company teams and plans: A clearly defined structure, identified roles and responsibilities, a formal assessment process, and the ability or knowledge to develop an Incident Action Plan (IAP).

In this session, learn how SRP has embraced the Incident Command System, refocusing their Crisis Management Team and their processes to be even more effective.

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

Kenneth Lewis, Principal Emergency Management Program Analyst, Salt River Project

General Session 5
9:30 a.m. – 10:30 a.m.

The Confidence-Skill Disconnect

John Gelinne

Deloitte Advisory

Pete Renneker

Deloitte Advisory

Every month we see examples where glitches and outages impact finances and corporate reputations. This presentation will show how successful organizations are using data to help predict, prevent & manage recovery so they emerge stronger following an event. Companies that quantify risk and objectively measure their program's ability to respond to any event will be able to secure board support for investing and sustaining their resilience programs. By measuring confidence, these companies ensure they have the skill to respond.

John Gelinne is a Director in Cyber Risk Services for Deloitte Advisory and is a part of the Resilient practice.

Pete Renneker is a Senior Manager with Deloitte & Touche Cyber Risk Services.

General Session 6
10:45 a.m. – 11:45 a.m.

My Smartphone Made Me Stupid – The Power of Disproportional Influence

Barry Pruitt

PBC, Inc.

The myth of good intent is just that, a myth. There are not 100s of things that you need to develop the right culture. There is just one. When you change it, everything else gets better culturally. What's your culture regarding people, silence and keeping knowledge and experience to themselves? Your smart phone just isn't – and it can't help. Stop the déjà vu conversation that nothing ever changes and things just stay the same, and do it with accountability. Learn to clarify expectations, get focused, collaborate, and gain ideas on making consequences and results visible.

Barry Pruitt, managing partner with Pinnacle Business Concepts, Inc.

Conference Schedule

REGISTER ONLINE TODAY!

www.drj.com/springworld

Register by Jan. 26, 2017 and SAVE $200

BREAKOUT TRACK 1

Monday 1:30 – 2:30 p.m.

Breakout Track 1 – Session 1

Multi-site Personnel Concentration – What's Optimum?

Mark Carroll

IR+M

This session will focus on a new paradigm for addressing concentration risk and identifying the optimal approach to workforce concentration. It was framed and built in a real world situation at a global organization that wrestled with this issue and struggled to come up with a clear answer. The answer was found and attendees will leave with a clear game plan on how to objectively (not subjectively) assess personnel concentration risk in their own organization.
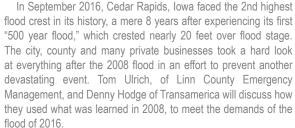
Mark Carroll is the Senior Vice President and Business Risk Officer for Income Research + Management in Boston. Mark has over 25 years of experience in Business Continuity, Risk Management and Information Technology in a variety of diverse environments and disciplines at levels that have ranged from technician to senior executive.

Breakout Track 1 – Session 2

Using What We Learned the First Time

Denny Hodge

Transamerica

Thomas Ulrich

Linn County Emergency Management

In September 2016, Cedar Rapids, Iowa faced the 2nd highest flood crest in its history, a mere 8 years after experiencing its first "500 year flood," which crested nearly 20 feet over flood stage. The city, county and many private businesses took a hard look at everything after the 2008 flood in an effort to prevent another devastating event. Tom Ulrich, of Linn County Emergency Management, and Denny Hodge of Transamerica will discuss how they used what was learned in 2008, to meet the demands of the flood of 2016.

Denny Hodge is the Business Continuity Manager for Aegon Global Technology, the Global IT Infrastructure Provider for Aegon Group of Companies.

Thomas Ulrich has been the Operations and Readiness Officer for the Linn County Iowa Emergency Management Agency for the past twenty-one years.

Breakout Track 1 – Session 3

7 steps to convert from a manual IT continuity program to an automated system for 3,000+ offices

Carrie Richwine

USDA

The USDA Office of the Chief Information Officer Client Technology Services (OCIO-CTS) determined that it would be better prepared to manage disruption and satisfy new federal requirements, by converting its 3,000 disparate, manual IT continuity plans into a consistent automated continuity management system.

The project focused on ensuring that we not only maintained our current continuity of operations, but identified opportunities for improvements. Critical to our success was the engagement, commitment and education of the many management teams spanning across our large organizational infrastructure.

In this presentation, we will discuss our objectives, goals, challenges, process, and success metrics; and demonstrate the continuity of operations management system that we tailored to meet our organizational requirements.

Carrie Richwine is a Senior Disaster Recovery Specialist and Trainer for the Contingency Planning and Disaster Recovery Program within the Client Technology Services (CTS) organization of the USDA-OCIO.

Breakout Track 1 – Session 4

10 Things You Need to Include in Your Site Risk Assessments

Dave Miller

Guardian Life Insurance Company

This presention will discuss the elements of the report tool Guardian Life Insurance Company uses to document the strategy and format used when performing site risk assessments. Business Continuity professionals with responsibility for assessing existing properties or sites, as well as prospective locations connected to mergers and acquisitions, will receive helpful suggestions to ramp up an initial assessment program or supplement existing tools. Attendees will learn about the methodology behind the report components, as well as sources of data and information covering fields of potential risks.

Dave Miller, CBCP, Guardian Life Insurance Company.

Breakout Track 1 – Session 5

Plan Development and Exercise for Resiliency in Thinking and Partnership … A Heretics Journey

Tamara Zinn

Voya Financial

I've long said to my business partners that I am a bit of a continuity heretic, and frankly that if they are reading their plans during an event we have a much bigger issue. As resiliency professionals we are challenged to develop and maintain resiliency programs that not only document plans for audit, regulatory and training purposes but that also fosters resiliency in thinking and muscle memory that can evolve with our business. This is the real crown jewels of plan creation, reviews and of course exercises. During this interactive session, we will discuss an approach to resiliency planning that looks to simplify plan creation and that focuses on the user experience. We will explore how implementing creative intake methods and leveraging existing data can streamline the continuity development and maintenance processes, saving time for you and your business partners.

Tamara Zinn is a Senior Manager for the Voya Business Resilience Office.

BREAKOUT TRACK 2

Monday 2:45 – 3:45 p.m.

Breakout Track 2 – Session 1

Cyber Attack Exercising – Approach and Lessons Learned

Alison Sohmer

Lockheed Martin Corporation

What would happen if your primary and secondary networks were brought down? Do you know if you can recover? We know what would happen because we tested it. This year we simulated a large scale Cyber Attack involving roughly 70 technical experts within LMC. This session will include how and why we chose the scenario; our high level strategy towards cyber events; how we plan for and execute communications during this type of event; our technical coordination methodology; hosting and backup strategies (including data centers); and, overall lessons learned. The applications specifically compromised for full recovery in this exercise included our main HR application including a tie to payroll, our main procurement application and a key financial services application.

Alison Sohmer is the Enterprise Operations Business Continuity and IT Disaster Recovery Lead for the Lockheed Martin Corporation.

Breakout Track 2 – Session 2

8 Steps to make sure your Business Continuity Plan is not a Procedure Manual

Rick Solis

BMO Harris Bank

Although your business continuity plan should have specific tasks and steps, it is important to not duplicate or use it as a procedure manual. A business continuity management (BCM) program is complex, spanning multiple scenarios, across matrixed processes and possibly hierarchies. It could be integrated into operational, financial, structural and social aspects. A procedures manual it is not! This presentation will walk you through 8 steps that will help you develop a BCM plan that meets management objectives, utilizes industry best practices, manages cost & resource constraints, and achieves optimal business continuity capability.

Rick Solis – CBCP / CBCI is presently Assistant Vice-President and Business Continuity Project Manager for BMO Harris Bank in Chicago, IL.

Breakout Track 2 – Session 3

Networks Knocked Out? Tools for Restoring Communications and Completing Calls Following a Natural Disaster

Pam Montanari

OEC

As seen during the 2016 South Carolina and Louisiana floods, hurricane season, and other recent disasters, a breakdown of communications during an emergency can have disastrous consequences. The DHS Office of Emergency Communications (OEC) ensures that emergency responders can communicate during an emergency by providing Telecommunications Service Priority (TSP), Government Emergency Telecommunications Service (GETS), and Wireless Priority Service (WPS). Using the South Carolina and Louisiana flooding as an important case study, this will inform stakeholders on the future activities of the Priority Telecommunications Services (PTS). In particular, they will focus on the technology upgrade of the Next Generation Networks Priority Services offering priority data and video services, as well as upgraded priority voice capabilities.

Pam Montanari is the OEC Coordinator for Florida, Georgia, North Carolina and South Carolina.

Breakout Track 2 – Session 4

Best Practices for Sheltering-in-Place

Keith Frederick

Duke Clinical Research Institute

Do your emergency-preparedness and business continuity plans reflect best practices for sheltering-in-place? Are your staff and facility personnel trained and equipped to respond quickly and effectively to situations such as civil protests, hazardous-materials release, a public-health crisis, severe weather, or an active shooter event? Different threats require specific sheltering strategies and actions to keep people safe.

In this session, we will discuss lessons learned, best practices, and countermeasures to incorporate into your various shelter-in-place plans and procedures.

Keith Frederick, CHEP, CBCP, AFBCI is the Head of the Organizational Resilience Program for the Duke Clinical Research Institute.

Breakout Track 2 – Session 5

How NYC Emergency Management Improves Continuity Via Private Sector Partnerships

Manuel Chea

New York City Emergency Management

The Continuity of Operations team at the NYC Emergency Management Department has demonstrated great continuity success from developing and managing relationships with the private sector. Learn how they leveraged these partnerships to contribute to both the businesses' and ultimately the city's resiliency.

Better understand the role of the Private Sector Emergency Support Function (ESF) during events such as Hurricanes Irene and Sandy and see how the mutual efforts helped maintain continuity. See how best practices from this citywide Continuity of Operations program, which encompasses 43 Mayoral agencies and over 100 essential services, could be applied to your own organization.

Manuel Chea is a Continuity of Operations Planner for the NYC Emergency Management Department.

> *"This is my first conference and it was very informative and enjoyable. Great job! I will be back!"*
>
> **— Bill Kaegy**

BREAKOUT TRACK 3

Monday 4:15 – 5:15 p.m.

Breakout Track 3 – Session 1

Exercising your Business Continuity Plan

Monica Goldstein

Recovery Planner

Sherri Flynn

Recovery Planner

A focal point of Business Continuity is making an organization more resilient so that it maintains continuity of operations even when under adverse conditions. Exercising your plan is an integral strategy as it prepares a workforce for the cascading threats and dynamic aspects that often make-up today's incidents. Knowing how to plan and document a Business Continuity exercise is fundamental to a successful exercise. In this session you will participate in designing and documenting a Business Continuity Table-top Exercise and share with each other successful techniques for the planning, documenting and its follow-up. The results of this session will provide you with a framework for planning your next Exercise.

Since 1995, Monica Goldstein's experience in business continuity planning and senior management within Business Continuity organizations has been comprehensive.

Sherri Flynn, MBCP provides consulting services on BCM, Plan development and design, Incident Response Program Management, Plan development and design and Vendor Management.

Breakout Track 3 – Session 2

Lessons Learned from Three Activations

Scott Hall

Equifax

The goal of this presentation is to provide a detailed, realistic overview of the events that occur during a disaster and their potential impact on a business. The presentation will draw from three actual disaster declarations which will be used to illustrate an effective Business Continuity Plan. This presentation will also cover the recovery strategies and pre-planning exercises that were implemented and utilized prior to these disaster declarations.

Scott Hall is Vice President of Global Disaster Recovery for Equifax based in Atlanta, GA.

Breakout Track 3 – Session 3

Modernize your Disaster Recovery technology program

Chandra Pulamarasetti

Sanovi, an IBM Company

In today's hybrid computing environments, interconnected mission critical applications run across diverse, geographically distant environments within (1) public (and private) clouds, (2) SaaS models, (3) Supply Chain or (4) your own internal data centers. To achieve assured resiliency, steady state operations requires a higher level of constant, intelligent monitoring, automated change management, and managed with a single pane dashboard mapped to necessary service level agreements. This session will step through modern approaches to enable data and technology continuity programs to catch up to this evolving, complex heterogeneous environment.

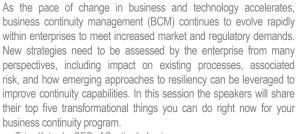*Chandra Pulamarasetti, Co-Founder & CEO, Sanovi, an IBM Company*

Breakout Track 3 – Session 4

Top 5 Things to Transform your Business Continuity Program

Tejas Katwala

Continuity Logic

John Liuzzi

Southern Glazer Wine and Spirits

As the pace of change in business and technology accelerates, business continuity management (BCM) continues to evolve rapidly within enterprises to meet increased market and regulatory demands. New strategies need to be assessed by the enterprise from many perspectives, including impact on existing processes, associated risk, and how emerging approaches to resiliency can be leveraged to improve continuity capabilities. In this session the speakers will share their top five transformational things you can do right now for your business continuity program.

Tejas Katwala, CEO of Continuity Logic
John Liuzzi National Director of BCP for Southern Glazer Wine and Spirits

Breakout Track 3 – Session 5

The State Of IT Disaster Recovery

Stephanie Balaouras

Forrester

Learn the results from the 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 organizational trends, where DR reports, staffing levels etc., progress towards active-active data center configurations, adoption of advanced technologies for application fail over and data replication, and current recovery time and recovery point capabilities. The session will also include lessons leaned from declared disasters, recommendations, and suggestions for improvement.

Stephanie Balaouras, VP research director security and risk, Forrester.

BREAKOUT TRACK 4

Tuesday 8:15 – 9:15 a.m.

Breakout Track 4 – Session 1

How to Keep your Organization up and running after a Major Disaster

Dan Perrin

Regus

Joe Sullivan

Regus

Advance preparedness is the key to surviving a catastrophic event and keeping your firm up and running. Placing the right people in the right positions is critical. You need to have the most important essential functions covered by the people with the necessary experience, background and authority. Ensure that you put people in positions that match their skills and expertise and have a written plan; but you need to make sure people read it and know what to do if an emergency happens.

Dan Perrin, global solutions director, Regus.
Joe Sullivan, managing director for the workplace recovery business, Regus.

Breakout Track 4 – Session 2

Leveraging Information to Drive Your Program

David Halford

Fusion

Successful BCM programs place Information Management at the core, and establish a two-way flow of information to productively engage everyone in the organization. Traditional approaches to managing BC/DR programs struggle with gathering, maintaining and leveraging information. An effective information management methodology addresses these challenges by establishing a framework for engagement, and positions BCM leaders as a trusted source of information throughout their organizations. To more effectively engage your organization and deliver better results for your BCM program, join leading practitioners in this session to learn how the right information baseline and information management framework overcomes the challenges of traditional approaches.

David Halford, Director of Advisory Services - Fusion Risk Management

Breakout Track 4 – Session 3

Streamline Your Risk assessment in Four-Stages and Learn How-to Attract BCM Investment For Your Recommendations

Shane Mathew

DaVita Rx

Christopher Rivera

Lootok

In this session, the BCM Program Sponsor at DaVita Rx, Shane Mathew, and BCM Consulting Advisor from Lootok, Christopher Rivera, will share the secret behind their risk assessment that helped to secure funding from executives. The session will cover the set of program challenges that made it difficult to move beyond the BIA. Through the lessons learned in rolling out their four-stage risk assessment process at two critical dispensing facilities, Shane and Christopher will share the risk-focused plans and roadmap that served as a business case gaining interest from executives.

Shane Mathew is manager of Business Continuity at DaVita Rx.
Christopher Rivera is a BCM Advisor at Lootok.

Breakout Track 4 – Session 4

The Lizard Brain & Business Continuity

Christopher Duffy

Strategic BCP

Understanding both the evolution of the human brain and the evolution of building business continuity and disaster recovery plans provides a foundation for enhancing existing plans or building new ones. This session provides a correlation between the intersection of continuity plans and brain functions to provide the basis to create and build resilient and easy-to-maintain BC/DR plans that the entire organization can embrace.

Christopher Duffy (CISSP) is Vice President and Chief Innovation Officer at SBCP.

Breakout Track 4 – Session 5

The BCI… Certification and Solutions

Brian Zawada

Avalution

Attend this information packed session to not only learn more about the BCI's certifications and services (including the innovative "Mentor Me" process) and how the institute will help drive your career, but also how the Good Practice Guidelines (GPG's) solve the business continuity professional's most pressing problems.

Brian Zawada, MBCI, director of consulting for Avalution; VP, exec director USA Chapter BCI.

BREAKOUT TRACK 5

Tuesday 9:30 – 10:30 a.m.

Breakout Track 5 – Session 1

Business Continuity Reporting

Dominic Abram

Optum

Kelly Guthrie

Optum

What's the status of this plan? Has it been exercised? Can I get a report on that? One of the most important parts of business continuity planning is often overlooked – reporting status and providing metrics for leadership. This session will present examples and methods for tracking the critical dates and milestones of plan development, exercise, remediation, and certification. The session will demonstrate a practical process that will not only gather the information you need to ensure key information is covered, but will also help you report to your leadership the status of your plans and their ongoing development and revision.

Dominic Abram is a senior business continuity analyst with Optum, a UnitedHealth Group company.
Kelly Guthrie is a business continuity analyst with Optum, a UnitedHealth Group company.

Breakout Track 5 – Session 2

Active Shooter. What Happens When the Shooting Starts?

Ken Schroeder

PPBI

Deidrich Towne, Jr.

PPBI

David Ziev

PPBI

This session focuses on an active shooter situation and what the statistics and studies reveal about the situations and survivors. The PPBI team will apply emergency response planning techniques along with preparedness training aids for employees, friends, and family members. Active shooter incidents are different than others in that you might be the target. You will learn the following during this session:

- The different types of active shooter situations
- What survivors have taught us about surviving these type of events
- Developing a preparedness plan
- Developing an emergency response plan
- How to work with first responders

Active shooter is another incident management plan that should be a part of every company's planning tool set.

Ken Schroeder, PPBI.
Deidrich Towne, Jr., MBCI, senior technical consultant at PPBI.
David Ziev, MBCI, ITILv3, PPBI training director.

Breakout Track 5 – Session 3

Why "five 9s" is a Myth

Frank Trovato

Info-Tech

Google Apps, AWS, Microsoft Azure fail to achieve even close to five 9s, so why do executives continue to ask for this goal? Do they even know how much downtime is represented by five 9s? It's time to move away from the abstract and mythical goal of five 9s and set appropriate targets based on real business impact. Strategies include using previous incidents as a measuring stick for establishing MTO, and measuring availability based on hours and minutes of downtime – something everyone can relate to rather an annual uptime percentage.

Frank Trovato is a Senior Manager for Info-Tech Research Group.

Breakout Track 5 – Session 4

Broaden Your Knowledge on Organizational Resilience

Phil Lambert

Ripcord

This session will enable participants to broaden their knowledge and get involved in managing organizational resilience. Some of the topics that will be discussed include the ability to identify and address vulnerabilities before they have a material impact and how to integrate existing management disciplines that support organizational resilience.

Phil Lambert is the Chairman & Founder of Ripcord Solutions and has more than 22 years of experience.

Breakout Track 5 – Session 5

Can You Repeat That?

Vicky McKim

Aureon

We all have thought about some of the most common events that could cause a disruption: Power outage, fire, cyber breach, floods, tornado, hurricanes, earthquakes, workplace violence or disease. Those are the big ones, right? Right! In the last 30 years of attending DRJ these are the ones we hear about regularly and for good reason. These events are the most likely to occur for many businesses and we have many stories to tell around the threats we see materialize more frequently. Come hear the evidence that truth is stranger than fiction. Listen to the real stories of what happened, what actions were taken and what was learned as a result of the unusual events.

Vicky McKim MBCP, MBCI is Manager Enterprise business Continuity for Aureon

BREAKOUT TRACK 6

Tuesday 10:45 – 11:45

Breakout Track 6 – Session 1

Leadership Commitment … The Key to a Successful Program!

Barney Pelant

Barney F. Pelant & Associates, LLC

Whether you are just initiating a program or your program is beginning to lose momentum this session is for you! Learn how to capture and maintain leadership commitment to BCM! Leadership commitment is absolutely essential to the successful development, implementation and sustainability of a viable program. During this session we will look at the positioning and strength of the personnel that can provide commitment, as well as the tactics of capturing and maintaining that commitment. Bring your thoughts, questions and issues to this interactive session and walk away with a plan for your program.

Mr. Pelant is owner and director of Barney F. Pelant & Associates, LLC (www.bfpelantassoc.com).

Breakout Track 6 – Session 2

Starting a Vendor Assessment Program

Kevin Brandt

MGIC

Organizations in today's business world need to outsource more and more of their non-core operations to outside firms that specialize in those tasks. How does an enterprise mitigate the risks of events affecting those vendors which could in turn affect the organization's operations? In this session, Kevin shares his tips and tricks from his work in setting up a vendor assessment program. Attendees will take away strategies and ideas on how to implement a vendor assessment program within their own organization without expending enormous time and effort.

Kevin Brandt, CBCP, is a business continuity analyst with MGIC.

Breakout Track 6 – Session 3

Equipping You For Success: An ISO 22301 Certification Case Study

Maureen Roskoski

Facility Engineering Associates

Careful business continuity planning can minimize the impacts of a disruption, minimize corporate risk, and minimize productivity losses. So, why doesn't everyone have a business continuity plan? Most organizations are familiar with emergency preparedness and have some documentation on site as far as what to do in case of an emergency. We all can evacuate our facilities, but what happens once we are all standing in the parking lot? The ISO 22301 Business Continuity Management Systems certification process can be an effective way to get the right business continuity plans in place. Through a case study example of Facility Engineering Associates' (FEA) journey to ISO 22301 Certification, this presentation will highlight why a management system is an effective tool to implementing both incident response and business continuity plans.

Maureen Roskoski is FEA's Business Continuity Management Systems Lead.

Breakout Track 6 – Session 4

Cloud Detour – Resiliency Testing tool for the Cloud Resources

Sathiya Shunmugasundaram

Capital One

Gnani Dathathreya

Capital One

Cloud is ubiquitous, but failures are unavoidable and unpredictable raising uncertainty and are risk to the systems. Traditional approaches can't predict all failure modes because of changing data conditions, complex request patterns, ever increasing innovation and growing scale. Chaos engineering is a discipline to simulate these failures. In our Cloud-Detour solution, we describe how mission critical applications can register themselves to test against several failure scenarios and demonstrate their resiliency level and help them come up with solutions to provide adequate resiliency and solid disaster recovery strategy.

Sathiya Shunmugasundaram is Senior manager Enterprise Architecture at Capital One.

Gnani Dathathreya is Director of Enterprise Architecture at Capital One.

Breakout Track 6 – Session 5

Business Intergated Crisis Management Training, at ABN AMRO Amsterdam

Marc van Doorenmaalen

ABN AMRO Bank

In this session Businesss Continuity of ABN AMRO Bank shows a video of a next Head Office exercise in october 2015, including full evacuation of the building (3000 employees), headcount of personnel, crisis management meeting of 15 crisis teams, business relocation of 5 separate units all supported by a project team and an exercise support team of 30 persons. This session will give you full insight of lessons learned, terms and conditions, tips and tricks when setting up an integrated exercise for your organisation.

Marc van Doorenmaalen works for ABN AMRO and its' predecessors since 1991, and is active in the Business Continuity and Information Security area since 1999.

BREAKOUT TRACK 7

Breakout Track 7 – Session 1

Tony Adame

Aon

Assessing and Guarding Your Supply Chain – A Business Continuity Management Perspective

A strategic look at the potential for either being perceived as a hero or a goat as you analyze the strengths and/or weakness of the core resilience maturity within your Supply Chain and offer BCM oriented recommendations accordingly. We'll discuss the complexities of both Supply Chain analysis and trying to firm up adherence to your BCP standards by key vendors and/or business partners.

Tony Adame is a Senior Consultant at Aon Risk Solutions.
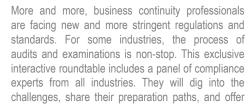
Breakout Track 7 – Session 2

Frank Perlmutter

Strategic BCP

Wayne Stadnik

Accenture

Erik Jacobson

The University of Kansas Hospital

Christopher Duffy

Strategic BCP

A Compliance Roundtable

More and more, business continuity professionals are facing new and more stringent regulations and standards. For some industries, the process of audits and examinations is non-stop. This exclusive interactive roundtable includes a panel of compliance experts from all industries. They will dig into the challenges, share their preparation paths, and offer advice for building a relationship with your auditor or regulator.

Frank Perlmutter (CBCP, MBCI), Founder and President of Strategic BCP.

Wayne Stadnik, MBCP, CISA, ITIL, CISM, MBCI, Global Business Continuity Risk Manager at Accenture.

Erik Jacobson, Manager at The University of Kansas Hospital.

Christopher Duffy, vice president at Strategic BCP.

Breakout Track 7 – Session 3

Ramesh Warrier

eBRP

An Annual DR Test – Observations from the trenches

Annual Disaster Recovery tests are conducted for validating Planning assumptions, readiness of the alternate recovery infrastructure and operational changes since the last test. Participating with a client in their Annual DR test allowed our team to experience the recovery efforts from the Emergency Operation Center – the 'control room'. The experience brought out the vast difference in the information requirements during recovery versus the data gathered during planning. In this session, the presenter will share the complete BCM life-cycle of the client and share lessons learned from participating in the client's Annual DR exercise.

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

> *"Great conference. Really enjoyed all of the networking opportunities before, during, and after sessions."*
>
> **— Terri Chapman**

Breakout Track 7 – Session 4

Keith Frederick

Duke Clinical Research Institute

Michael Staley

CDC

Preventing a Health Crisis in the Workplace

Is your organization prepared to manage an influenza, norovirus, salmonella, or other illness? Absence of education, prevention measures, and policies to prevent or reduce worker illness can dramatically impact operations and lead to a business crisis. In this session, we will discuss how to protect the health of your business including interventions, resources, and tools that can help keep workers healthy, safe, and secure.

Keith Frederick, CHEP, CBCP, AFBCI is the Head of the Organizational Resilience Program for the Duke Clinical Research Institute.

Michael F. Staley is a Public Health Advisor for the Centers of Disease Control and Prevention.

Breakout Track 7 – Session 5

Scott Salley

Cisco Systems

Sheri Hamilton

Cisco Systems

Best practices from Cisco – Is your technology partner prepared when disaster strikes?

Technology plays a very important role in emergency response and management. At Cisco, we have more than 20 years experience handling disasters and complex outages during major events like Hurricane Matthew, Hurricane Sandy, and the fertilizer plant explosion in West Texas. To manage this, we developed an escalation program for our most critical accounts and put a team in place to resolve serious customer issues when normal channels fail. We are intensely focused on our customer's success and operate with a "do-whatever-it-takes" attitude, underpinned by a well-established, measured, and repeatable process. The program has global reach and a feedback loop to ensure that we understand why situations escalate and that we incorporate lessons learned into company-wide practices. In this session, you'll get a behind-the-scenes look at Cisco's escalation management approach and best practices.

Scott Salley, Territory manager Customer Assurance - Cisco Systems

Sheri Hamilton, Sr. Manager, Customer Assurance - Cisco Systems

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These interactive workshops allow attendees to explore topics in–depth.

Tuesday Workshop Session 1

How to Develop a Cyber Breach Exercise for your Organization

Regina Phelps
EMSS

Kelly Williams
EMSS

A stark reality of today's world is that businesses and organizations must constantly defend against relentless attempts to steal their computer data or damage their systems. Few, however, have serious plans for how they will respond to the impact of an actual breach – and even fewer stress-test those plans. Such exercises force real-time situation analysis and decision-making in much the same way that a fire drill does, while recognizing that cyber incidents are infinitely more complicated.

This workshop shows Business Continuity Planners, Crisis Managers, and their IT counterparts how to stage a cyber breach exercise that will test preparedness, surface "hidden" circumstances, and sharpen the responsiveness of everyone from top executives to front-line business managers and technologists.

Attend this session and learn how to go about developing a realistic cyber exercise that will challenge the Incident (Crisis) Management Team, the technology staff, and the business units. Leave this workshop having thought out some key aspects of a cyber tabletop exercise, feeling better prepared to develop the exercise (and perhaps a bit more paranoid).

Topics Covered
• What you need to consider when designing a cyber exercise.
• Who you should involve in the exercise planning.
• What you should include in your exercise plan.
• How to challenge everyone, not just the "techies."

Regina Phelps, president of EMSS, is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning, consultation, training, and speaking services to clients on four continents. Her niche includes incident management team development, pandemic planning, emergency operations center (EOC) design, and the development of emergency exercises for large global companies.

Kelly David Williams is a Senior Consultant with Emergency Management and Safety Solutions (EMSS). In this role, Mr. Williams works with EMSS clients in all aspects of developing and validating business continuity management systems, including program governance models, incident/crisis management plans, business continuity recovery plans, and technology disaster recovery plans.

Tuesday Workshop Session 2

How to Establish Enterprise Risk Management and Business Continuity Management for ISO 22301 BCMS Certification

Allen Keele
CIS

Enterprise risk management (ERM) in business includes the methods and processes used by organizations to manage risks and seize opportunities related to the achievement of their own objectives. ERM provides a framework for risk management, which typically involves identifying events or circumstances relevant to the organization's objectives. By identifying and proactively addressing risks, business enterprises protect and create value for their stakeholders, including owners, employees, regulators and society overall. The Incident response that best fits your organization's needs and the level of risk it will tolerate will establish a system for ongoing understanding and management of those needs.

This workshop provides participants with an overview of business continuity management strategy, policy, scope, roles & responsibilities. It is based on industry best practices and guidelines for business continuity. And reviews the ISO/IEC 22301 Standard and BSI 25999 Standards. Practical exercises and instructor led discussions will help students understand the benefits pf business continuity management in an organization. This session provides a concise introduction to enterprise wide BCM and how to use the ISO 22301 and BSI 25999 frameworks including a Hard-copy project plan template will be provided to each workshop attendee.

Topics included in the workshop are:
• Introduction to Professional Business Continuity Management
• ISO 22301 and Policy Management
• ERM is used to drive BCM
• Risk architecture and strategy driving Business Continuity Management architecture and strategy

CLASS LAB: Project Planning for ISO 31000 ERM/ISO 22301 BCM program deployment, a hard-copy project plan template will be provided to each workshop attendee.

Allen Keele, recognized subject matter expert, consultant, and business systems architect for enterprise risk management programs (ERM), information security management, governance/risk/compliance (GRC)

Tuesday Workshop Session 3

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

Steven Goldman
Steve Goldman Associates

Back by popular demand! 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
• Dr. Steve's highly acclaimed Exercise Planning Checklist.

You will learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems. Exercise conduct, evaluation, and critiquing strategies will be discussed. With his lively style and real-life examples, Steve 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 Steve 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.

> *"First time attending the conference. I obtained a wealth of information and looking forward to attending in the future."*
>
> **— Sherrill Wheeler**

Tuesday Workshop Session 4

Linda Hanwacker

The LSH Group, LLC

COOP Templates for Success!

This is the first in a series of Continuity Templates that has been a huge 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 or more frequent events can wreak havoc on an agency's ability to continue operations. The COOP specific objectives that will be addressed are:

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

This workshop focuses on these specific objectives of COOP planning.

Please note that there is no preferred track and the level is intermediate/advanced.

Linda Hanwacker is President, CEO/Founder of The LSH Group, LLC. The LSH Group is a professional services group for Business Continuity, Continuity of Operations, Emergency Management and IT Disaster Recovery Planning. The LSH Group works closely with Businesses/ Government Agencies in their various business continuity and disaster recovery planning efforts. Linda is an experienced executive leader with over 30 years addressing IT and BC/DR planning initiatives. Linda has held several executive positions.

Tuesday Workshop Session 5

Michael Herrera

MHA Consulting

Assessing Residual Risk in Your BCM Program

You have addressed compliance but do you know where your greatest residual risk (RR) lies in you program? Residual risk is defined as the risk remaining after all mitigating actions have been taken into consideration.

In this workshop, we cover the steps to assessing residual risk in your BCM program at a recovery plan level. We will address management risk appetite, plan mitigating controls. weightings and calculation of the residual risk in your recovery plans and whether its within or outside management's tolerance. The results of this assessment give you the opportunity to identify where your greatest exposures exist as well as where you may have over planned. Its time to know where your greatest risks lie and where you can rest easy.

Michael Herrera, CEO of MHA Consulting, a leading business continuity planning and information technology consulting firm.

> *"DRJ is a great place to network, acquire ideas I can bring back and apply at my company."*
>
> **— Gary Rounbehler**

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March 26, 2017 • Sunday, 4:00 – 5:00 p.m.

Discover solutions to today's issues. Seasoned industry veterans will present solutions using today's resources, products and strategies.

Pat Spencer
BlueLock

Sherry Gini
BlueLock

Solutions Track 1: Getting From Where You Are to Where You Want to be: Effective DR Isn't All About Technology

Hear real stories of how three companies of all sizes implemented effective DR practices to protect their business… and how they translated that effectiveness into business wins for their clients, board and insurance providers. Walk away with strategies of how to prioritize business projects, how to explain the business value of DR to non-technical stakeholders, and how to identify what you may be missing in making your DR plan effective. This presentation tackles cloud technology to solve DR, but covers the non-technology factors often overlooked that make all the difference in finding success.

Pat Spencer, Regional Sales Executive for BlueLock has worked in business development for over 25 years, as a trusted advisor for his clients.

Sherry Gini is the Chief Operating Officer at Goldberg Kohn, a mid-size law firm in Chicago. She is an active member of the firm's Diversity Committee and Women's Task Force.

Carey Donovan
BC in the Cloud

Solutions Track 2: Run! Hide! Fight! – Are You Prepared for Active Shooter Incidents?

As a Business Continuity professional, you have plans in place to deal with managing risks. But what about Active Shooter incidents? These incidents last mere minutes but the effect on employees and your organization continue. Do you have an actionable continuity plan for each of your locations should this occur? Are the employees trained on how to handle these incidents? How will Social Media be managed during the crisis? During this session we will take a look at these types of incidents, how to effectively create Action Plans, how to engage the company for training and awareness, and how to create effective testing inputs to cover all crisis aspects including social media.

Carey Donovan is a member of the Sales and Client Services team for BC in the Cloud. With over 19 years of Business Continuity, Disaster Recovery, and Emergency Response experience, he is the expert when it comes to selling, marketing, and providing clients advice on automating their Business Continuity Management program needs.

John Verdi
Avalution

TJ Heginbotham
Avalution

Solutions Track 3: Simplifying the BIA

The BIA. The foundation of your organization's resilience, but, often, the part of business continuity that no one really cares about. Why get bogged down in a BIA when everyone just wants the plan, right? In this session, join John Verdi and TJ Heginbotham from Avalution Consulting in discussing the benefits of simplifying the BIA, and tips on how to make the process as painless as possible (making your job easier); the common pitfalls made when conducting BIAs, and how to address them (making your job easier);

John Verdi and TJ Heginbotham are Senior Consultants at Avalution Consulting and specialize in creating customized business continuity programs and solutions for organizations spanning a diverse range of industries across the US, Europe, and Asia.

Greg Holdburg
First Advantage

Solutions Track 4: The final metamorphosis of the Business Continuity Professional

There have been many changes to the roles that we have filled over the last 30 years. My own experience in this industry has been a long and ever changing journey. Like many of my contemporaries, I started my career in the "data processing" field as a computer operator, then onto programming and management. Somewhere along the way I was given the responsibility of disaster recovery which lead me to the field of business continuity management as we all know it today, however in the last couple of years I have emerged from the business continuity chrysalis and am now what I now refer to as a Threat Response Manager and I believe this is where we are all headed.

Greg Holdburg has Business Continuity experience in many types of industries including Finance, Retail, Software, Manufacturing/Distribution, Auto Rental, Insurance, and the Entertainment industry.

Terence Lee
Strategic BCP

Solutions Track 5: Managing Vendor Risk Contingency Plans

Organizations increasingly rely on critical, "Tier 1" vendors for essential products and services. This reliance increases their exposure to various types of risk, including regulatory risk, reputational risk, information security risk, and financial risk. Vendor Risk Management intersects with Business Continuity Management and Operational Risk Management where third-party vendors provide critical products, services, or have access to critical company information. This session explores how to define a practice for managing vendor risk while addressing contingency and recovery capabilities.

Terence (Terry) Lee leads Strategic BCP's Governance, Risk & Compliance (GRC) strategy. Formerly with for MetricStream.

William Hord
Quantivate

Solutions Track 6: Developing Your Risk Appetite

Learn the importance of creating your organization's risk appetite and how it impacts your strategic objectives and initiatives.

Boards and management are consistently challenged with questions such as:

• How do we decide how much risk we are willing to accept?
• How do we achieve our strategic objectives and initiatives within acceptable risk parameters?
• How do we ensure the organization is performing within our risk appetite?

These and others are all important questions that the board and management must face and be able to effectively articulate to ensure you are providing the highest quality of governance for the organization.

William "Bill" Hord joined Quantivate as the VP of Enterprise Risk Management Services responsible for providing strategic consultation to organizations seeking to enhance or create viable and sustainable enterprise risk management programs.

Mahima Kumar

Solutions Track 7: You and The Cloud – Leveraging the Cloud for Affordable Disaster Recovery

Disaster recovery (DR) has become an almost prohibitively expensive endeavor for the majority of businesses. Traditional DR methodologies require an investment in backup technology (storage, software and hardware), and in many cases a duplicate expenditure in basic IT components. For years, businesses were forced to own two of everything to meet expeditious recovery goals. That was then. Today, a viable, affordable alternative to traditional DR exists; it leverages the efficiencies of the cloud, and delivers the cost savings offered by economies of scale and automation. This new DR ideology is called Disaster Recovery as a Service (DRaaS), which effectively shifts all of the traditional DR infrastructure, expertise, and labor burdens to a secure cloud entity.

Mahima Kumar

Scott Ream
Virtual Corp

Solutions Track 8: 10 Rookie Mistakes When Building a Sustainable Business Continuity Program

Whether you are starting a program 'from scratch' or seeking to re-energize a program that may have lost some of its original focus, there are a few common pitfalls you should be aware of and seek to avoid. The goal is to create a successful business continuity management program that is objective, consistent & repeatable.

Mr. Ream co-founded Virtual Corporation in 1994 specifically to assist organizations in the public and private sectors with implementation of appropriately scaled, sustainable business continuity programs.

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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.

Deloitte is widely acknowledged as a leader in security by prominent analyst firms. Breadth of capabilities across the disciplines of risk management, IT consulting and organizational transformation allows us to define an approach that can efficiently and effectively align people, process and technology. www.deloitte.com

Firestorm is a nationally recognized leader in Crisis Management, Continuity Planning, Critical Decision Support, Crisis Response, Crisis Communications, Crisis Public Relations and Consequence Management. www.firestorm.com.

Fusion Risk Management, Inc. is the provider of the Fusion Framework System which is the business continuity risk management system of choice for leading organizations. Fusion is a Gartner Magic Quadrant Leader in its latest Magic Quadrant report for BCMS systems which also stated "Fusion had the highest customer reference and operations score of all vendors in this report." Learn more at www.fusionrm.com.

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

MIR3, Inc. is the leading developer of Intelligent Notification and response software, helping organizations to enhance communication, protect assets and increase operational efficiency. MIR3 technology enables advanced rapid, two-way communication for IT, business continuity, and enterprise operations for many of the Global Fortune 100 companies, as well as government entities, universities, and companies of all sizes in more than 130 countries. www.mir3.com.

Regus is the global workplace provider. Its network of more than 3,000 business centers in 120 countries provides convenient, high-quality, fully serviced spaces for people to work and recover, whether for a few minutes or a few years. The key to flexible working is convenience and so Regus is opening wherever its 1.5 million members want support – city centers, suburban districts, shopping centers and more. www.regus.com.

Strategic BCP® is an award-winning Business Continuity Risk Management company named "leaders" by Gartner two consecutive years. Our cloud-based software, ResilienceONE®, helps you make risk-based decisions for managing BC, IT and Operations, and 3rd Party Vendors from a single interface. Our consulting arm helps convert typical BC functions into a "value stream" approach that ensures success and accountability at every stage – allowing you to become your C-level's most trusted advisor. www.strategicbcp.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.

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.

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.

Co Sponsors

AlertMedia helps organizations securely and effectively monitor threats, streamline notifications, and recover from incidents. The company's fully integrated, cloud-based platform delivers innovative communication tools that can be accessed from anywhere, at any time, using any device. Learn more at www.alertmedia.com.

Avalution specializes in business continuity and IT disaster recovery consulting, outsourcing, and software solutions for organizations of all sizes. Catalyst combines our consulting methodology with a simple user interface, on-screen help guides, and customizable templates to make the business continuity and IT disaster recovery planning lifecycle easy and repeatable. www.avalution.com or www.bccatalyst.com

Our team has worked with every vertical from banking/finance, healthcare, manufacturing, education, energy/utilities, government and more, helping to build, improve and automate business continuity programs. Our focus is providing the best platform that is easy to use with more features at a lower cost. Learn more at www.bcinthecloud.com

Comprehensive, cost-effective, and intuitive manner, Continuity Logic provides a total SaaS solution to enterprise governance incorporating, risk, compliance, and business continuity. It is the leading automated software that dynamically integrates more domains within an enterprise than its competitors. Its intuitive interface and guidance & functionality make it easy to use. This empowers users with true enterprise-wide knowledge and agile decision making that drives higher operating efficiency and effectiveness. www.continuitylogic.com

KingsBridge develops software, provides consulting and supports your business to create disaster recovery and business continuity plans. Customers include insurance, communication, transportation and banking institutions across N. America and the Caribbean. www.disasterrecovery.com

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. www.quantivate.com or 800-969-4107.

Positioned as a Leader in Gartner's BCMP Software Magic Quadrant, RecoveryPlanner has been providing its all-in-one, web-based software and expert consultancy services to organizations of all sizes and industries. Our proven methodology is based on and meets all pertinent frameworks and regulations. Learn more at www.recoveryplanner.com

Rentsys Recovery Services is a provider of comprehensive disaster recovery and business continuity solutions for businesses ranging from healthcare, banking and energy to large enterprise organizations. Our solutions enable businesses to comply more effectively with regulatory requirements, improve data security and speed up the organization's ability to recover key IT systems and data after an unplanned outage or disaster has occurred. Learn more at www.rentsys.com.

RES-Q™ provides the full range of Managed Recovery, Disaster Recovery, and Quick-Ship Services. Corus360 has multiple locations with its flagship Recovery RES-Q™ delivers recovery options for all major technology platforms, including IBM Mainframe, IBM Power, and Open-Systems, and provides Workgroup Recoverypositions for business recovery. Learn more at www.resqdr.com.

Resilience & Business Continuity planning & consulting services tailored to fit your industry; utilizing proven, scalable & sustainable solutions. We are always available as partners & guides when you have a question or need some additional support. Our goal is to minimize the stress of continuity planning & optimize resilience. Learn more at www.virtual-corp.net

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

Mock Disaster Sponsor

Fusion Risk Management, Inc. is the provider of the Fusion Framework System which is the business continuity risk management system of choice for leading organizations. Fusion is a Gartner Magic Quadrant Leader in its latest Magic Quadrant report for BCMS systems which also stated "Fusion had the highest customer reference and operations score of all vendors in this report." Learn more at www.fusionrm.com.

PRE–CONFERENCE COURSES:

Earn up to 16 Additional CEAPs by attending a Pre-Conference Course. To register visit www.drj.com/springworld.

PRC–1: Design the *Perfect* Exercise That Will Improve Your Program and Plans

Sat., March 25, 9:00 a.m. – 5:00 p.m.
Sun., March 26, 8:30 a.m. – 11:30 a.m.
$1,650 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 two of Regina's exercise books.

The workshop will cover:
  • Five types of exercises.
  • The exercise design team.
  • The exercise plan.
  • Creating exercise injects.
  • Developing AV 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 *two* Regina's new book, "From Response to Recovery – Everything You Need to Know to Create a Great Exercise" and "Cyber Breach."

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.

PRC–2: Business Impact Assessment: The Foundation of a Highly Effective BC/DR Program

Sat., March 25, 9:00 a.m. – 5:00 p.m.
Sun., March 26, 8:30 a.m. – 11:30 a.m.
$1,195 per person
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. For more information on this course please contact: continuityseminars@gmail.com.

Doug Cassell, 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–3: IT/DRP/Certified Business Resilience IT Professional

Sat., March 25, 9:00 a.m. – 5:00 p.m.
Sun., March 26, 8:30 a.m. – 11:30 a.m.
$1,695 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 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. Learn more about this course and certification at www.brcci.org or call 1-800-869-8460.

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

PRC–4: ICOR'S BCM 1000 – ISO 22301 Assessor Workshop

Sat., March 25, 9:00 a.m. – 5:00 p.m.
Sun., March 26, 8:30 a.m. – 11:30 p.m.
$995.00 per person
Presenter: Lynnda 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.

THESE COURSES REQUIRE AN ADDITIONAL FEE.

Note: *A class will be canceled if minimum number of registrants is not met.*

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 (a $995.00 value) and will use the tool during the case study activities. The workshop also includes a review of the ISO 22301 self-declaration of conformity process.

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

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

"Great opportunity to learn, share ideas, and network with professionals doing the same work in different industries."

— Tony Rebelo

Register by Jan. 26, 2017 and SAVE $200

POST–CONFERENCE COURSES:

Earn up to 16 Additional CEAPs by attending a Post-Conference Course. To register visit www.drj.com/springworld.

POC–1: Continuity Awareness & Training: The Right Way

Wed., March 29, 1:30 p.m. – 5:00 p.m.
Thurs., March 30, 8:30 a.m. – 4:30 p.m.
$1,295 per person
Presenter: Phil Lambert

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." In this hands-on workshop, we are going to focus on how to engage, equip and empower people to be knowledgeable, trained and ready to change at a moment's notice. And we will show you how to do this at every level in your organization.

Topics include:

- Engage, Equip & Empower Strategies
- How to identify & align with your organization's culture
- Strategic & Tactical Awareness & Training
- How to Develop Great Content
- Fantastic Facilitation Techniques
- Exercise Design and Facilitation
- How to Measure Engagement, Training & Exercises
- How to achieve buy-in, ownership & participation

Having an effective and powerful awareness and training program will be your key to establishing resiliency in your organization. Engagement is the shoulders that holds an organization up when rapid change is needed.

Workshop participates will receive a three-ring notebook full of usable information, forms, templates, strategies and resources. For more course information, email phil.lambert@ripcordsolutions.com.

Phil Lambert is the Chairman & Founder of Ripcord Solutions and has more than 22 years of experience with resiliency management positions at two Fortune 500 companies. He is a well-regarded advocate and thought-leader in the BC/DR planning community.

POC–2: Successfully Conduct your FIRST BCP/DRP Drill!

Wed., March 29, 1:30 p.m. – 5:00 p.m.
Thurs., March 30, 8:30 a.m. – 4:30 p.m.
$1,495 per person
Presenter: Dr. Steve Goldman

Your first BCP/DRP 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! 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.
- First drill planning checklist.
- Using incomplete department plans to your advantage.
- Painlessly involve IT, PR, and management.
- 100+ ideas for scenarios.
- Develop a time line 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.

During this session real-life examples, interactive discussions, and hands-on application will be utilized. 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.

For more course information email Steve@SteveGoldmanAssociates.com

Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises.

POC–3: Workplace Violence Prevention (WPV) Training and Plan Development – What do you do?

Wed., March 29, 1:30 p.m. – 5:00 p.m.
Thurs., March 30, 8:30 a.m. – 4:30 p.m.
$995 per person
Presenter: Jim Satterfield

Firestorm® is America's CRISIS COACH®. Learn from the best. Attendees will develop a WPV Behavioral Risk Threat Assessment Program. Every crisis is a human crisis. While Firestorm® uses this phrase to focus the impacts of disasters, crises, and violence on people, it also applies to understanding the likelihood and immediacy of events. Whether violence or cyber-bullying, there are warning signs and indicators. Missing recognition of behaviors of concern or failing to listen to what is being said empowers escalation to violence. Knowing before the gun comes to work is a critical intelligence planning responsibility for every company. The earlier a problem is detected, the less impact it will have.

It should be the aim of every company to create a culture where safety from violence is a common goal of both employees and leadership. To achieve such a culture, warning signs must be recognized and understood; everyone must know how to report behaviors of concern; there must be procedures in place to investigate when there are concerns; and trained school employees must know when to conduct a behavioral risk assessment and have the necessary resources in place to do so.

Attendees of this session will:

- Receive a one year license for the Firestorm Behavioral Risk and Threat Assessment Program (BERTHA™) at no cost.
- Learn behavioral risk and threat assessment program components
- Review case study analysis of violence behaviors
- Develop a predictive intelligence network

Learn more about this course by calling 678-892-4100 or email jsatterfield@firestorm.com or kcoxworth@firestorm.com.

Jim Satterfield, president/COO of Firestorm. Satterfield has experience as president, CEO, and COO of various public and private companies.

THESE COURSES REQUIRE AN ADDITIONAL FEE.

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

POC–4: BCM Foundation Training

Wed., March 29, 1:30 p.m. – 5:00 p.m.
Thurs., March 30, 8:30 a.m. – 4:30 p.m.
Fri., March 31, 8:30 a.m. – 4:30 p.m.
$1950 per person
Presenter: Vanessa Vaughn, CBCP, ISO 22301 Lead Implementer

The BCM foundation training is based on a comprehensive and thorough model providing the participants with a solid BCM knowledge base, the methodology and the tools required to understand, implement and maintain a complete BCMS.

This course is fully compatible with the ISO 22301 and ISO 22313 standards, and is designed for Professionals with minimal or no BCM experience.

Students will gain knowledge on identifying internationally recognized standards and best practices in the field of Business Continuity Management. In addition, the you will be able to identify and understand the components and describe the implementation process of a complete BCMS, including the success factors and risks associated with the BCMS Participants will also receive a softcopy of all examples, tools, and templates reviewed during this course. These documents are license-free and are fully editable by participants for use in their own organizations. A valuable time-saver!

For more information regarding this class contact ContinuityLink at: 1-703-623-6984 or via email: alex.arvanitidis@continuitylink.com

Vanessa S. Vaughn is the Founder and Chief Executive Officer of Asfalis, a crisis management consulting firm. The business provides executive-level training, enterprise crisis management programs and continuity planning services to protect people and businesses in the event of a crisis.

The following are post–conference courses offered by BCI. For additional course information email education@thebci.org or to register visit www.drj.com/springworld.
All BCI courses subject to minimum numbers.

BCI Post–Conference Course: BCI Good Practice Guidelines Training Course

Wed., March 29, 1:30 p.m. – 5:00 p.m.
Thurs., March 30, 8:30 a.m. – 4:30 p.m.
Fri., March 31, 8:30 a.m. – 4:30 p.m.
Sat., April 1, 8:30 a.m. – 12:00 p.m.
$2,156 per person
The course offers a solid description of the methods, techniques and approaches used by BC professionals worldwide to develop, implement and maintain an effective BCM program. This training course is intended to meet the technical and professional needs of BC and resilience professionals working in organizations of any type and size, in any industry or sector worldwide.

BCI Post–Conference Course: Policy and Program Management

Wed., March 29, 1:30 p.m. – 5:30 p.m.
$350 per person
This course covers all aspects of creating and managing a successful business continuity policy and a business continuity management program in an organization. This is often the stage of the business continuity management life-cycle where practitioners have to begin in any new role, and is essential to regularly revisit and review in any existing role.

BCI Post–Conference Course: Incident Response and Crisis Management

Thurs., March 30, 8:30 a.m. – 4:30 p.m.
$695 per person
This course is a comprehensive learning opportunity covering all aspects of developing and implementing an incident response structure and crisis management capability.

"I'm so glad that I've chosen this conference to attend. Objectivity and information-rich, plus info interchange were of a tremendous value. Thank you!"

— Mohammed Eid

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