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DISASTER RECOVERY JOURNAL

Spring World 2010

March 21-24, 2010
Orlando, FL

The Path To Global Resiliency

DRJ Presents Its 42nd Conference
Is your organization ready to face the challenges a new decade will bring? It is vital to anticipate and prepare for any disruption that may occur. The risks continue to grow each day and can be overwhelming.

DRJ can help you prepare for whatever may affect your organization. Find your way on The Path to Global Resiliency!

Discover information that meets your needs. There are no wasted hours at our conferences. Each day is packed with learning opportunities that target today’s challenges.

Maximize your conference experience by customizing your schedule from our selection of sessions, workshops and courses. You will hear first-hand advice from industry experts. Get your questions answered and discover new methods and technologies.

Networking opportunities are plentiful at Spring World 2010. Meet planners from around the globe and make invaluable contacts for the future.

Let Spring World 2010 put you on The Path to Global Resiliency! Enjoy it all for the lowest price in the industry.

Early registration discounts apply now. See page 17 for details!
The Path To Global Resiliency

DRJ’s conferences offer the best value. For one low fee, you will receive an outstanding educational experience like no other in the industry. Our conferences are rated number one for a reason. Discover how you can benefit from Spring World 2010!

Did You Know?

DRJ’s conferences offer the best value. For one low fee, you will receive an outstanding educational experience like no other in the industry. Our conferences are rated number one for a reason. Discover how you can benefit from Spring World 2010!

- Choose from 40+ sessions and workshops
- Take home complete conference materials
- Enjoy networking breakfasts and lunches
- Attend hospitalities and a welcome reception
- Tour the exhibition hall
- Earn Continuing Education Activity Points for industry certifications, including DRII, Certified Information Systems Security Professional, IAEM, ASIS and more.

Sign up now to qualify for the lowest price for the industry’s best conference.

Table of Contents

Sponsor Information ......4
Conference Schedule ....5
Sunday Workshops ......6-7
General Sessions ..........8-9
Breakout Sessions.........10-13
Tuesday Workshops ...14-15
Venue Information ........16
Registration Form .......17
Pre-Conf Courses .......18-19
Post-Conf Courses .......20-21
DRII Courses ..........22-23

Spring World 2010

The World’s Largest Conference
Dedicated to Business Continuity

You will receive the equivalent of hundreds of hours of training at Spring World 2010. In just a few days, you’ll have an unbelievable amount of learning opportunities. Join thousands of other planners from around the globe who are committed to furthering their business continuity programs. A few of the highlights include:

Monday Evening Hospitality
The Monday Evening Hospitality hosted by conference gold sponsor, Recovery Point, is a fun-filled event for attendees, vendors and speakers. Enjoy food and networking in a relaxing environment.

Mock Disaster Exercise
Participate in an industry standard by attending this hands-on exercise. Sponsored by MailGard, this event will allow up to 200 participants to experience a real-time exercise.

Welcome Reception
On Sunday evening all attendees, exhibitors and speakers are invited to a fun-filled reception in the expansive exhibit hall. Networking and refreshments will be provided.

Expert Advice for Tough Issues

We are tackling the topics that matter most in today’s tough environment. Choose from more than 40 sessions, workshops and courses to make your conference experience the best for your organization’s needs. Pre- and post-conference courses offer even more learning opportunities.
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
11:45 am - 1:00 pm
Exhibits/Product Demos
11:45 am - 1:30 pm
Breakout Session 1
1:30 pm - 2:30 pm
Break
2:30 pm - 2:45 pm
Breakout Session 2
2:45 pm - 3:45 pm
Refreshment Break in Exhibit Hall
3:45 pm - 4:15 pm
Breakout Session 3
4:15 pm - 5:15 pm
Exhibit Hall Closes
5:00 pm
Product Demos
5:30 pm - 6:30 pm
Hospitality
6:30 pm - 8:30 pm

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
11:45 am - 1:00 pm
Exhibits/Product Demos
11:45 am - 1:30 pm
Breakout Session 4
1:30 pm - 2:30 pm
Refreshment Break in Exhibit Hall
2:30 pm - 3:00 pm
Workshop Sessions
3:00 pm - 5:30 pm
Exhibit Hall Closes
3:00 pm

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

Pre-Conference Events
Saturday and Sunday
PRC-1: Design a Successful Exercise
PRC-2: Comprehensive BIA
PRC-3: BC Planning Made Simple
PRC-4: Seven Steps to a BC Program
PRC-5: Sentryx CBRI Course
PRC-6: Public/Private Relationships

Post-Conference Events
Wednesday, Thursday
POC-1: EOC: The Critical Tool
POC-2: How to Build BC Programs
POC-3: Sentryx CBRA - Program Audits
POC-4: First BCP/DRP Drill
POC-5: The Complete Professional
POC-6: ICOR CMC 2050

* Attendance prize drawing immediately following General Session 8.

For complete details, including specific times, course descriptions and registration information, see pages 18-19 for pre-courses; 20-21 for post-courses; and 22-23 for DRI International information.
Sessions are rated: novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Sunday Workshops

1:30 - 4:30 p.m.

Sunday Workshop Session 1
Novice/Intermediate/Advanced

Business Impact Analysis Beginning to End

Barney Pelant, MBCP
Barney F. Pelant & Assoc.

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

The project provides the business rationale for disaster recovery and business continuity planning.

A BIA can help an organization to learn their current capability to recover from a disastrous event. Also, the BIA can help validate that the current plan is really meeting the organization’s business needs.

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

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

Barney Pelant is owner and director of Barney F. Pelant & Associates. He has held the certification of Master Business Continuity Professional (MBCP) from DRI International since 1997.

Sunday Workshop Session 2
Novice/Intermediate/Advanced

Violence a Preventable Disaster - Understanding and Reducing the Risk

David Smith
Prof. Workplace Interaction, Inc.

Far too often, there is misunderstanding about what organizations can or should do to reduce and manage the risk of violence in the workplace. The good news is that much can be done to reduce the risk.

Research on workplace violence has shown that warning signs and detectable inappropriate behaviors usually precede acts of violence. This workshop will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate.

Participants will receive proven methods to combat the rising tide of workplace violence and proactive steps that can dramatically reduce the risk of litigation and future legal claims.

David A. Smith, founder of Professional Workplace Interaction, Inc., has extensive experience in executive management, field operations, product launch and financial management at the corporate and small business levels.

Sunday Workshop Session 3
The Intersection of BCM and ERM: Risk Identification, Assessment, and Mitigation

Matthew Gardner, CBCP, Amodis Consulting

Identifying potential events that may adversely affect an organization and implementing appropriate strategies to ensure business objectives are met are significant components of any successful BC management and/or enterprise risk management program. At the heart of the professional practices for BC practitioners lies three subject areas integral to this intersection: risk evaluation and control, business impact analysis, and BC strategies. The practice of enterprise risk management, on the other hand, is centered around a comprehensive, yet simple, process comprised of the following five risk management activities: 1. Identify, 2. Assess, 3. Evaluate, 4. Mitigate, and 5. Monitor. Explore best practice techniques for identifying potential risk events, assessing the risks in terms of potential impact and likelihood, and evaluating opportunities to alter, or mitigate, the risks. In addition, we’ll highlight how BC strategies can be utilized as a means of mitigating potential risks. Learn how enterprise risk management best practices can easily be applied to strengthen a business continuity management program.

Matt Gardner, CBCP, is a leading strategic management consultant and president of Amodis Consulting LLC where he offers clients practical solutions to improve performance and attain desired results.

Mock Disaster Exercise

Session Limited to 200 Participants

Test your knowledge and skills as you work together to respond to a multi-alarm fire in your corporate headquarters. Fire, water and smoke damage are the initial issues, but impacts to human life, facilities, financial, and compliance requirements must all be evaluated.

Mail-Gard’s mock disaster exercise will explore the impact of a disaster declaration on areas of a company previously overlooked in most other disaster drills. The effects from a shutdown to your operations center reach longer and deeper into a company’s core than you may realize. The facility-wide outage experienced from a fire may be brief, but certain segments of the company are bound to be inaccessible. How will you deal with accounting, administrative, facilities, operations, and human resource issues that affect a company unable to communicate with their most important resource…their customers?

Floor plans of the company, which support mail service as a potential remote location, will be used to help plan the exercise. In June of 2006 the I.R.S.’s headquarters in Washington D.C. was flooded with 24 feet of water. Subsequently 2200 employees were instantly without a place to work. Issues were quickly addressed, and the majority of employees were able to work productively at home or at other remote work locations.

The I.R.S.’s Continuity of Operations Plan (COOP) was put to the test and proved effective. Since then Senate Bill 1000, “The Telework Enhancement Act of 2007” has been introduced to the Senate, which will mandate that all Federal employees are eligible for remote work.

Learn why Remote Work is an emerging solution to BC planners everywhere, and what you must do in order to make it successful. Learn how to build a Remote Work program that limits corporate liabilities, while increasing employees and the company’s ability to respond to an emergency.

Brandon Dempsey is vice president of SuiteCommute. He actively develops formal customized Remote Work programs, trains clients, incorporates virtual work options into BCP, and conducts speaking engagements.

Jill Adams has more than 17 years of experience in human resources management, telework, business continuity, and consulting to both the public and private sector, including Fortune 100 and 500 companies.

How to Build a Remote Work Program for a Business Continuity Plan

Brandon Dempsey

Suite Commute

Jill Adams

Suite Commute

emergency.

Mail-Gard is proud to partner with Ed Devlin & Associates to conduct the mock exercise. Mail-Gard is the nation’s leading provider of critical communication recovery services specializing in print and mail solutions, along with e-bill, email and crisis notification services.
Whether you are an experienced planner or new to the industry, you will gain tips and tools to help you navigate The Path To Global Resiliency.

Our General Session speakers are selected for their skillful delivery and vast knowledge of today’s topics!

Join thousands of other planners in session each morning and get your organization on the right path.

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

Enjoy the Ride

Business continuity planners face serious and sometimes daunting tasks everyday in the workplace. Continuous crises, impossible deadlines and shrinking budgets can put a damper on the motivation and inspiration that are necessary to grow as employees and individuals. Fasten your seatbelt and “Enjoy The Ride!”

Steve Gilliland, CSP, is one of the most in-demand speakers in the North America. He is one of the 7 percent of speakers in the world to hold the designation of Certified Speaking Professional.

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

How To Design An Effective Disaster Recovery Strategy Without Breaking The Bank

As we enter the second decade of the 21st century the pressure on company executives to “do more with less” shows no sign of slowing down. Rapid changes to the economic landscape and the continual emergence of new technologies provide many new challenges, and potential solutions, for IT and business executives to consider. No where are these issues more relevant than in the disaster recovery and business continuity industry. Marc Langer, president and owner of Recovery Point will use this backdrop to introduce Recovery Point to you and then invite Stephanie Balaouras, principal analyst at Forrester to give an independent view of the industry landscape. Balaouras will discuss the increasing pressure to improve disaster recovery capabilities. Today, companies must be back in business and online in hours and must limit data loss to absolute minimum. Until recently, only companies that could measure the cost of downtime in millions of dollars per hour could justify the investment in advanced disaster recovery solutions. But now effective disaster recovery is available and affordable for the average company. Learn techniques for leveraging today’s technology to meet today’s challenges.

Marc Langer is president and owner of Recovery Point, founding the company in 1999 to meet the demand for more comprehensive, integrated DR solutions consolidated under one service delivery model. Stephanie Balaouras is principal analyst, covering BC/DR for Forrester Research.

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

What Has Emergency Management Learned From The Pandemic? Findings From The Second Wave

As of March 2010, it will have been nine months since the global pandemic was declared on June 11, 2009 with the novel H1N1 influenza virus. By now, we will all be looking back at the experience and with hindsight evaluating our performance as an individual, a company and a nation. What have we learned from this experience? How can we translate this event into continued process improvements in the field of emergency management and continuity planning? Will it be another Y2K experience for some companies? Or will we use the incident as a tool to transform our industry. This session will look at the lessons learned and how we can use them as a positive agent of change going forward.

Regina Phelps, CEM, RN, BSN, MPA, president of Emergency Management & Safety Solutions. She is
Managing Risks for Corporate Integrity: How to Survive an Ethical Misconduct Disaster

Businesses have long acknowledged that disaster preparedness and continuity planning is an essential priority in order to effectively anticipate, prevent, mitigate, and survive natural disasters, data loss, accidents, and deliberate malevolent acts. However, the risks of ethical misconduct disasters have been generally neglected by continuity planners as well as senior management.

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

This session presents the call to expand the paradigm of continuity planning to include integrity as a mission critical factor. Managing EMD risks include developing systems and processes for recognition, prevention, discovery, response, & recovery from ethical misconduct disasters.

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

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

Do you Tweet? Corporate Implications of Social Networking

Some businesses have embraced social media: Twitter, Facebook, LinkedIn, etc. Others have not but their employees have. Social media creates both a threat and an opportunity for businesses. It can create serious problems for businesses criticized internally or externally. In emergencies, however, social media may allow you to get information to those that need it quickly and more effectively than ever before. In this presentation, we consider the law of social media, and how businesses can diminish the threats while taking advantage of the promise.

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

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

How Will PS-Prep Affect You?

The Department of Homeland Security recently announced new proposed standards for the private sector to improve preparedness for disasters and emergencies. The Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep) is a partnership between DHS and the private sector that enables private entities to receive emergency preparedness certification from a DHS accreditation system created in coordination with the private sector. Learn about these proposed standards and how they will affect business continuity, emergency management and other private and public sectors.

Donald Grant serves as the director of the Incident Management Systems Integration Division, National Preparedness Directorate, FEMA.
Pfizer Inc: Managing BC from a Global Perspective

Charles Geraci
Pfizer Inc.

The world’s largest pharmaceutical company must manage business continuity from the global perspective. This presentation will cover how Pfizer Inc. manages BC on a global level ensuring that all countries are aligned with how BC programs are managed. The presentation will review how Pfizer Inc. aligns BC programs globally as well as covering what elements are in the Pfizer BC programs, and how they are implemented on a global level.

Charles Geraci is the safety manager for the Pfizer Global Research & Development site located in San Diego, Calif.

Todd M. Frechette is the global division business continuity lead for the Pfizer Global Research & Development (PGRD) division.

Enhancing Resiliency: Create A More Robust Facility Risk Assessment

Mark Norton
RBS-Citizens, N.A.

Risk assessments are a crucial part of continuity planning. Many organizations look at potential risks, but often overlook risks associated with their facilities, or utilize assessments that are highly subjective. Find an overview for developing your own detailed facility based risk assessment. Model a facility risk assessment to support audit and regulatory needs utilizing the guidelines in the FFIEC Business Continuity Planning Handbook. Review the data collection processes and the utilization of authoritative sources.

Mark Norton, a workspace recovery analyst at RBS-Citizens N.A., is responsible for workplace recovery and facility risk management programs.

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Migrating from Tape to Disk-based Backup and Replication: Best Practices and Potential Pitfalls

Wes Owen
HNTB

For HNTB, an infrastructure and architectural firm, data protection is one of the most important elements of its DR strategy. To improve data back-up and replication processes, reduce costs, and mitigate the risk of data loss, HNTB eliminated tape-based back-up at its 70 remote sites. Learn how HNTB is now quickly, consistently and reliably virtualizing, de-duplicating, backing up and replicating 90 Terabytes of data from remote offices over the Wide Area Network. Project collaboration has greatly improved, and a new DR site will enable HNTB to eliminate tape, further reduce costs, and improve RTO and RPO objectives.

Wes Owen is the manager of infrastructure services at HNTB, a Kansas City based engineering and architectural firm, where he has been working in different IT management roles for the last 14 years.

The Intersection of IT, Emergency Management and Humanitarian Agencies

Tom Phelan
Mindshare

Mindshare Technology has been instrumental in using IT solutions to connect government emergency management agencies with community not-for-profit/humanitarian agencies.

Lessons learned from projects will be shared in this cutting-edge presentation. Explore the ways in which innovative, customized IT solutions are improving coordination and cooperation among community players in disaster preparedness and response.

Dr. Tom Phelan is president of Strategic Teaching Association. He is an advocate for professional education in emergency management and business continuity planning.

Phelan will be joined by Greg Povolny, CEO of Mindshare, and Robert Batson, president of Mindshare.

Integrating Emergency Notification into Your Everyday Communications Strategy

Michal Ferber
McLeod Health

The economic downturn has forced organizations to think outside the box to maintain operations and improve efficiencies. Many have found innovative ways to capitalize on technological investments, including emergency notification, through integration with other applications. McLeod Health leveraged their vendor-supplied Application Programming Interface (API) and associated development toolkit. Learn how they applied the API to expand use of the system and expedite its ROI. Among the benefits: increased safety and greater value of other systems. Attendees will also hear other real-life applications of EN technology and API use across multiple industries.

Michal Ferber is the manager of telecommunications for McLeod Health. McLeod Health is an integrated health care delivery system with three hospitals, a home health, and a large physician organization.
**Breakout Sessions**

**Track 2**

### Choose One Selection Per Track

**Strategic Session 2**

 Intermediate/Advanced

**Managerial Session 2**

 Novice/Intermediate

**Technical Session 2**

 Intermediate/Advanced

**Information Session 2**

 Novice/Intermediate/Advanced

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**Corporate Crisis Management Programs Worldwide**

**Advanced Session 2**

 Advanced

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

**How To Create Great Recovery Exercises**

 Sam Stahl, CBCP, EMC

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**Mission Assurance: Cyber Risks and the Impact On Your Organization**

 Jerry Vevon, BAH

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**Adapting Private Sector BCMS Methods to Government Requirements**

 Glen Bricker, CBCP

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**What If You Gave A Disaster And Nobody Showed Up?**

 Gerry Printz, CBCP, AMSA-DOR, Ltd.

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**Rapid Response: One Global Company’s Reaction to H1N1**

 Erica Agiewich, Cisco

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**How To Create Great Recovery Exercises**

 There are many ways to develop, promote, schedule, and deliver a professional disaster recovery, business continuity, crisis management, emergency response, or evacuation exercise. This presentation will give you a comprehensive view of the many options on exercising your recovery plans. Tests can be conducted in simple to complex ways and from inexpensive to costly ways. This presentation will show you how to get the most out of your recovery exercises within limited budget. In addition, it will include details for developing, promoting, scheduling, and delivering a professional recovery exercise.

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**Adapting Private Sector BCMS Methods to Government Requirements**

 While the adoption of the National Security Presidential Directive (NSPD)-51/Homeland Security Presidential Directive (HSPD)-20 and the Federal Continuity Directive 1 (FCD1) have advanced governmental continuity planning beyond “COOP”, there are still areas that can benefit from the application of modern BCMS and other management systems methodologies. This presentation will discuss the application of management systems and BCMS. In addition, the presentation will discuss the potential difficulties of incorporating NIMS and ICS structures into agency level crisis management planning.

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**What If You Gave a Disaster And Nobody Showed Up?**

 When it comes time to invoke your BC plan, you need people. What if the people are trying to recover from their own disaster? Organizations are realizing the importance of helping their employees get prepared. After attending this session, you will realize that employees have different disasters than organizations as well as more disasters than organizations and there is a better way to prepare them. You will learn about common suggestions that should be ignored and what you can focus on to help employees really be prepared. The end result is a prepared workforce that can overcome both personal and area wide disasters.

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**Mission Assurance: Cyber Risks and the Impact On Your Organization**

 Terrorist attacks, natural disasters, and critical infrastructure failures in recent years highlight the need for an integrated mission assurance approach provided by centralized directives. Cyber risks and the release of the Comprehensive National Cyber Security Initiative (CNCI) highlights the need for organizations to prepare for, respond to, and recover from potential cyber attacks. Hear studies on recent cyber attacks and learn how the Federal departments and agencies are developing public-private partnerships to respond to and recover from a cyber attack.

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**Rapid Response: One Global Company’s Reaction to H1N1**

 When the H1N1 pandemic influenza emerged in Mexico in spring 2009, Cisco, like most companies had a pandemic plan based on the World Health Organization (WHO) pandemic phases. Cisco's Global Pandemic Influenza Committee quickly realized it's approach would not be appropriate for H1N1 and tailored it's plan accordingly. Cisco will discuss how it retooled its pandemic plan. In addition to reviewing Cisco's response, we would like to engage in conversation with other companies to share lessons learned with the ultimate goal of crafting a strategy and plan for any strain of pandemic influenza.

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**Corporate Crisis Management Programs Worldwide**

**Advanced Session 2**

 Advanced

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**Mission Assurance: Cyber Risks and the Impact On Your Organization**

 Jerry Vevon is a vice president at Booz Allen Hamilton with 29 years of experience. Jonathan Allen is a senior associate at Booz Allen Hamilton and is one of the firm's leaders.

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**Rapid Response: One Global Company’s Reaction to H1N1**

 Erica Agiewich is a manager with Cisco's Safety, Security and Business Resiliency (SSBR) team in Finance. This team manages physical safety and security, emergency response, BC and recovery, and corporate crisis management programs worldwide.}

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 Jerry Vevon is a vice president at Booz Allen Hamilton with 29 years of experience. Jonathan Allen is a senior associate at Booz Allen Hamilton and is one of the firm's leaders.
**Halford helps customers plan and implement enterprise Managerial Session 3 for research and development of all new services.**

Business Continuity & Resiliency Services responsible is currently the chief technology officer for IBM’s Novice/Intermediate/Advanced Strategic Session 3.

Continuity arena.

possible ROI and utilization value to your negotiate or ‘renegotiate’ a DR vendor emerging DR strategies that allow you operationalize your testing and validation dynamic infrastructure to leapfrog competition and analysis necessary to allow companies to use their production environment.

As a managing consultant for Forsythe, David Halford helps customers plan and implement enterprise risk management initiatives focused in the business continuity arena.

Elevate your DR Program from the Backroom to the Board Room

Take an advanced look at three interrelated topics that can transition your IT DR program to a new level generating executive visibility and increase the value it brings to your enterprise. Learn how to operationalize your testing and validation initiatives. Take an advanced view of emerging DR strategies that allow you to improve recovery performance and budget optimization. Prepare yourself to negotiate or ‘renegotiate’ a DR vendor services solution that provides the highest possible ROI and utilization value to your production environment.

As a managing consultant for Forsythe, David Halford helps customers plan and implement enterprise risk management initiatives focused in the business continuity arena.

Technical Session 3

Intermediate/Advanced

Seeing is Believing: Supporting BC/DR with Visual Blueprints

Daniel Evenson

Pathway Systems

Don’t expect textual plans alone to be sufficient for today’s complex companies. Augment your plans with blueprints that make your BC/DR efforts highly visible to C-level executives, managers and technicians. With blueprints in hand, you’ll see such problem areas as lack of redundancy and over allocation of resources. This visual reference will help improve the current state, rebuild after a disaster and slam dunk compliance audits. Utilizing examples and case studies, we’ll discuss what to include in your blueprints and how to build, publish, distribute and use them. We’ll also discuss how to keep them current.

Daniel Evenson is the CTO of Pathway Systems. He has worked in the IT industry for more than 15 years.

Emergency Response Session 3

Intermediate/Advanced

NNEMP: Non-Nuclear Electromagnetic Pulse

Gale Nordling

Emprimus

There are perpetrators who are using devices to emit high frequency pulses which disable data center equipment and cause data disruption and corruption, from a distance, potentially violating regulatory requirements (data retention). Additionally, there are other electromagnetic threat sources. We’ll focus on the history of the threat, and how this threat impacts data centers, and more importantly, all support systems as well as, how an organization can utilize best practices and various methodologies to protect themselves. We’ll also discuss the impact upon regulatory compliance.

Gale K. Nordling, president and CEO has 35 years experience as an engineer, practicing attorney, general counsel, risk manager, consultant and expert witness.

Jim Danburg, director of security and continuity, has more than 30 years experience in the IT field.

Advanced Session 3 Advanced

BETH3 - An Approach to Practical Resiliency and Recovery Strategies

David Sarabacha

Deloitte & Touche LLP

For many organizations, creating actionable and maintainable plans has continued to be a challenge. Whether the focus is one of worst case or alternatively one of specific events, plans tend to either be too high level or too detailed for actual use and reference during an event. BETH3 is a methodology whereby practical strategies and plans can be developed by focusing on the assets used to conduct the various critical processes of an organization. This combined lecture/case study will not only present information, but will also provide participants a chance to apply the concepts to solidifying their understanding.

David Sarabacha, global leader of Deloitte’s Business Continuity Management services, has more than 16 years of experience in the development, implementation and review of BC/DR and continuity of operations plans.

Information Session 3

Novice/Intermediate/Advanced

The DRII Certification Process

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

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

The Current State Assessment (CSA) serves as an objective means of measuring the effectiveness and maturity level of the BCP program over time. The CSA process interviews key personnel and reviews appropriate policies, plans and strategies to determine preparedness levels, identify gaps, and document an appropriate action plan. Based on the resulting maturity level of each component, an action plan and roadmap outlining the tasks to raise the maturity of each element is documented. The CSA is designed as a performance metric to measure current and future BCP program maturity on a regular basis in turn providing management with a realistic picture of program capabilities.

Michael Herrera is the president and CEO of MHA Consulting, a leading minority owned, BCP and IT consulting firm.

Managerial Session 4
Novice/Intermediate/Advanced

A Well-Designed Work From Home Program: The Key To Your Recovery

Regina Phelps
EMSS

Many companies claim they have a work from home program. When you dig into the claim you often find very little. What does a robust work from home program look like and what do they have in place? Northern Trust has a first class business resiliency - work from home program for critical business functions that has the proven qualities. This session will share with you the process Northern followed, and describe the nuts and bolts of this innovative program.

Regina Phelps, CEM, RN, BSN, MPA is founder of Emergency Management & Safety Solutions, a consulting and training firm. She has provided extensive consultation to global companies preparing for the pandemic threat.

Emergency Response Session 4
Novice/Intermediate/Advanced

BC/DR Solutions in a Wireless World

Tom Serio
Verizon Wireless

Sure it’s about the network, but there’s more to it. This presentation reviews the resiliency of a carrier’s wireless network and how they respond to a disaster. Focus is also given on the use of technology for enterprise and government sector disaster recovery and response. New devices bring a level of flexibility and mobility to response planning, with some of the tools likely already sitting in your hands.

Tom Serio has more than 25 years of experience in business and Information Technology, with a focus on disaster recovery preparedness, business continuity planning and crisis management throughout his career. Currently with Verizon Wireless, Serio’s focus is to expand the company’s outreach program, working with emergency responders on federal, state and local levels, and supporting disaster awareness programs for businesses as they relate to critical communications.

Information Session 4
Novice/Intermediate/Advanced

The State Of BC, Crisis Communication And Risk Management

Stephanie Balaouras
Forrester Research

Hear results from the Disaster Recovery Journal and Forrester’s 3rd Annual BC/DR Market Study. Discussion will cover: How organizations handle crisis communication within BCP; What crisis communication strategies do organizations rely on; How effective are strategies; and How companies handle the interrelationship between BC and risk management. An overall assessment of current crisis and BC management efforts will be provided.

Stephanie Balaouras is principal analyst, covering business continuity and disaster recovery for Forrester Research.
Sessions are rated: novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

**Tuesday Workshops**

**Workshop Session 1**
Intermediate/Advanced

**Incident Command System: Best Practices in Emergency Management**

How does a company go about implementing a significant change to its emergency management structure? This workshop will give a solid review of the Incident Command System (ICS) and then dig into how you can implement it in your organization. The session will conclude with an orientation exercise to give you a chance to “test-drive” the Incident Action Planning process in real time. Attend this hands-on workshop to learn how to implement ICS in your company and walk out with can-do tools under your arm!

This workshop will include:
- ICS 101 – what is ICS and why you should use it!
- The eight hallmarks of ICS
- Incident Assessment
- Incident Action Planning
- Orientation exercise highlighting the Incident Action Planning process

Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and contingency planning. With more than 28 years of experience, she has provided consultation, training, and speaking services to clients in four continents.

Lessly Field is the director of business continuity management and emergency planning at Pacific Gas and Electric Company. She has provided field-level emergency response, run large-scale regulatory projects, implemented various governance improvements, and managed capital spending policy and programs.

**Workshop Session 2**

Novice/Intermediate/Advanced

**H1N1 Lessons Learned and Pandemic Exercise**

The second wave of the H1N1 has come and gone. We’ve all survived a tremendous scare, but we need to stay ever vigilant, as there are still pandemic threats and significant risks to plan for. What did we learn during the most recent outbreak? What worked, and more importantly, what didn’t work within companies and within communities will be addressed in this lively session. And then....

You’re in management at XYZ Company. You know a pandemic is coming, and suddenly, it’s here! The news flashes across the screen. The World Health Organization has just raised the alert level to a Level 6. Now you sit at the planning table with your peers and have to make decisions.

This workshop will challenge participants with scenarios and injects that develop along a timeline of a pandemic outbreak. Groups will deal in-depth with company-related issues such as work from home, HR issues, legal issues, social distancing, and other pandemic-related topics. Participants will learn from experts and fellow participants on next steps they should take, no matter how developed their plan. For communities, the session will identify working partners that want to prepare and strategies for gathering those partners together.

Harlan Dolgin, Jr., CBCP, is president of Dolgin Consulting, LLC. He is a nationally recognized pandemic preparedness expert and sought after speaker on business continuity management with 11 years combined experience in business continuity management and pandemic planning.

Brandon Dempsey is president, SuiteCommute. He is a human resources, remote work, and business continuity professional. He is one of the nation’s leading presenters on telecommuting and remote work dedicating over 250 hours each year to educating audiences in both public and private seminars.

Regina Phelps, EMS Solutions

Lessly Field, Pacific Gas and Electric

Harlan Dolgin, Dolgin Consulting

Brandon Dempsey, Suite Commute

See Page 17 for Registration Details and Discount Information!
that you can implement immediately.

Workshop Session 3
Intermediate/Advanced

Comprehensive Healthcare in BC Planning

Back by popular demand, participate in an interactive discussion and workshop on healthcare business continuity management. This session will provide you with an understanding of the role of business continuity in healthcare, how to build a business case and the methodology and tools to accomplish this work. As a result of your participation you will learn:

- The five dimensions of a hospital BCP
- Case studies of actual events affecting healthcare including findings from the H1N1 pandemic
- How to align business continuity to healthcare executive priorities
- Unique components of BC in hospitals
- Examples of tools used in successful programs

This workshop will focus on tried and true best practices. Walk away with tools and documents you can use in your facility. Come prepared to immerse yourself in this topic.

Dr. Stuart Weiss, FACEP, CBCP, CEO of MedPrep Consulting Group LLC, has provided BC and disaster preparedness guidance and assistance for more than 15 years.

Angela Devlen is managing partner with Wakefield Brunswick and a founding board member of the Business Continuity Planning Workgroup for Healthcare Organizations.

Workshop Session 4
Intermediate/Advanced

Incident Management Plan Maturity

Learn to use the BCP Audit checklist and the Incident Management Plan Maturity Model developed by PPBI from recognized standards and industry best practices.

PPBI has condensed the one and one-half day course into a workshop to share the effectiveness this process can have on your plans.

Exposure to the practical experience of the instructors in addition to recognized industry standards in measuring the maturity of your plans benefits both the public and private sectors.

You will use the checklist to assess your capability to assemble, coordinate, collect and channel the resources required for critical incident management.

The tools are free, the simulation authentic, and the class is practical, immediately useful, and fun!

Peter Laz, MBCP, is a senior business continuity consultant with Forsythe Solutions Group.

Deidrich Towne, CBCP

Forsythe Solutions

David Ziev, MBCP

Business Continuity Professionals

Workshop Session 5
Novice/Intermediate/Advanced

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.

Workshop Session 6
Novice/Intermediate/Advanced

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

A DRJ attendee favorite and long-running workshop! Successful BCP and disaster recovery takes more than a plan: it requires realistic testing and validation. How do you do that properly? Do your drills provide as-close-to-real situations as possible? How does your program compare? How can you improve?

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

Learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems. With his lively style and real-life examples, Dr. Steve will lead the class through interactive discussions of successful exercise development.

Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises. A former global BCP manager for a Fortune 500 company, Dr. Goldman has developed, conducted, and evaluated hundreds of successful drills and exercises ranging from one-hour tabletops to massive multi-organization three-day full-scale exercises.
The official conference hotel is:
Disney's Coronado Springs Resort
1000 W. Buena Vista Drive
Lake Buena Vista, FL 32830
Reservations: 407-939-1020

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

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

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

Walt Disney Theme Park Ticket Discounts
Attendees of DRJ's Spring World 2010 have the option of purchasing Walt Disney Theme Park Tickets at discount prices. For more information, visit www.drj.com/orl2010.

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

Car Rental: Avis is DRJ's official rental car service. Call 800-331-1600. Use file #D005078 for the discounted rate.
Spring 2010 Registration Form

Register By January 12, 2010 for $895! Save $200 in conference fees!

Date_______________________________ List Your CBCP, FBCI, CRP#__________________________________

Mr/Mrs/Ms______ First Name__________________________ Last Name _________________________________

Company____________________________________________________________________________________

Title__________________________________ Email _________________________________________________

Address_________________________________________________ Mail Stop____________________________

City__________________________________________ State____________________ Zip____________________

Country_________________ Telephone___________________________ Fax______________________________

Print Name As It Should Appear On Badge________________________________________________________

List Any Designations For Badge  _________________________________________________________________

Emergency Contact Name/Phone Number__________________________________________________________

Check here if you require special needs ______ Please specify_________________________________________

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

Register By January 12, 2010 for $895! Save $200 in conference fees!

_____ Check enclosed for $_____________________ Registration Discounts (if any) ? ____________________

_____ Bill my company, Attn: __________________________________________________________________

_____ Purchase order attached, P.O. #___________________________________________________________


Account #___________________________________________________________ Exp. Date_________________

Signature____________________________________________________________________________________

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

Policy Information

Cancellation Policy (Must be in writing):  Conference enrollment may be cancelled through Feb. 22, 2010 without penalty. No refunds or credits will be given for cancellations received after Feb. 22, 2010. 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 21
Workshop Sessions SWS-1 SWS-2 SWS-3 SWS-4 SWS-5 SWS-6

Monday, March 22
Breakout Session 1 SS-1 MS-1 TS-1 ES-1 AS-1 IS-1
Breakout Session 2 SS-2 MS-2 TS-2 ES-2 AS-2 IS-2
Breakout Session 3 SS-3 MS-3 TS-3 ES-3 AS-3 IS-3

Tuesday, March 23
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
Pre-Conference Courses

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

**Pre-Conference Courses**

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

Sat., March 20, 9:00 a.m. - 5:00 p.m.
Sun., March 21, 8:30 a.m. - 11:30 a.m.
$995 per person
Presenter: Regina Phelps

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

The workshop will cover:

- Five types of exercises
- Exercise design team
- The exercise plan
- The development of the exercise plan
- Selecting and training a simulation team
- Rules of exercise facilitation

You will:

- Participate in an advanced tabletop exercise
- Develop the outline for your own tabletop exercise
- Receive feedback on your exercise design.

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

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

Sat., March 20, 9:00 a.m. - 5:00 p.m.
Sun., March 21, 8:30 a.m. - 11:30 a.m.
$995 per person
Presenters: Barry Pruitt, Michael Herrera, CBCP

Completely revised! Taught by the authors of the DVD best seller “Best Practices of the BIA.” This technical workshop is a hands-on consultative approach of leading you through the BIA process using “Best Practices” methodologies and tools; process flowcharts, probability & exposure calculations, and the inclusion of risk assessment. Highly interactive session also includes BIA interview protocols, data collection & executive summary practice; how to complete a BIA from sell to implement; tips, traps, and pitfalls; where the BIA “fits” in the BCP process. You’ll take home a workbook, sample questionnaire, sample executive summary, and all presentation materials on disk, and a personal DVD of BIA Interview Samples. Bring any current work and gain personalized feedback to get you on track for a complete BIA.

Bonus: All participants receive a three-month membership in BTAG – our teleseminar/webinar based Business Impact/Threat Assessment Action Group – and a free copy of the four-hour DVD “Best Practices of the BIA.” A $570 value!

Barry Pruitt is president of J&B Pinnacle Business Concepts Inc, has experienced a major business interruption, develops educational materials professionally.

Michael Herrera, CBCP, president/CEO of MHA Consulting Inc., has more than 17 years BCP consulting and training experience and has first hand knowledge having dealt with four major declared disasters.

**PRC-3: BC Planning Made Simple**

Sat., March 20, 9:00 a.m. - 5:00 p.m.
Sun., March 21, 8:30 a.m. - 11:30 a.m.
$895 per person
Presenter: Norm Harris, CBCP

How many times have you thought, “How great it would be if I could find a simple way to perform a risk assessment, conduct a business impact analysis, collect the information I need for a disaster recovery/business continuity plan (DR/BCP) and then document that information into a ready-to-use plan.” Now you can. This highly informative interactive class teaches you the essentials of disaster recovery/business continuity planning. You will receive a class manual and a CD containing all of the questionnaires, forms, examples, documentation templates and instruction you will need to answer the 7 basic requirements of any DR/BCP:

- What needs to be done
- Why does it need to be done
- When does it need to be done
- Where is it to be done
- Who is going to do it
- How is it to be done
- What resources do you need?

Register early, as this class will sell out quickly. Be sure to bring your laptop and the instructor will work directly with you on your plan during the class.

Bonus: All participants receive a DVD “BC Planning Made Simple.”

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

**PRC-4: Seven Steps For A Comprehensive Business Continuity Program**

Sat., March 20, 9:00 a.m. - 5:00 p.m.
Sun., March 21, 8:30 a.m. - 11:30 a.m.
$1195 per person
Presenter: Randall Till, CBCP

It’s one thing to develop and test business continuity plans. It’s quite another to implement an effective and comprehensive business continuity plan. This highly interactive workshop will teach you the essentials of disaster recovery/business continuity planning. You’ll receive a class manual and a CD containing all of the questionnaires, forms, examples, documentation templates and instruction you will need to answer the 7 basic requirements of any DR/BCP:

- What needs to be done
- Why does it need to be done
- When does it need to be done
- Where is it to be done
- Who is going to do it
- How is it to be done
- What resources do you need?

Register early, as this class will sell out quickly. Be sure to bring your laptop and the instructor will work directly with you on your plan during the class.

Bonus: All participants receive a DVD “BC Planning Made Simple.”

Norm Harris, CBCP, Certified Recovery Planner, is chairman, president and CEO of Norman L. Harris & Assoc.
You will learn from the real-life experiences of an industry veteran with 20+ years spent developing and building BC practices. Get practical, proven solutions and learn how to identify risks, avoid roadblocks and build an effective BC Program. Both experienced planners and newcomers to the field will benefit from this class. Bonus: All participants receive a DVD “Mock Disaster.”

Randall Till, CBCP, has more than 20 years experience as a BC planner and has learned to navigate the hardships and roadblocks associated with implementing BC strategies and practices within an organization. He will share lessons learned and present effective techniques to integrate business continuity practices into the day-to-day business operations.

PRC-5: IT/DRP/Certified Business Resilience IT Professional

Sat., March 20, 9:00 a.m. - 5:00 p.m.
Sun., March 21, 8:30 a.m. - 11:30 a.m.

$1650 per person
Presenter: Rick Wellman

This CBRITP course teaches students how to develop, test, and maintain an IT disaster recovery plan for recovering IT and telecommunications systems and infrastructure in the event of a disaster or business disruption.

The workshop provides a comprehensive step-by-step IT disaster recovery plan development methodology, and presents key IT availability planning concepts and principles.

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

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

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

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

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

PRC-6: Secrets to Building Successful Private/Public Relationships

Sun., March 21, 8:30 a.m. - 11:30 a.m.

$195 per person
Presenters: David Ziev MBCP, MBCI
Peter Laz, MBCP

This fast-paced, half-day session focuses on the actions that both private businesses and public agencies have taken to build complementary relationships that work in both good times and disaster situations. This session is designed to give both private and public sector representatives the tools they need and action plans to come together, develop the relationship, and build a unified public/private emergency response capability.

Attendees will learn about:
- Who to contact and how to get them involved
- Resources available to support a public private program
- Successfully implemented programs
- Collaborative training and exercises
- Building an expanded support network

Bonus: All participants receive a DVD “NIMS ICS for Business and Industry.”

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

Peter Laz, MBCP, is senior consultant, for Forsythe Solutions Group, Inc.
Post-Conference Courses

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

POC-1: Emergency Operations Centers: The Critical Tool for Event Management

Wed., March 24, 1:30 p.m. - 5:00 p.m.
Thurs., March 25, 8:30 a.m. - 5:00 p.m.
$995 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 command center and the team that manages the event.

- Risk assessment – where to have one?
- Physical design factors
- Incident Command System
- Equipment and tools
- The team - Who should be involved?
- Incident Assessment
- Incident Action Plans
- Communication concerns and solutions
- Role of senior management
- Sustained operations
- 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: How to Build and Implement Effective Business Continuity Practices

Wed., March 24, 1:30 p.m. – 5:00 p.m.
Thurs., March 25, 8:30 a.m. – 5:00 p.m.
Friday, March 26, 8:30 a.m. – 12:00 p.m.
$1,495 per person (limited to 10 participants)
Presenter: Randall Till, CBCP

Join this session to learn how to develop and implement strong business continuity practices within your organization. The instructor will present the key components associated with a BC Program and demonstrate proven planning techniques and strategies to help guide the program. Participants will have time to actively explore the key concepts, strategies and tools that go into building good business continuity plans. The class will:

- Review examples of proven techniques, processes and tools
- Review lessons learned and potential roadblocks to success
- Discuss specific issues, concerns and challenges from class participants
- Provide examples of BC practices, templates and plans

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-3: CBRA Seminar: Advanced BC Program Audit

Wed., March 24, 1:30 p.m. - 5:00 p.m.
Thurs., March 25, 8:30 a.m. - 5:00 p.m.
Fri., March 26, 8:00 a.m. - 12:00 p.m.
$2900 per person; $2610 for DRJ conference attendees
Presenter: Rick Wellman

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

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

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

Take the optional CBRA certification exam and become a CBRA. Learn more about becoming a CBRA at BRCCI website, www.sentryx.com or call 1-800-869-8400.

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

POC-4: Successfully Conduct Your First BCP/DRP Drill!

Wed., March 24, 1:30 p.m. - 5:00 p.m.
Thurs., March 25, 8:30 a.m. - 5:00 p.m.
$995 per person
Presenter: Dr. Steven B. Goldman

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

- The company politics of your first drill
- Dr. Steve’s “First Drill” Planning Checklist
- Using incomplete department plans to your advantage
- Painlessly involve IT, PR, and management
• 100+ Ideas for scenarios
• What’s in the drill manual
• Expected problems and their solutions
• Critique the Drill and still keep your job
• Using the leverage from this Drill

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

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

POC-5: The Complete Professional
Wed., March 24, 1:30 p.m. - 5:00 p.m.
Thurs., March 25, 8:30 a.m. - 5:00 p.m.
Fri., March 26, 8:00 a.m. - 12:00 p.m.
$1295 per person
Presenters: Barry Pruitt, Michael Herrera, CBCP

Improve key skills needed for professional planners – presentation, negotiation, facilitation, and interview skills. See yourself on camera and gain instructor tips/feedback for improvement as a complete professional! Be prepared to organize your ideas, make the presentation, and handle negotiations with a tough audience. Learn professional techniques for managing and keeping interviews on track – and, you’ll gain more confidence, poise, and skill through seven specific steps to confident and powerful presentations, a dozen negotiation tactics and counters, and professional interview techniques.

Gain the ability through practice to motivate, persuade, negotiate, and hold the attention of senior management. Find yourself off the sidelines and speaking up with confidence and power, even during a crisis, by utilizing specific tips for managing the media – while avoiding the number one mistake of crisis communication! Leave with personal DVD recording, and the essential steps for negotiating agreement to improve results, gain support, resources, and the cooperation you need. Bring any of your BC/DR docs to utilize for practice.

Bonus: All participants receive a free six-month membership in CPU – our teleseminar/webinar based Complete Professional University – and a free copy of the four-hour DVD “FASTpractice to Build Your BCP. A $915 value!

Barry Pruitt is president of J&B Pinnacle Business Concepts Inc, has experienced a major business interruption.

Michael Herrera, CBCP, president/CEO of MHA Consulting Inc., has more than 17 years BCP consulting and training experience.

POC-6: Certified Crisis Communications Planner - CMC 2050
Wed., March 24, 1:30 p.m. - 5:00 p.m.
Thurs., March 25, 8:30 a.m. - 5:00 p.m.
Fri., March 26, 8:00 a.m. - 12:00 p.m.
$1495 per person
Presenter: John Cullen

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

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

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

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

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.

Check enclosed for $ ____________ Check # ____________

Bill my [ ] Visa [ ] MasterCard [ ] American Express [ ] Discover

Account # ____________ Exp. Date ____________

Signature ____________________________

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

POC-1: EOC: The Critical Tool ($995)
POC-2: Build BCP Practices ($1495)
POC-3: CBRA Seminar ($2900/$2610)
POC-4: First BCP/DRP Drill ($995)
POC-5: Complete Professional ($1295)
POC-6: Certified Crisis Planner ($1495)

Name ____________________________
Company ____________________________
Address ____________________________
Mail Stop ____________________________ City ____________________________
State ____________________________ Zip ____________________________
Telephone ____________________________
Email ____________________________

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Feb. 22, 2010 without penalty. No refunds or credits will be given for cancellations received after Feb. 22, 2010. All no shows will be charged the full amount. All cancellations must be received in writing.

Note: A class will be cancelled if the minimum number of registrants is not met.
On July 22, 2009, DRI Intl and the National Fire Protection Association (NFPA) have joined forces to create an education and certification program that will qualify participants to audit disaster/emergency management and business continuity programs against existing standards and regulations. Certifications available are: Certified Business Continuity Auditor (CBCA) or Certified Business Continuity Lead Auditor (CBCLA).

NFPA, the authority on fire and life safety, and DRI, the leading certification and education body in business continuity planning, today announced a new interactive certification program that provides training, tools and hands-on experience. Through the program, participants will be able to apply the key components of disaster/emergency management and business continuity, the relevant standards, laws and regulations, the process of risk assessment, vulnerability analysis, loss prevention, risk mitigation, and develop, implement, test and maintain their plans and procedures.

For more information, visit the DRI International Web site at www.drii.org.

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Course & Exam Schedule

3/24 -26  Qualifying Exam Review (BCP 501)  $1405.00*
3/24 -28  Business Continuity Planning (BCLE 2000)  $2550.00
3/24 -26  Master Case Study Review (BCP 601)  $1695.00

Examination Only Schedule

3/26  1:30 pm - 5:00 pm  Qualifying Exam  $550.00
3/26  1:30 pm - 6:00 pm  Master’s Exam  $695.00
3/28  1:30 pm - 5:00 pm  Qualifying Exam  $550.00

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CBCV   Certified Business Continuity Vendor
CFCP   Certified Functional Continuity Professional
CBCP   Certified Business Continuity Professional
MBCP   Master Business Continuity Professional

NEW  Certifications available through DRI International
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