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DISASTER RECOVERY JOURNAL

DRJ

Spring World 2008

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Orlando, FL

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DRJ PRESENTS ITS 38TH CONFERENCE

Global Solutions *For Business Continuity Planning*

Spring World 2008

We are proud to announce the session lineup for Disaster Recovery Journal's 38th conference, Spring World 2008. Our conference is planned with you in mind! We have arranged speakers and topics that will address the risks and challenges planning professionals face on a daily basis.

Our theme is *Global Solutions for Business Continuity Planning*. You will find a variety of subjects at Spring World 2008 that address the global front of BC planning.

We have sessions dedicated to budgets, communications, pandemics, human resources, resiliency, risk management, emergency operation centers and much more.

We select our speakers based on their merit and experience - not on the products they could sell. A few of our general session speakers are highlighted on page 3 - but all of our speakers are impressive and each session is equally as important.

At Spring World 2008, we are offering for the first time a general session and a breakout that will offer an indepth look at a global companies' plans. The first will be presented by the CIO of Dow Chemical and the second by his disaster recovery team. This type of collaborative presentation will provide attendees a view of the business continuity picture from all perspectives. We hope to continue this trend at future conferences.

Richard Arnold, CBCP

DRJ President & CEO

Our reputation is that of a solid, strong business continuity conference. We deliver what we promise. In addition to our new offerings, we also have kept all the popular events that keep planners attending year after year!

Take a few moments to browse the brochure, select the sessions of interest to you and register on page 17. Don't miss your opportunity to attend the world's largest conference dedicated to business continuity.

I look forward to seeing you in Orlando!

The World's Largest Conference Dedicated to Business Continuity

To register, see page 17 or visit www.drj.com.

Spring World 2008 is the place to find numerous educational, entertainment and networking opportunities. Choose from sessions, workshops, courses, hospitalities, receptions, networking breakfasts and lunches, and more. Highlights of what you can expect at Spring World 2008 include:

Monday Evening Hospitality

The Monday Evening Hospitality is hosted by **Forsythe.** This festive event allows attendees time for networking, fun and friendships. It is a great opportunity to mingle and relax with other attendees, speakers and exhibitors.

Welcome Reception

Join attendees, exhibitors and speakers in this fun-filled kick-off reception! Held on Sunday evening, it is the perfect way to start the conference.

Cyber City

Attendees can surf the Internet and check email at the Cyber City. Sponsored by **SunGard Availability Services**, the Cyber City is open during a variety of hours for the convenience of attendees.

Exhibition Hall

View the latest products and services when you visit the exhibition hall. It is open during many of the show hours to provide attendees plenty of time to browse. Take advantage of this great networking opportunity.

Mock Disaster Exercise

The Mock Disaster Exercise, sponsored by **The Walt Disney Company**, is a popular session that allows attendees to participate in a simulated disaster. This workshop is limited to 200 participants.

Networking Breakfasts and Lunches

Attendees can enjoy delicious meals on Monday, Tuesday and Wednesday while networking with peers. It is a great opportunity to meet others in an enjoyable environment.

Topics for Today's World

In the fast-paced world of business continuity, it is imperative to stay focused on the issues of today. Spring World 2008 is the place to find the answers!

Our speakers will tackle the topics that matter most to continuity planners. Our cutting-edge material provides you with long-term solutions you can implement now. We have experts in the field who are willing to share their knowledge with you. A few of the timely topics include:

Kepler

Croy

Wilson

Dow Chemical CIO Dave Kepler will discuss enterprise risk management and business continuity.

Industry expert Michael Croy will highlight budgets, as will renowned speaker Barry Pruitt.

Pruitt

Hoffman

Belinda Wilson will tackle the topic of terminology and our general sessions will kickoff with a lively presentation from Michael Hoffman.

These are just a few of the speakers you will find in our excellent lineup. Browse the brochure and sign up now!

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Sponsor Information

Our sponsors are an integral part of our success. To join our team, contact drj@drj.com.

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

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

IBM

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

SUNGARD Availability Services | Keeping People and Information Connected.

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

VAROLII CORPORATION

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

webex

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

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eBRP SOLUTIONS

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

ESi WebEOC

Emergency Services integrators (ESi) is a full service provider to both emergency management and public safety. Our emergency management product suite includes the design of EOCs, integration of emergency information management, and display systems. **www.esi911.com**

MessageOne

MessageOne helps enterprises prepare for and respond to disruptions in their normal business operations with the best and most cost-efficient solutions in the industry. The company's flagship product is EMS (Emergency Messaging System). **www.messageone.com**

STROHL SYSTEMS *The Global Leader in Continuity Planning Software and Services*

Strohl Systems has been providing tools necessary to build continuity plans, practice for disruptions and to prevail over disasters for more than 20 years. We have been solely devoted to business continuity planning software and services since 1988. Strohl provides BCP software and consulting services to Fortune 500 companies and other organizations worldwide. Strohl Consulting Serivces can manage the entire BCP process or provide more strategic assistance. **www.strohlsystems.com**

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delivering results that endure

Booz Allen Hamilton, a leading global consulting firm, has 19,000 employees serving clients on six continents. Integrating the full range of consulting capabilities, Booz Allen is the one firm that helps government and commercial clients solve their toughest problems with services in strategy, operations, organization and change, and information technology. **www.boozallenhamilton.com**

coop

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

FedEx Custom Critical

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

FUSION RISK MANAGEMENT

Fusion Risk Management provides IT risk management advisory and solution integration services. The organization represents a unique partnership of industry-leading professionals, including David Nolan and John Jackson. Fusion was founded with the vision that IT risk management solutions should be more effective, efficient, and economical. **www.FusionRiskMgmt.com**

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itrezzo is bringing wireless communications to a new level of manageability and freedom with the introduction of itrezzoAgent and itrezzo Integrated Messaging. These solutions provide effortless integration of the user's existing communications systems. Fax, email, voicemail, numeric paging from itrezzo gives users the ability to stay connected from their wireless handheld, and the freedom to work from anywhere. **www.itrezzo.com**

Xiotech

Xiotech Corporation is the leading provider of integrated information risk management solutions for midmarket organizations, incorporating data storage, protection and archiving options; expert consulting; and litigation support services. Xiotech's Magnitude 3D 3000 and Magnitude 750 storage systems provide powerful, easy to manage storage for entry-level to high-end environments. **www.xiotech.com**

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Mock Disaster Sponsor

The Walt Disney Company will sponsor this event.

Non-Profit Sponsors

DRI INTERNATIONAL

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

PPBI Private & Public Businesses, Inc.

Private and Public Businesses, Inc. is committed to providing the industry with training and BC solutions in partnership with both private and public agencies that contribute to the effective collaboration required for regional disasters. **www.ppbi.org**

Conference at a Glance

Sunday

Onsite Registration
11:00 am - 8:00 pm
Cyber City
12:00 pm - 8:00 pm
Workshops
1:30 pm - 4:30 pm
DRII Meeting and Reception
4:30 pm - 5:30 pm
Welcome Reception
5:30 pm - 8:00 pm
Product Demos
5:30 pm - 8:00 pm

Monday

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

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

Wednesday

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

** Attendance prize drawing immediately following General Session 8.*

Pre- And Post-Conference Events

Saturday

PRC-3: Basics of BCP for Private/Public

Saturday and Sunday

PRC-1: Everything You Need to Know
PRC-2: BC Management for Executives
PRC-4: The Command Center
PRC-5: Current State Assessment
PRC-6: BC Review and Conf Course
PRC-7: Outrageously Effective Planning

Wednesday and Thursday

POC-1: EOC: The Critical Tool
POC-3: Leadership in Disasters
POC-4: BC Planning Made Simple
POC-5: 7 Steps to Comprehensive BCP
POC-7: Ready, Set, Exercise
POC-8: Four Steps for Plan Maintenance

Wednesday, Thursday and Friday

POC-2: IT DR Planning/CBRITP
POC-6: Best Practices and the BIA

Sunday Workshops

1:30 p.m. - 4:30 p.m.

Sunday Workshop Session 1
Novice/Intermediate/Advanced

Barney Pelant, MBCP

Barney F. Pelant & Assc.

Developing the Recovery Strategy: The Next Step

Once the business impact analysis (BIA) has been completed, the next logical step in the development of a business continuity program is the formation of the business recovery strategy.

The results of this effort provide us the infrastructure for carrying out the successful recovery of the organization in case of a disastrous event or business interruption.

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

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

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

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

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

Sunday Workshop Session 2
Intermediate/Advanced

Sandesh Sheth, MBCP

Satyam Computer Services Ltd.

Joe McHugh, CBCP

Judicial Info. Systems

Developing Your Own BCMS Capability Model

Learn an approach for developing a BC Management System (BCMS) Capability Model (CM). An organization-wide BCMS is needed due to increasing uncertainties and increasing reliability on IT as a strategic enabler. The development of a Capability Model for BCMS would ensure the ability to measure the present maturity level, ability to benchmark and hence track improvement. The prerequisites for such a model would be that it be based on the three major building blocks of BCMS and that the maturity levels are SMART – specific, measurable, achievable, realistic and time-bound. The BCMS-CM draws its inspiration from the SEI CMM in terms of the levels and the principles of maturity. However the commonalities end there, as the components of a BCMS are different from that of software development.

The session will address the needs of professionals who are entrusted with developing, implementing and validating the BC and DR plans for their organizations. Also included are the contents of a business impact analysis survey, risk assessment, vital records plan, emergency response procedures, disaster recovery plans, etc at a macro level only.

Sandesh Sheth is a business continuity consultant, developing and implementing business continuity management systems for organizations worldwide. He represents Enterprise Risk Management Consulting Group of Satyam Computer Services Limited. He is presently implementing a BCMS for State Government Judicial Information Systems.

Joseph McHugh is the executive deputy director operations for Judiciary Information Systems (JIS) of the State of Maryland Judiciary, US. He is responsible for providing mission supportive facilities and infrastructure, ensuring security and optimizing operations at JIS. He is the project champion for business continuity management system implementation project at JIS.

Sunday Workshop Session 3
Intermediate/Advanced

Paula Smith, PhD

Catastrophic Planning

Team Coordination Training for Disaster Response: Part 1

Limited to 200 participants.

This two-part workshop will provide attendees with a chance to earn a Certification in Catastrophic Planning: Advanced Team Coordination Training. In part one, there will be discussion on the use of principles specific to the type of group dynamics which evolve in response to disasters. Circumstance brings together persons with diverse roles, experience, skills, organizational ideology with the expectation that all will act in a cohesive and effective coordinated effort.

We have the notion leaders will take charge and the team that develops will be unified. However, as events change and evolve, so too must the response and recovery elements while considering the effects and potential of the disaster as well. We will address these issues, strengths and weaknesses through recognition, identification, and disaster response team coordination training.

Participants will have a chance to work out the particulars with specific guidelines and tasks particularly designed for initiating leadership, decision making, flexibility, recognition of changing needs and roles, and the dynamic of the group in potentially stressful situations and in light of the strategies and tactics of response by persons dealing with extremes. Materials will be included and there will be group homework.

The presenter will host a workshop on Tuesday in conjunction with this session. Those participants who successfully complete both sessions, the homework and a take-home exam will be awarded the Certification in Catastrophic Planning: Advanced Team Coordination Training for Disaster Response.

Paula Smith, Catastrophic Planning Policy Review Committee, has a PhD in BioMedical Psychology, executive training through Harvard Business School, and has worked in clinical and university settings as well as industry and government. She has experience in contingency planning as an emergency and disaster management professional in the DC area.

Sessions are rated according to the level of experience for which they are appropriate. Novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Sunday Workshop Session 4
Novice/Intermediate/Advanced

Barbara Citarella

RBC, Ltd.

Impact of Panic: Pandemic Influenza Tabletop Exercise

Businesses around the world are planning and conducting exercises in order to prepare for the next pandemic influenza. How prepared an organization is can determine the difference between staying in business or going out of business. Critical thinking and cool heads are paramount to a successful resilient continuity of operations plan. But drilling on a regular basis as well as conducting tabletop exercises is also very important.

This tabletop exercise focuses on a very different aspect of a pandemic. It focuses on the impact of panic. As much as one prepares, the reality is that in some situations processes may not happen smoothly or calmly. This scenario will:

- stimulate creative thinking
- utilize the Incident Command System
- require on the feet thinking
- quickly identify the leaders
- quickly identify the critical thinkers.

At the end of this exercise participants will be able to discuss the incident command systems strengths, discuss the need for being able to think outside the box and identify the problems that occur when social panic and social disorder occur. This is an exercise that will be conducted in groups and will assist organizations in identifying some key aspects necessary for business continuity.

Barbara Citarella is the founder of the award-winning company RBC Limited, a healthcare and management consulting business. In addition to consulting in all areas of health care, RBC Limited has worked extensively with law enforcement, government agencies and the private sector with regard to business recovery planning, protection of personnel assets, infrastructure protection, exercise observer, all hazards planning and the Incident Command System.

Sunday Workshop Session 5
Novice/Intermediate/Advanced

Tom Frangione

Simply Continuous

Can Mid-Sized Enterprises Get A BC Program To "Yes"? Of Course!

Business continuity programs cannot survive without management support. Getting management support and budget can be a complicated, frustrating process with seemingly illogical twists and turns. Mid-sized companies face an added challenge – many times transitioning from IT centric processes to a broader program. However, the challenge is not different from other corporate initiatives and can be managed to be predictable.

This session will illustrate how a consultative approach builds the case for business continuity. The approach's foundation is:

- Assess the company's situation
- Know audience, their priorities and concerns
- Collect and understand the facts
- Assess and analyze the implications
- Present your conclusions to ensure success

Small and mid-sized enterprises are typically considered those with 200 to 1,000 employees. However, any organization or unit of a larger organization struggling to commit to a comprehensive approach or limited resources to commit to business continuity would find the workshop valuable.

Attendees will walk away with an approach to gaining management support that will greatly increase the likelihood of getting to "Yes". Attendees will leave the session with a framework to present your program, templates to assess your company's situation and collect the relevant facts, and an approach to winning management support for your valuable continuity program.

Tom Frangione is the president and CEO of Simply Continuous, a company founded in 2006 to provide business continuity services to small and medium sized enterprises. He is a veteran of small and medium company management. He co-founded and was the first CEO of Telephia, the leading provider of performance measurement in the wireless industry.

Sunday Workshop Session 6
Novice/Intermediate/Advanced

Mock Disaster Exercise

Sponsored by

The Walt Disney Company

This session is limited to 200 participants.

The Walt Disney Company is proud to sponsor this year's DRJ Mock Disaster exercise.

Attendees will learn how to manage through a catastrophic business-impacting event using the Incident Command Structure (ICS).

As professionals in crisis, emergency or business continuity management, successful exercises are a key component within your overall continuity of operations plan.

During this three-hour workshop, we will focus on establishing the Incident Command team, evaluating data inputs and taking the proper actions.

The exercise will be run at an accelerated pace to simulate the added pressures of a real situation.

Workshops allow attendees time to delve into a subject. Attendee participation and interaction is required. It's a great networking opportunityl.

General Sessions

Held each morning for all conference attendees.

These sessions are appropriate for all experience levels. Whether you are new to the industry or an expert in your field, you will leave these sessions with new ideas and information. Our speakers are exciting, invigorating and enticing!

Monday

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

Michael Hoffman

Igniting Performances

Conquering the Tornado of Life

Life in the business continuity world can be hectic, even "tornadic" at some points. With the stress of staying ahead of risks and interruptions, even the calmest people can find themselves caught living life reacting to the "tornado" and passing it on. Who wants to work with that? This interactive session will show how you can have an impact on conquering the whirlwind that swirls around all of us. Also included will be tips for management. Great leaders have the ability to either ignite or extinguish the productivity of their people. Leave this session with an understanding of how to be the best, most productive person possible – whether you are a manager, a consultant, a planner or any of the other important roles in the BCP world.

Michael Hoffman, CSP, is president of Igniting Performance. During the last nine years, he has delivered professional speaking engagements and customized training to organizations across this country and abroad.

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

Michael Croy

Forsythe

Show Me the Money! Part 1 Building a Business Case from the Top Down

When DR professionals approach CIOs and CFOs to ask for funding, the executive team's first response is generally, "What's the ROI?" or "build it into the process." And who can blame them? With so many groups coming at them from every direction looking for the same thing, their first response is almost always going to be "no." It's our job as DR professionals to build a solid business case that clearly illustrates to executive management the value that an investment in DR provides. In this general session you will hear the hard questions asked by CIOs and CFOs when presented with investment requests and learn ways to answer these questions that will get them to say "yes" to your next business case. Barry Pruitt (GS-9) will present the 2nd half of this topic on Wednesday. He will make a brief appearance in this session with Croy.

Michael Croy brings more than 25 years of experience in building, developing, and implementing disaster recovery and business continuity programs to Forsythe customers.

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

Regina Phelps

EMSS

Rising Waters: Global Warming and Business Continuity Planning

Whether or not you personally believe global warming is real, natural catastrophes appear to be on the rise. Scientists predict that if the increase in greenhouse gas emissions continues unabated, temperatures could rise by as much as 10° Fahrenheit by the end of this century. The consequences will have profound ramifications for all of humanity and the world as a whole. Sea levels will rise; droughts and floods will become more common; water supplies in some critical areas will dwindle as snow and ice disappear; hurricanes and other powerful storms will increase in intensity. Business continuity and disaster recovery will be on the forefront of coping with all of these dramatic changes. Attend this thought-provoking session, and begin to contemplate how to incorporate global warming into your business continuity plan.

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

Tuesday

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

David Kepler II

Dow Chemical Co.

Enterprise Risk Management and Business Continuity At Dow

In this session, attendees will get an inside look at how enterprise risk management and business continuity intersect in a global company. In the complicated world of business continuity, it can be confusing which department should be performing tasks and when each needs to be done. Managing that operation can be even more challenging. CIO Dave Kepler will give us a fascinating look at the inner workings of Dow, a diversified chemical company, which has annual sales of $49 billion and employs more than 40,000 people worldwide

D. E. (Dave) Kepler is chief sustainability officer, senior vice president of shared services, environment, health and safety and chief information officer (CIO) of The Dow Chemical Company. Dow is a diversified chemical company that harnesses the power of innovation, science and technology to constantly improve what is essential to human progress.

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

Belinda Wilson, CBCP

Hewlett-Packard

BC vs. DR vs. HA vs. EM vs. RM vs. CM: Is the Difference Only Terminology?

These are terms we throw around without realizing the impact they may have on miscommunication and miss-set expectations. Using disparate definitions can have negative ramifications in a crisis event; exacerbating an already chaotic situation. What do the disciplines mean? How do they interrelate? Are there common skill-sets or resources that can be leveraged? You may all be speaking the same language within your group; but do you know how other groups interpret them? The terms are not inter-changeable but are intensely related with boundaries and overlap of responsibilities. Explaining these disciplines, differences and correlation to senior management and key stakeholders can affect funding and sponsorship.

Belinda Wilson, CBCP is executive director, business continuity services at Hewlett-Packard. She is a distinguished expert in her field with more than 20 years of expertise.

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

Robert Chandler, PH.D

Pepperdine University

Emergency Crisis Communication For Corporate, Educational, or Commercial Campuses and Multi-Building Facilities

Recent workplace and campus events such as the Virginia Tech University campus homicides tragedy have shaken the way we think about crisis communication. There is newfound attention on the basic challenges of getting fast, accurate, and targeted emergency notification messages. This session will review how people process information and make decisions in a crisis situation, how the crisis affects these processes, the fundamentals of effective crisis communication and the importance of targeted, adapted communication during crisis situations. In addition, a case-study analysis of how Pepperdine University, will be included.

Robert C. Chandler, Ph.D. is professor and Chair of the Communication Division in the Center for Communication and Business at Pepperdine University specializing in crisis communication.

Wednesday

General Session 7
8:15 a.m. – 9:15 a.m.

Joseph McMenamin

McGuire Woods, LLP

Pandemic Preparedness: The Legal Issues

Legal issues implicated by pandemic and pandemic preparedness have not received the attention they should. Controversies are likely in connection with insurance coverage and with pandemic-related communications. The decision whether to provide vaccines, PPE, and antivirals is apt to have legal repercussions. Perhaps most important, the duty of members of corporate boards to shareholders is fiduciary. From observing litigation arising after other catastrophes, we know that claims are likely against companies perceived as ill-prepared. By identifying legal issues and taking steps proactively to deal with them, companies improve their ability to avoid claims or, failing that, to prevail in claims brought against them.

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

General Session 8
9:30 a.m. – 10:30 a.m.

Barbara Citarella

RBC Ltd.

Business Continuity and Special Needs Population

This session addresses the need for inclusion of special needs populations in the business continuity process. Historically, defining special needs groups has been difficult but post Hurricane Katrina there has been a major shift in all levels of the government as well as the private sector to meet the needs of all in preparing for an emergency. This session will focus on definition, community continuity planners and their responsibilities, communication and planning needs as well as cultural differences. Attendees will understand why it has been so difficult in meeting the needs of this population as well as understanding the federal government's emphasis on this group in the new National Response Framework.

Barbara Citarella is the founder of the award-winning company RBC Limited, a healthcare and management consulting business.

General Session 9
10:45 a.m. – 11:45 a.m.

Barry Pruitt

PruSpeak

Show Me The Money! Part 2 Building a Business Case From the Bottom Up

Are you challenged with persuading senior management to fund and support your plan? Value is created through operating and investment decisions -- and you must make strategy and value creation actionable. The BCP/DR leaders in your industry outperform their counterparts consistently because of a focus on business value. Today's increased risk and complexity is making it more difficult to get funding – and a business case is critical in addressing the challenge of value creation and measurement. Get the right answers before you ask for funding and increase your chances of adequate funding. Michael Croy, Forsythe, will join in for a brief discussion of the points made on Monday in General Session 2.

Barry Pruitt has 23 years of selling plans and projects to senior management, and teaches at USC School of Business.

Breakout Sessions Track 1

Monday 1:30 - 2:30 p.m.
Choose one session from each track.

Strategic Session 1
Intermediate/Advanced

Robert Goodman CBCP

Fla. Hospital

Bringing Your DR Program Into the 21st Century

Information systems have evolved over the years. Business operations are often completely dependent on their on-line real-time information systems. All too often their disaster recovery processes have not kept up. Are you running 21st century applications but recovering using 20th century technology? This session will trace the journey of one of the largest hospitals in the US as they migrated into a high availability disaster recovery program. Learn what to expect, critical factors and pitfalls, and what life is like at the end of the recovery rainbow.

Robert Goodman, CBCP, is an information systems and business continuity professional. He initiated a DR program at Florida Hospital, which has grown into the high availability DR program supporting the largest privately owned hospital.

Managerial Session 1
Novice/Intermediate/Advanced

Tony Deady CBCP

GM

Kelly Hogg, CBCP

IBM

Alan Burke, ABCP

CDI/IBM

Managing DR Planning in a Global, Multi-Supplier, Outsourced Environment

Learn how the GM team has moved from many different vendor driven independent DR processes to a global common DR planning process based on the IT Infrastructure Library Methodology (ITIL) Service Continuity Management model. The team will share how they leveraged the best practices of several unique suppliers into a new integrated global cross supplier operational model. The GM challenge includes integrating the crisis management, BC planning and the DR planning for engineering, manufacturing, finance, sales, service and marketing.

Tony Deady, global manager for service continuity management at General Motors, has 23 years experience within the automotive arena.

Kelly Hogg, senior program manager for IBM, is on assignment as a global service continuity manager overseeing the ITIL SCM Processes.

Alan Burke is employed by CDI Corporation as an IT consultant. He is on assignment to IBM for the global service CM team.

Technical Session 1
Novice/Intermediate

Philip Talamas

Skadden & Partners

Managing Business Critical Data in a High Pressure Environment

Learn tips for implementing and improving data protection and disaster recovery for 'always-on' environments. Learn the importance of developing a rapid recovery solution via the use of snapshots to eliminate backup windows. Learn how to integrate this feature throughout the entire enterprise environment. Learn how Skadden recovers from any day-to-day interruptions that might occur as well as protect the corporation from major disasters. Additionally, he'll share insights and best practices around implementing data protection, BC and DR storage infrastructures with attendees who also have 24x7, high data environments. Attendees will also learn how they can develop zero slow-down (for backup) environments at their companies.

Philip Talamas is the manager of global technology operations at Skadden Arps Slate Meagher & Flom. He ensures the systems and telecommunications are always available at one of the world's leading corporate global law firms.

Emergency Response Session 1
Novice/Intermediate/Advanced

Bill Lang CBCP

VCPI

What We Have Here Is a Failure to Communicate

How can we communicate when there's no assured method or technology? The northeast power outage and other disasters have shown that there are no assured forms of communication in a disaster. This session discusses the options and pitfalls of communicating over distance in an emergency. Satellite, cell, POTS, radio, smoke signals…. What has the best chance of working and under what circumstances?

Bill Lang, CBCP, leads all business continuity management activities as the disaster recovery and business continuity coordinator for Virtual Care Provider (VCPI). He is a contributor to many online continuity and emergency management forums as well as industry and government conferences.

Advanced Session 1
Advanced

David Cass

JP Morgan Chase

Zachary Jasnoff

PRICE Systems LLC

Enhancing Recovery Capabilities Through The Use Of The Resiliency Risk Index (RRI)

Every large commercial organization must successfully deal with the challenges of business resiliency including planning, testing, and retesting their ability to recover from a wide variety of risks. Established frameworks such as Val IT, CobiT, and ITIL can be extended by the use of the resiliency risk index. We will introduce the risk resiliency index as a high level framework that incorporates the use of probability and cost impact to give a more objective measure of recovery capability. In addition, we will also show how this framework can be further extended to a wide variety of industries to address values at risk.

David Cass, vice president, GTI risk and resiliency for JP Morgan Chase & Co., is part of a team responsible for managing risk in global technology infrastructure.

Zachary Jasnoff is director of development projects, PRICE Systems, LLC. He has executive responsibility for all external software product development .

Information Session 1
Intermediate/Advanced

David Sarabacha

Deloitte

Peter Taylor

Pfizer

How To Evaluate, Select, Implement and Manage Your Investment In BCP Software Tools!

For a brief period last year, painful memories of 9/11 were relived by the explosion of an underground steam pipe in Midtown Manhattan. With this tragedy as a strong motivator, Pfizer Inc. initiated a focused program to enhance their overall BCM readiness. This session will share the "best practices" of the world's largest pharmaceutical company – Pfizer – as they conducted their software evaluation and selection. Learn how the most appropriate BCM technology, including BCP software tools, can work for you; not against you – provided you select it, implement it, and utilize it most effectively!

David Sarabacha is a leader in Deloitte's BCM services function, serving clients throughout the country from our offices in Portland, Oregon.

Peter Taylor is senior analyst in the worldwide business continuity management Group at Pfizer.

Breakout Sessions Track 2

Monday, 2:45 - 3:45 p.m.
Choose one session from each track.

Strategic Session 2
Intermediate/Advanced

Stephanie Balaouras

Forrester

DRJ and Forrester BC/DR Market Study: The State of DR Preparedness

Learn the current state of enterprise disaster recovery preparedness. The results from the Disaster Recovery Journal and Forrester's First Annual BC/DR Market Study will be reviewed in this session. Coverage will include: Company practices regarding DR planning, plan maintenance and testing; The percentages of companies that have alternate recovery sites; Current recovery tiers and technology selection; Company confidence in their DR preparations and more. The conclusion will provide an overall assessment of current DR preparedness efforts and provide recommendations and suggestions for improving preparedness.

Stephanie Balaouras primarily contributes to Forrester's offerings for IT infrastructure and operations professionals. She is a leading expert in how companies build resilient IT infrastructures to support key business initiatives.

Managerial Session 2
Intermediate/Advanced

Regina Phelps

EMS Solutions

Jeff Fish

United Way

Helping Others Along The Way: Creating Partnerships

Your company has a good BC program, but is that enough? What happens to a community during a significant and/or widespread event? If government agencies are overwhelmed, who comes to the aid of the average citizen or business? Hurricane Katrina was a great example of how our not-for-profit community is critical to the recovery of an impacted region. What are not-for-profit organizations doing to prepare? What can the private sector do to reach out and make a real difference? Are there opportunities for partnerships to make our entire society more resilient? This innovative session will share trends in BCP to partner with this sector, and discuss how your company can help!

Regina Phelps has more than 26 years of experience. She is founder of Emergency Management & Safety Solutions, a consulting and training firm.

Jeff Fish has more than 15 years experience in operations management, and is vice president of executive office at United Way of the Bay Area in San Francisco.

Technical Session 2
Intermediate/Advanced

Mark Steinberg

Hill Assc.

Winning with a Secure Network and Data Storage Environment

Businesses today are facing ever increasing amounts of data generation. IT departments are feeling challenged to ensure it is available when needed, and at the same time are pressured by budgetary constraints. Remote access is becoming more of a norm. As a result, more and more business are considering on-line backup to secure and protect their most important data. Managed storage and data protection will be top 10 picks for storage in 2008. But with so many choices, it is hard to know exactly what can and should be done to prepare for the inevitable. This session will enable you to be on top of what you need to do to ensure your organization is prepared.

Mark Steinberg is director of business development, senior member of the technical staff for Hill Associates, Inc. He has spent more than 25 years in the business of technology as it continues to undergo profound and dramatic changes.

Emergency Response Session 2
Novice/Intermediate/Advanced

Kevin Haslag

FBI

Maximizing the Table-Top Experience with "Serious Games"

"Serious games" are being used to train war-fighters, first responders, and incident response teams. They are the perfect training tool for high intensity, hands-on-action situations. These tools are so effective because they are totally engaging. The brain's learning capacity peaks when a strong attitude of caring fuels the effort. This session will show what the FBI has been doing recently to apply serious game technology to continuity of operations.

Kevin Haslag is the IT COOP program manager in the FBI's Office of the CIO. He has had a long career in the FBI IT organization, and has been leading the IT COOP program since its beginning.

Advanced Session 2
Advanced

John McCarthy

Learning Advantages

Marilyn Almanza

Ultimate Software

Partnering for Continuity: From Process to Plan to Program

Establishing a BC program can be a daunting task. This case study describes a successful partnering approach to formalizing existing processes, defining enterprise and department BC plans, and creating an organizational emergency management program. Ultimate Software completed a multi-phase EM project and partnered with external resources to help achieve their goals. Learn the phases of the project and highlight key elements. Also examined will be the existing foundation within the organization and how the project was managed, from the original vision statement to the ongoing maintenance of the EM program. In addition, we'll review the key steps, critical milestones and evolution of how the BC/DR activities were developed, documented, and tested.

Betty Boudreaux

Chubb Group

John K. McCarthy is a process management consultant at Learning Advantages.

Marilyn Almanza is the PMO enterprise director at Ultimate Software.

Betty L. Boudreaux, CSP, is a loss control department manager at Chubb Group of Insurance Companies.

Information Session 2
Novice/Intermediate/Advanced

Stuart Weiss

MedPrep Consulting

H5N1 Influenza: It's Not Just For The Birds. Medical Management of an Influenza Pandemic

An influenza pandemic is perhaps the biggest public health threat that we face in the coming decade yet many people tell me that they are fed up hearing about it. Public attention on this has faded over time and businesses have moved onto other problems. The problem is that the virus hasn't gotten tired nor has it slowed its rate of mutation or spread. We will review the latest developments of the H5N1 influenza virus and discuss the major medical issues you will face during a pandemic. We will review government guidance, discuss anti-viral and vaccine strategies and explore workplace infection control methods that can help reduce the impact of this disease on your business

Stuart Weiss is a nationally recognized expert in the field of disaster preparedness and the medical consequences of manmade and natural disasters. He is a founding partner of MedPrep Consulting Group.

Breakout Sessions Track 3

Monday 4:15 - 5:15 p.m.
Choose one session from each track.

Strategic Session 3
Novice/Intermediate/Advanced

John Tartaglia

Strohl Systems

Incorporating Self-Assessments in Your Business Continuity Plan

Business continuity planning does not take place in a vacuum. Every planner faces the challenges of justifying expenses and securing resources in order to build and maintain a successful BCP program. How can you raise awareness of the program and identify achievable goals? Planners need to incorporate self-assessments and scoring matrices into their continuity plan. This session will discuss measuring the organization's readiness and understanding risks and holes in the plan via scoring. Attendees will leave with a better understanding of how to determine where their program is and where it is heading.

John Tartaglia is Strohl Systems' senior technology risk management consultant specializing in business continuity/disaster recovery planning project management, development and implementation Tartaglia has more than 18 years experience in information security risk management, business continuity and disaster recovery planning.

Managerial Session 3
Novice/Intermediate/Advanced

Paul D'Arcy

Message One

The Convergence of Email Archiving and Disaster Recovery

Over the last year, disaster recovery, compliance, and archiving have become increasingly intertwined. In 2006, new Federal Rules of Civil Procedure changed the way electronic information such as email and digital files must be produced for litigation.

As a result, U.S. companies have been forced to pay billions of dollars to unearth digital records from back-up tapes originally implemented for disaster recovery. New best practices are emerging for holistic management of digital data such as email. As disaster recovery and archiving converge, leading companies are reinventing the way they manage data to improve policy management, reduce costs, and lower legal and compliance risk. This session will thoroughly cover the new compliance, legal discovery, and retention rules for managing digital data and their dramatic impact on disaster recovery.

Paul D'Arcy is vice president of worldwide marketing for MessageOne and an expert on email and crisis communication infrastructure. With more than 15 years of technology marketing experience, he is a published author and a frequent speaker at industry conferences.

Technical Session 3
Intermediate/Advanced

Cheryl Carmel

SunGard Availability Services

Implementing a High-Availability Web-Based Environment

As more and more organizations build and implement internal web-based applications that drive major business objectives, they are faced with the design and implementation of a solution that will ensure a high level of resiliency and data protection. This discussion is designed to share experiences and practical application of tools that are available to build resilience into web-based applications in your own environment.

Cheryl Carmel, CISSP, director of customer support center for SunGard Availability Services Software Products Group. Her responsibilities include design, implementation and management of SunGard's hosting environment for the commercial software products.

Emergency Response Session 3
Intermediate/Advanced

Peter Laz, MBCP

Forsythe

Lewis Cox, CBCP

Forsythe

BIA: The Next Generation

The output of a BIA is critical information for developing cost efficient and effective recovery strategies and capabilities. Historically however, conducting a BIA has been unnecessarily time consuming and inefficient. The Next Generation of BIAs has arrived. Learn practical approaches for conducting a BIA in your organization that will produce meaningful results to aid in the success of your BC program. You will also receive guidance on appropriately balancing recovery requirements with costs and maintaining your impact profile without having to use unnecessary person-hours to get the job done.

Peter Laz, MBCP, is a senior consultant with Forsythe Solutions Group. He is a member of the DRJ Editorial Advisory Board, a board member of PPBI and program director of the Capital Region Chapter ACP.

Lewis Cox, CBCP, is a managing consultant with Forsythe Solutions Group. He is a member of the BRPASW (Wisconsin Chapter), the Executive Technology Club (Chicago Chapter) and PPBI.

Advanced Session 3
Advanced

Gerald Lewis, Ph.D

G. Lewis & Assc.

Steve Zirkel

Varolii

Human Continuity: The People Side of BC

Today's BC plans frequently incorporate redundancy in their data centers, telecommunications capabilities, and IT resources. While data and communications integrity is fundamental, businesses are focusing on how to protect the most critical component of their organizations – the workforce itself – in order to be truly resilient. We will discuss the life cycle of a crisis and the importance of pre-, mid-, and post-incident plans, services, and strategies to help mitigate the impact of a crisis on personnel. Learn communication strategies and best practices to help you connect, protect and account for your human capital.

Dr. Gerald Lewis, Ph.D an international consultant, has worked with government agencies, healthcare facilities, educational institutions and private businesses on a wide range of work, behavioral health and organizational issues.

Steve Zirkel has more than 18 years of CRM and contact center industry experience. As GM of the BC segment, he drives the growth, knowledge and innovation, as well as directing the overall operations for the company.

Information Session 3
Novice/Intermediate/Advanced

DRI INTERNATIONAL

The Disaster Recovery Institute International (DRII) Certification Process

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

DRII is a recognized leader in providing education, standards, and professional certification.

Breakout Sessions Track 4

Tuesday 1:30 - 2:30 p.m.
Choose one session from each track.

Strategic Session 4
Intermediate/Advanced

Noriyuki Sakamoto
NEC Corp

Shinobu Sasaki
NEC Corp

NEC Case Study: Tactical and Strategic BCP Development and Deployment

NEC, formerly Nippon Electric Company, is one of the world's leading providers of Internet, broadband network and enterprise business solutions. Headquartered in Tokyo, Japan, NEC has 200 business units worldwide, generating $40 billion in revenues with more than 150,000 employees. NEC has special risks to manage. In 2007 there were two significant earthquakes in March and July, causing an interruption in manufacturing operations. This session will introduce the organization's BCP development and deployment case study.

Shinobu Sasaki is NEC's BC/DR senior business consultant, responsible for BC/DR consulting business since 2004, supporting more than 25 clients during four years.

Noriyuki Sakamoto is chief manager of risk control and compliance division in NEC head office and leader of the business continuity plan effort for NEC.

Managerial Session 4
Intermediate/Advanced

Bill Worsley CBCP
Dow

Howard Fenter
Dow

Enterprise Risk Management & BC At Dow: How They Intersect

As a follow up to Dave Kepler's "Enterprise Risk Management and Business Continuity" session, the BC team from The Dow Chemical Company will take time to address general questions regarding their group's interactions with the Dow executive management team. The team will share their internal processes, including some valuable insight, which the attendee can leverage to improve their own relationship with senior management.

Mike Simon
Dow

Bill Worsley, CBCP, is a business continuity manager for The Dow Chemical Company.

Howard Fenter heads up Dow's disaster recovery program. He has years of experience in DR and business continuity planning.

Mike Simon leads the business continuity efforts for the company. He has spent many years in the BC and DR planning industry.

Technical Session 4
Intermediate/Advanced

David Nolan
Fusion Risk Mgmt.

Leveraging Maturity Models for Effective IT Risk Management – Case Studies

Attendees will learn best practices and emerging trends in IT risk management. Hear how leading companies decompose the IT risk management challenge to determine strengths and weaknesses, and build a plan to mature their IT risk management program over time. Learn how to consolidate myriad business drivers including regulatory compliance into a unified approach to proactive enterprise-wide risk management. Explore specific case studies of enterprises that are effectively using emerging concepts, processes and tools. The session will also show how these firms have implemented a single framework to address not only security, DR and BC, but also physical and logical security, safety, environmental and other operational risks.

David Nolan is the founder and chief executive officer of Fusion Risk Management, Inc., Rolling Meadows, IL.

Emergency Response Session 4
Intermediate/Advanced

Randall Till, CBCP
Master-Card

Using Incident Command System to Enhance Your Organizations Emergency Response Capabilities

In today's changing business climate, new threats and risks force organizations to look for better methods and stronger practices to manage and protect their company interests and assets. Randall Till will discuss implementing the Incident Command System (ICS) as part of global effort within this organization. The success stories and the benefits will be related as he explains the strategy, approach and lessons learned. He will build a case for why the ICS approach and structure makes good sense and provides a strong business case as a necessary enhancement for your BC program.

Randall Till, CBCP, is a senior business leader at MasterCard Worldwide where he is responsible for developing and implementing an enterprise-wide BCM program.

Advanced Session 4
Advanced

Jonathan Allen
Booz Allen Hamilton

Jerry Vevon
Booz Allen Hamilton

Mission Assurance: Building a Culture of Preparedness

Terrorist attacks as witnessed on 9/11 and in Europe, critical infrastructure failures, and natural disasters highlight the need for an integrated Mission Assurance approach for both the government and commercial enterprises. As highlighted by the US Government Mission Assurance Governance Committee, it "Is a cohesive approach integrating critical infrastructure protection with physical, cyber, and personnel security and contingency planning to provide a coordinated approach for ensuring the Federal government's ability to perform mission critical processes." The presentation highlights case studies where organizations have developed successful mission assurance programs.

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

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

Information Session 4
Novice/Intermediate/Advanced

Gregory King
Novartis

Jordan Crotty
Eagle Rock

Executive Level Table Top Exercises: A Case Study from Novartis Pharmaceuticals

The terms "Pandemic" and "Bird Flu" have become commonplace in today's world. While the likelihood of another flu pandemic impacting the world is unknown, the impacts would be indisputably devastating. This presentation will highlight how the Novartis Pharmaceuticals Pandemic Preparedness program has been embraced by the firm, from its inception to the current state. Recently, Eagle Rock Alliance assisted Novartis Pharmaceuticals in presenting a table top exercise to their executive team. This presentation will also highlight the results of that exercise.

Gregory King, CHP, is head of health, safety, environment and business continuity. He has worked in various areas of the Pharma industry for 17 years.

Jordan Crotty is a consultant in the business continuity group at Eagle Rock Alliance.

Tuesday Workshops

3:00 p.m. – 5:30 p.m.

Workshop Session 1
Intermediate/Advanced

Generally Accepted Practices: Workshop Session

Session registration is limited to 200.

Designed for BC professionals with seven years minimum experience.

Would you like to contribute to the next phase of the DRJ's Generally Accepted Business Continuity Practices document?

The original Generally Accepted Business Continuity Practices document is now being used worldwide by business continuity professionals as a leading source for "sound" business continuity practices.

This session will allow you to provide feedback on the original Generally Accepted Business Continuity Practices document and be a part of the migration into the second phase of this initiative which is to create Industry Vertical Generally Accepted Business Continuity Practices.

If you are an experienced professional in the financial and/or telecommunication sector we would value your input on the next phase of the Generally Accepted Business Continuity Practices document.

Contributors to the original Generally Accepted Business Continuity Practices document include practitioners from the public and private sectors as wells as partner organizations.

Join us as we migrate into Phase II of this ground-breaking initiative and gain the insights that will be shared during this session.

Be prepared to communicate your questions and/or answers in an interactive round table environment. Your expertise will be invaluable to this effort.

Members of the DRJ Editorial Advisory Board will facilitate this session.

Workshop Session 2
Novice/Intermediate/Advanced

Optimistic Bias: A Barrier To Business Continuity?

Barbara Citarella

RBC Ltd.

Optimistic Bias is the tendency to view oneself or one's organization as invulnerable or less likely than others to experience negative life events. It is a pattern of judgments.

These judgments can interfere with the necessary planning for disasters and business continuity.

Many plans developed by organizations have hidden flaws due to this flawed pattern of judgments.

Optimistic bias has been shown to have a direct bearing on not only individual planning but business and government planning as well.

What do research and the literature tell us about this bias? Are you or your organization guilty of optimistic bias?

After this session the participants will be able to define optimistic bias, will be able to discuss the possible impact it has on their organization's planning process and most importantly allow the opportunity for attendees to examine their own beliefs and judgments about impending disasters.

Many session attendees will be eager to take this concept back to their own companies and try to identify and gaps in their planning.

Barbara Citarella is the founder of the award-winning company RBC Limited, a healthcare and management consulting business. In addition to consulting in all areas of health care, RBC Limited has worked extensively with law enforcement, government agencies and the private sector with regard to business recovery planning, protection of personnel assets, infrastructure protection, exercise observer, all hazards planning and the Incident Command System.

Workshop Session 3
Intermediate/Advanced

Virtual Emergency Operations Centers: The Wave of the Future

Regina Phelps

EMS Solutions

Jan Sysmans

WebEX Communi-cations

We all know what a physical Emergency Operations Center (EOC) looks like and feels like. The physical EOC is the "nerve center" of the company's recovery operations and houses subject matter experts from different areas of the business. The EOC's role is to manage and monitor the response to the event, as well as the overall recovery of the business. The primary function of any EOC is to establish and manage the Four C's: Control, Communication, Collaboration, and Coordination.

A virtual EOC takes the physical EOC (people and processes) and moves it into "cyberspace" through a variety of technology tools. There are many advantages to not having "four walls." Currently there are two major issues driving the need for a virtual EOC: (1) The threat of an avian flu pandemic; (2) Companies whose key employees are dispersed across large geographic areas, making collaboration difficult.

This workshop will outline everything your company needs to know to establish a virtual EOC – how to develop one, what are the advantages and pitfalls, technology options that will give you the best results, and ways to combine the physical and the virtual. The goal of the workshop is to teach the skills to develop a successful virtual command center. A VEOC, whether it be stand-alone or in concert with an existing physical EOC, offers many rewards.

Regina Phelps has provided extensive consultation to global companies preparing for the pandemic threat. A partial client list includes Visa, the World Bank, AEGON, Northern Trust, Triton, Liberty Mutual, Federated Department Stores, Stanford University, the California Institute of Technology (Caltech), and Wells Fargo.

Jan Sysmans is responsible for WebEx's business continuity and disaster recovery program. He is also the chair of the marketing communications committee for the SaaS Executive Council, an industry council sponsored by the Software & Information Industry Association.

Sessions are rated according to the level of experience for which they are appropriate. Novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Workshop Session 4
Novice/Intermediate/Advanced

Financial Services Industry: Business Continuity Information Sharing Session

Randall Till, CBCP

Master-Card

Join business continuity experts from the financial sector as they share their best practices, success stories and view on changing trends in the industry. The regulatory requirements of the financial sector have long driven the evolution of business continuty, and continue to shape best practices and processes in the industry.

You will hear from a panel of leading experts who will address some of the most pressing issues facing our industry today. They will share their experiences and outline the proven practices that have been successful within their companies. While key industry topics will be covered by the panel, participants will have opportunities to ask questions and explore areas of interest.

Some of the key topics that will be discussed:

- Incident management and response practices, global implementation and lessons learned
- Integration of business and disaster recovery plans into the Business Continuity Management Program.
- Integration of business continuity with other key disciplines – taking an enterprise wide approach.

Learn from the financial sector's industry experts, and join the conversation on the most important issues facing the business contiuity industry today .

Randall Till, CBCP, is a senior business leader at MasterCard Worldwide.

Mike Gifford, IT senior manager disaster recovery, The Capital Group Companies.

Barry Gorelick, CBCP, vice president, Ameriprise Business Continuity Management at Ameriprise Financial, Inc.

Greg Pinchbeck, business resiliency director at JPMorgan Chase Treasury & Security Services and Centralized Transaction Operations.

Charles Wallen CISSP, managing executive FSTC Business Continuity Standing Committee at Financial Services Technology Consortium.

Workshop Session 5
Novice/Intermediate/Advanced

Team Coordination Training for Disaster Response: Part 2

Session registration is limited to 200.

Paula Smith Ph.D

Cata-strophic Planning

This is a hands on, participation intensive workshop which elaborates on Sunday Workshop Session 3.

While we were introduced to characteristics and practice elements in dynamics of disaster response groups, this session will specifically address emergency alerts, communications, real case scenarios, safety, more in depth team coordination training with different stress elements which require flexibility, development of a custom field response guide.

Come prepared to immerse yourself and work hard. You will come away from this with new knowledge of how to optimize the strengths and capabilities in group response.

We will take a hard look at leadership and how it may have to change hands, how to maintain internal cohesion while everything else is changing, how to work together when disaster responders have diverse daily functions, experience and organizational frame of reference. Materials will be included.

This presenter also hosts a session on Sunday afternoon that coordinates with this session. Those participants who successfully complete both sessions, the homework and a take-home exam will be awarded the Certification in Catastrophic Planning: Advanced Team Coordination Training for Disaster Response.

Paula Smith, Catastrophic Planning Policy Review Committee, has a PhD in BioMedical Psychology, executive training through Harvard Business School, and has worked in clinical and university settings as well as industry and government. She has experience in contingency planning as an emergency and disaster management professional in the DC area.

Workshop Session 6
Novice/Intermediate/Advanced

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

Steven Goldman

Goldman Mgmt. Consul-tants

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

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

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

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

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

Steve Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company. Over his long career he 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.

Venue Information

Disney's Coronado Springs Resort

Make your reservations early! 407-939-1020

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The official conference hotel is:

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

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

Hotel Reservations

A block of rooms has been reserved at Disney's Coronado Springs Resort. Once the block is filled, reservations will be made on a space available basis, with the rate subject to change at the discretion of the hotel. The group rate is $170 for a single room. A $15 fee will be charged for each additional occupant over 18 years of age. **Attendees are responsible for making their own hotel reservations. Call 407-939-1020.** The hotel's fax number is 407-939-1012.

Area Attractions

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

Onsite Shuttle Service

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

Local Transportation

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

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

Travel Information

Airlines: American Airlines is DRJ's official airlines for Spring World 2008. For reservations, call 800-433-1970 or visit www.aa.com. Use file #A3138AA for the discounted rate.

Car Rental: Avis is DRJ's official rental car service. Call 800-331-1600 or reserve your car via www.drj.com after you've registered for the conference. Use file #D005078 for the discounted rate.

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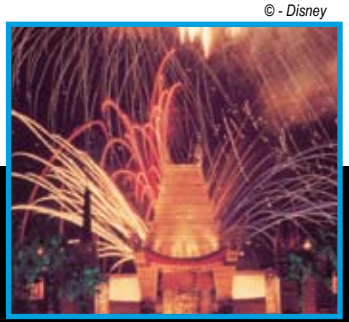
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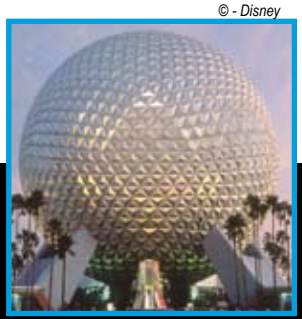
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Spring 2008 Registration Form

Sign up by Dec. 21, 2007 for a $50 discount! Register By Jan. 29, 2008 for $895!

Date_____List Your CBCP, FBCI, CRP#_____

Mr/Mrs/Ms_____First Name_____Last Name _____

Company_____

Title_____Mail Stop _____

Address_____

City_____E-Mail_____

State_____ Country_____ Zip_____

Telephone_____Fax_____

Print Name As It Should Appear On Badge_____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number_____

Check here if you require special needs _____ Please specify_____

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

Industry Information

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

Rank Your Experience Level ___ Novice (less than 2 yrs) ___ Intermediate (2-5 yrs.) ___ Advanced (5+ yrs.)
Is This Your First Conference at DRJ? _____ Yes _____ No

Payment Information

_____ Check enclosed for $_____Which Discounts Apply (if any) ? _____

_____ Bill my company, Attn: _____

_____ Purchase order attached, P.O. #_____

_____ Bill my _____ Bill my _____ Bill my AMEX _____ Bill my DISCOVER

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

Account #_____Exp. Date_____

Signature_____

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Feb. 29, 2008 without penalty. No refunds or credits will be given for cancellations received after Feb. 29, 2008. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy._____

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

Session Information

Name: _____ Company:_____

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

Sunday, March 30						
Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6
Monday, March 31						
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, April 1						
Breakout Session 4	SS-4	MS-4	TS-4	ES-4	AS-4	IS-4
Workshop Sessions	WS-1	WS-2	WS-3	WS-4	WS-5	WS-6

Registration Rates

Registration rates for the conference are as follows:

- only $895.00 through Jan. 29, 2008
- only $995.00 through Feb. 29, 2008
- only $1095.00 through March 30, 2008

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

Three Easy Ways To Register

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

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

Web: www.drj.com

For information

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

Early Registration Bonus

Register by Dec. 21, 2007 and receive an additional $50 discount. This bonus applies regardless of any other discounts that have been taken as long as the form reaches our office by Dec. 21, 2007.

Registration Discounts

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 (except Early Registration Bonus).

Pre-Conference Workshops

These intense classes offer additional learning time before the conference starts! Separate registration and fees apply.

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

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

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sunday., March 30, 8:30 a.m. - 11:30 p.m.
$875 per person
Presenter: Regina Phelps

Learn from the exercise master – Regina Phelps conducts 50+ exercises a year! Do you have a plan but have not yet tested it? You might discover that your document is less than sufficient. There are really only two ways to find that out. One is to have an actual disaster; the other is to do an exercise. The latter is usually a better learning experience and certainly a lot less stressful! The workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with your next exercise planned and under your arm!

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

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

PRC-2: Business Continuity Management for Executives, Management, DR/BC Coordinators

Sat., March 29, 9:00 a.m. - 4:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m.
$595 per person
Presenter: Rick Wellman

This workshop is designed for executives, IT directors and managers, disaster recovery and business continuity staff, or anyone who wants to understand business continuity management. The workshop provides a comprehensive overview of the business continuity management process and step-by-step program management methodology. It is based on industry best practices and guidelines for the seven phases of business continuity program management: Phase A: Program Initiation; Phase B: Program Planning; Phase C: Program Functional Requirements Analysis; Phase D: Program Design and Development; Phase E: Program Implementation and Testing; Phase F: Program Maintenance and Phase G: BC Plan Execution

The workshop is consistent with international standards, guidelines, and best-practices such as BS 25999, ISO/IEC 17799, and NFPA 1600.

Students will gain an understanding of each program management phase and how to effectively plan, guide, and coordinate tasks and activities within each phase. Through this course, students will gain a solid understanding of the methods to address challenges and complexities associated with managing a business continuity program.

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

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

PRC-3: Basics of BCP and EM for Private and Public Sectors

Sat., March 29, 9:00 a.m. - 5:00 p.m.
$595 per person
Presenters: Dr. Tom Phelan
Deidrich Towne, Jr., CBCP

Basic principles and components are required learning for all business continuity and emergency or incident management personnel. In this course, basic outlines for planning, facilitating, assessing and evaluating corporate or public business continuity and incident management plans will be discussed. From gathering input for each plan to effectively managing a Crisis Response Team, basic concepts and checklists are essential. Bring your concerns to two experienced consultants and the PPBI network that will be available to you from this course.

Dr. Thomas D. Phelan, president, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security.

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

PRC-4: The Command Center

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m.
$695 per person
Presenters: Norm Harris, CBCP
Tracy Cowan, CBCP

If a disaster occurred and your organization/company was forced to implement their DR/BC Plan could you do it and would it be effective? It is critical to keep control of the situation during this pressure-packed time. If you are to maintain control you need to assure that all teams involved are receiving accurate information about the situation and are given proper instructions to follow.

They must communicate with each other. This is where having a well-organized and effective command center, your nerve center, comes in. Without it you are just "flying by the seat of your pants", passing out information and giving instructions in haphazard ways.

This detailed training class/workshop is a hands-on consultative approach that leads the participants through the command center process. You'll gain valuable knowledge and receive cutting edge material focused on recovery efforts.

Building an effective command center can be challenging enough but doing it efficiently and economically is even a bigger challenge. You can't afford to miss this "all new class." Sign up early as setting is limited.

Norm Harris, CBCP, Certified Recovery Planner, chairman, president and CEO of Norman L. Harris & Assc., is recognized as a leader in information technology management and disaster recovery.

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

PRC-5: Current State Assessment

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m.
$795 per person
Presenters: Barry Pruitt
Michael Herrera, CBCP

The Current State Assessment serves as an objective means of measuring the effectiveness and maturity level of the BCP program over time. Benefits that the CSA provides include:

- Know the level of organization maturity
- Identify the target level of BCP Maturity and meet corporate requirements
- Map program gaps and exposures
- Roadmap evolutions over time to reach your target maturity

Gain confidence in the CSA process for interviews, reviews, to determine preparedness levels, identify gaps, and document an appropriate action plan/roadmap to achieve the level of sophistication and maturity required by the organization. The CSA questionnaire scores crisis management, business resumption, DR and enterprise capabilities based on: governance, project management, policies and standards, impact analysis, risk & threat assessment, change management, escalation & notification, data backup & offsite storage, recovery strategies, event management, recovery plans, and planned growth.

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

Leave this class with an Action Plan/Roadmap Template. Each attendee will receive a CD of class materials plus the CSA tool to evaluate their BCP program!

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

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

PRC-6: Be Prepared! The BC Review and Conference Prep Course

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m.
$795 per person
Presenters: Randall Till, CBCP

The bottom line of the business continuity community is to "Be Prepared!". So why not practice what we preach and be prepared to get the most value for your time and investment in the business continuity conference by taking "Be Prepared! The Business Continuity Review and Conference Prep Course". We've designed the pre-conference course to provide you with both an interactive learning environemnt and a comprehensive review of leading business continuity practices and concepts guiding the industry today.

"Be Prepared" will provide a comprehensive review of the strategies and processes required to develop a strong business continuity program. We will review the conference agenda as a guide in helping you prep for the week at DRJ. You will not only gain a deeper understanding of the key subject areas and issues of importance in the industry today, but you'll be better able to pick and choose the sessions that will most benefit both you and your organization. Plus, you'll go into each session better prepared to understand the topics, ask the questions you need answered, and solicit the insights that will enable you to become a more valuable asset to your business continuity team and to your organization.

Be prepared to maximize your time and investment in the BC conference by signing up for "Be Prepared! The Business Continuity Review and Conference Prep Course".

Randall Till, CBCP, has more than 20 years' experience as a business continuity planner and has been a certified instructor in the field for more than 10 years. He serves on the executive board of the Disaster Recovery Journal and is the co-chair for the Business Continuity Standing Committee of the Financial Services Technology Consortium.

PRC-7: Outrageously Effective Recovery Plan In Six Steps

Sat., March 29, 9:00 a.m. - 5:00 p.m.
Sun., March 30, 8:30 a.m. - 11:30 a.m.
$695 per person; $545 if taking both Spring 08 Binomial courses
Presenter: Skip Williams

BONUS: Binomial's Phoenix Software Suite Included!

Based on a combination of the Disaster Recovery Journal's (DRJ) Generally Accepted Practices (GAP) and 25 years of experience, Binomial's pre-conference class is the perfect way to get a fundamental understanding of the process of recovery planning, and the hands-on experience to make a successful plan.

Binomial will lead you through the first six steps of the DRJ's industry accepted Generally Accepted Practices, teaching you the basics from "Project Initiation and Management" to "Developing Business Continuity".

The class uses Binomial's highly successful Phoenix software. The software is yours to keep at the end of class.

Bundle the class with Binomial Post conference class to learn all ten Best Practices Steps and save $300! **Must attend both pre- and post Binomial courses at Spring World 08 to be eligible for the discount.**

For more information about Binomial or the DRJ's Generally Accepted Practices go to www.Binomial.com or call 888-BINOMIAL

Skip Williams has delivered seminars and developed recovery plans for clients in a wide variety of business sectors including financial, biotech, manufacturing, marketing, government, power generation and insurance.

Pre-Conference Course Registration Form

Mail form to: Systems Support Inc., PO Box 510110, St. Louis, MO 63151 or fax to (636)282-5802. Make check payable to Systems Support Inc. or provide credit card information.

_____ PRC-1: Successful Exercise ($875)
_____ PRC-2: BC Management for Exec ($595)
_____ PRC-3: Basics of BCP ($595)
_____ PRC-4: Command Center ($695)
_____ PRC-5: Current Assessment ($795)
_____ PRC-6: BC Review and Conf Prep ($795)
_____ PRC-7: Outrageously Effective Plan ($695/$545)

Check enclosed for $ _____ Check #_____

Bill my ☐ Visa ☐ American Express ☐ MasterCard ☐ Discover

Account #_____

Exp. Date_____

Signature_____

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

Name _____
Company_____
Address_____
Mail Stop_____City_____
State_____ Zip_____
Telephone_____
Email_____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Feb. 29, 2008 without penalty. No refunds or credits will be given for cancellations received after Feb. 29, 2008. All no shows will be charged the full amount. All cancellations must be received in writing.

Registration in a class is non-transferable to a different course. Students must remain in the course in which they are enrolled.

POC-1: EOC: The Critical Tool for Event Management

Wed., April 2, 1:30 p.m. - 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
$875 per person
Presenter: Regina Phelps

An Emergency Operations Center (EOC) is critical for effective management of an event. It allows for command, control, and communication, and also helps to prevent the formation of "silos" that commonly develop in an emergency environment. This workshop covers everything you need to know to design both the center and the management concept.

- Physical design factors
- Incident Command System
- Equipment and tools
- Who should be involved?
- Sustained operations
- Communication concerns and solutions
- Role of senior management
- Forms and processes
- Virtual EOCs

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

POC-2: Leadership in Disasters: BC Practitioner's Guide to Senior Management Support

Wed., April 2, 1:30 p.m. - 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
$595 per person
Presenter: Dr. Tom Phelan

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

The course includes:

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

Dr. Thomas D. Phelan, president, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security.

POC–3: IT/DRP/Certified Business Resilience IT Professional

Wed., April 2, 1:30 p.m. – 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
Fri., April 4, 8:30 a.m. – 12:00 p.m.

DRJ Attendee Fee: $990 (also applies to Govt./multiple enrollment)
Non-Conference Fee: $1100
Lunch on Thursday is included in fee.
Presenter: Rick Wellman

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

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

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

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

POC-4: BC Planning Made Simple

Wed., April 2, 1:30 p.m. - 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
$795 per person
Presenters: Norm Harris, CBCP
Tracy Cowan, CBCP

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

The following will be covered:

- Risk Assessments Questionnaires
- Network Security Questionnaires
- Development of Business Processes
- Recovery Time Objectives
- Time Lines for Recovery
- Development of DR/BCP Teams
- Impact on Operations

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

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

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

POC - 5: Seven Steps to Comprehensive BC Program

Wed., April 2, 1:30 p.m. - 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
$795 per person
Presenter: Randall Till, CBCP

It's one thing to have a business continuity program in place. It's quite another to implement it. Learn how to identify risks, avoid common pitfalls and implement your BCP so that emergency response and recovery plan execution go according to plan. To help ensure the success of your company's program, you'll leave this class with a firm foundation in the seven steps towards a comprehensive BCP implementation. In addition, you'll be provided with numerous examples, practical experiences and real-life solutions necessary for a successful program.

Participants will learn the concepts and techniques needed to evaluate their current BCP strengths and weaknesses while gaining insights to better assess risks and determine impacts associated with business disruptions. Additionally, special emphasis is placed on recovery exercises, recovery readiness evaluation, and reporting results to executive management. Both experienced planners and newcomers to the field will benefit from this workshop.

Randall Till, CBCP, is a senior business leader at MasterCard Worldwide where he is responsible for developing and implementing an enterprise-wide business continuity management program.

POC-6: Best Practices and the BIA

Wed., April 2, 1:30 p.m. - 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
Friday, April 4, 8:00 a.m. - 12:00 p.m. (consultations)
$795 per person
Presenters: Barry Pruitt
Michael Herrera, CBCP

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

- Through BIA interview, data collection, & executive summary exercises
- How to complete a BIA – start to finish!
- Tips, traps, and pitfalls in a BIA
- Suggested BIA tools and approaches
- How to identify risks and leverage results
- Advice on how to best "sell" the BIA
- How to identify your audience
- Where the BIA "fits" in the BCP process

Take home participant workbook, BIA sample questionnaire, sample executive summary, and all presentation materials on disk. Participants also get consultation on their personal BIA – and each participant gets a free DVD copy of Interview Samples for the BIA.

Note: The workshop concludes Thursday at 5:00 p.m. Bring your personal BIA and/or questions to schedule a FREE private consultation on Friday morning.

Barry Pruitt has 22 years experience managing major projects, teaches at USC school of business, and has experienced a major business interruption.

Michael Herrera, CBCP, is the president/CEO of MHA Consulting Inc., has more than 16 years BCP consulting and training experience, and has first hand experience dealing with four major disasters.

POC - 7: Ready, Set, Exercise: The Full Monty!

Wed., April 2, 1:30 p.m. - 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
$795 per person
Presenter: Steven B. Goldman

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

- Where to begin
- Types of Exercises
- Getting Management support
- Steve's Exercise Planning Checklist
- The Exercise Design Team
- 100+ ideas for scenarios
- Developing your Exercise Manual
- How to conduct and critique the Exercise
- Includes a CD of all forms and templates presented in class.

Attendees will become skilled at the exercise development process. We will also develop a custom exercise timeline. Then we will practice what you learned as we participate in a table top drills and a simulated exercise.

Steven Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company.

POC-8: Four Steps for Plan Maintenance and Training

Wed., April 2, 1:30 p.m. - 5:00 p.m.
Thurs., April 3, 8:30 a.m. - 5:00 p.m.
$695 per person; $545 if taking both Spring 08 Binomial courses
Presenter: Skip Williams

BONUS: Binomial's Phoenix Software Suite Included!

Let Binomial walk you through the maintenance phase of your recovery plan. We'll take you from "Great! We've got a plan" to "Great! We've got a plan and it works!" in four easy steps.

Using the four final steps of the Disaster Recovery Journal's Generally Accepted Practices, Binomial draws on 25 years of real life experience to improve your methods and results.

The class uses Binomial's highly successful Phoenix software. The software is yours to keep at the end of class.

Bundle the class with the Binomial Pre-conference class to learn all ten Best Practices Steps and save $300! **Must attend both pre- and post Binomial courses at Spring World 08 to be eligible for the discount.**

For more information about Binomial or the DRJ's Generally Accepted Practices go to www.Binomial.com or call 888-BINOMIAL

Skip Williams has been working in the disaster recovery and business continuity field since the late '90s when he started in the consulting and training branch of Binomial International.

Post-Conference Course Registration Form

Mail form to: Systems Support Inc., PO Box 510110, St. Louis, MO 63151 or fax to (636)282-5802. Make check payable to Systems Support Inc. or provide credit card information.

_____ POC-1: EOC: The Critical Tool ($875)
_____ POC-2: Leadership in Disasters ($595)
_____ POC-3: IT/DR Planning/CBRITP ($1100/$990)
_____ POC-4: BC Planning Made Simple ($795)
_____ POC-5: Seven Steps to BCP ($795)
_____ POC-6: Best Practices/BIA ($795)
_____ POC-7: Ready, Set, Exercise ($795)
_____ POC-8: 4 Steps for Plan Maint. ($695/$545)

Check enclosed for $ _____ Check #_____

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Account #_____

Exp. Date_____

Signature_____

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

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State_____ Zip_____
Telephone_____
Email_____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Feb. 29, 2008 without penalty. No refunds or credits will be given for cancellations received after Feb. 29, 2008. All no shows will be charged the full amount. All cancellations must be received in writing.

Registration in a class is non-transferable to a different course. Students must remain in the course in which they are enrolled.

You have the **knowledge**.

Mark Your Calendar

Certified Professionals' Meeting and Reception
Sunday March 29 at
DRJ 2008 Spring World

Please join us for an informational session about what is happening at DRI International followed by a wine & cheese reception.

This event also provides a great opportunity to meet with members of the Board of Directors, Certification Commission, Education Commission, and Professional Staff. Take this opportunity to network with your colleagues and professionals on the cutting edge of Business Continuity.

Consult your DRJ 2008 Spring World Program for time and room location.

We look forward to seeing you there!

Courses and Exams Available at DRJ's Spring World 2008 in Orlando

Pre-Conference Course and Qualifying Exam
3/27–29 BCP 501 Business Continuity Planning Review $1405.00*

Post-Conference Course and Qualifying Exam
4/2–4 BCP 501 Business Continuity Planning Review $1405.00*

4/2–4 BCP 601 Master Case Study Review $1645.00

4/2–6 BCP 2000 Business Continuity Planning Accelerated $2550.00

Qualifying Exam Schedule
$500 (exam only)

3/29	8:30 am - Noon
4/2	1:30 pm - 5:00 pm
4/4	1:30 pm - 5:00 pm
4/6	1:30 pm - 5:00 pm

Master Case Study Exam Schedule
$300 (exam only)

4/4	1:30 pm - 6:00 pm

4 Certification Levels		Minimum Experience
ABCP	Associate Business Continuity Professional	New in the profession
CFCP	Certified Functional Continuity Professional	2 years functional
CBCP	Certified Business Continuity Professional	2 years enterprise-wide
MBCP	Master Business Continuity Professional	5 years enterprise-wide

DRI
the institute for continuity management

D i s a s t e r R e c o v e r y

You have the **experience**.

Are you Certified?

Extend **DRJ's Spring World 2008** and take a step closer to professional certification. Courses and Qualifying Exams are available before and after the conference.

Build Professional Credentials in the Field of Business Continuity Planning

DRJ's Spring World 2008 is an excellent opportunity to take one of our courses and begin your progress toward validating your experience, skills and commitment through professional certification. These courses fill quickly. **Register Today**.

Courses and Exams Available at DRJ's Spring World 2008 in Orlando

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

*This is a special **DRJ's Spring World 2008** rate. **May not be combined with other discounts. Register Today.**

DRI
the institute for continuity management

+I.202.962.3979

www.drii.org

Institute International

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Spring World 2008

Global Solutions *For Business Continuity Planning*

March 30 - April 2, 2008

Disney's Coronado Springs Resort
Orlando, Florida

To register, see page 17
or visit www.drj.com
Hotel Reservations: 407-939-1020