



DRJ's
Spring World
 ORLANDO, FLORIDA • 2012

DRJ's 46th Conference!
 Register Now And Save
 \$200! Send The Team
 And Save More!

March 25 - 28, 2012

*Featuring Our New
 One-Day Track
 for Experienced
 Practitioners*

*Disney's Coronado
 Springs Resort
 Orlando, Florida*



Balancing

**the Demands of Global
 Business Continuity**

Complete Conference Agenda

Sponsors

Gold



Silver



Bronze



Co-Sponsors



**Mock
 Disaster**



Non-Profit



Top 10 Reasons to Attend Spring World 2012:

1. Gain access to **more than 45 sessions**.
2. Be challenged and inspired in **nine keynote sessions**.
3. Build your skills with a **pre- or post-conference class**.
4. Attend **two of the 12 workshops for hands-on learning**.
5. Learn from 50+ in-house learning professionals in **case studies, breakouts and panel sessions**.
6. **Network**, nosh and celebrate at **evening social events** – including a welcome reception Sunday evening and the gold sponsor's Monday Night Hospitality.
7. Participate in the new **Senior Advanced Track** being led by C-level experts.
8. Try out leading products and services in the **exhibit hall**.
9. Receive **online and CD ROM copies of the session handouts**.
10. **Spring World 2012 early-bird discounts!**



DRJ's Spring World 2012



DRJ is the premiere BC/DR conference bringing together thousands of business continuity professionals from around the globe.

WHY ATTEND SPRING WORLD 2012?

Key decision makers in every aspect of business continuity need to attend this conference. Whether from the security industry, data storage, management or somewhere in between, you will find information to meet your needs. Our sessions are presented by industry experts who impart their knowledge in an unbiased, decisive manner. You can't afford to miss Spring World 2012!

DISCOVER SOLUTIONS FOR DEMANDS OF BC

Our agenda is packed with the solutions you need to tackle the demands of global business continuity. Find expert advice on all aspects of business continuity and more.



Boyls

Enterprise
Risk Mgmt.



Copenhaver

Community
Resilience



Flynn

Domestic
Terrorism



Phelps

Crisis
Leadership



Sharpe

Global
Strategies



Pickren

Industry
Standards

Table of Contents

Senior Advanced Track	3
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
BCI Courses	22-23

THE BEST VALUE IN THE INDUSTRY

Spring World 2012 offers the best value you will find at any industry conference. Gain hundreds of hours of training, networking and educational events for the lowest fee in the industry.

- session admission
- networking meals
- conference materials
- admission to hospitalities
- welcome reception
- product demonstrations
- mock disaster exercise
- cyber city
- exhibition hall
- conference bookstore

You won't find a better conference or a better value! Early registration discounts make it an even better deal. See page 17 for details.

NEW! ONE DAY TRACK FOR ADVANCED PRACTITIONERS

Top Events You Can't Miss At Spring World 2012!

DRJ is hosting its 46th conference! The years of experience have led us to fine-tune our conference offerings to the events that give the most information, solutions and networking to our attendees. The following events are some of the most popular at our conferences. For a complete agenda listing, see page 5.

Monday Evening Hospitality:

Hosted by our conference gold sponsor, **Send Word Now**, this event is always packed! Our attendees look forward to this fun gathering at each conference. It is a great way to wind down after a long day of sessions.

Mock Disaster Exercise:

Attendees participate in a real-time mock disaster. This Sunday afternoon workshop, sponsored by Business Guard, Inc., is a fun and educational session.

Exhibition Hall: The exhibition hall is a great place to explore new products and services. Network with vendors and other attendees in this relaxed environment.

Welcome Reception: Kick off the conference in style with the welcome reception in the exhibition hall. It's the first chance to network with other attendees and view the hall.

Networking Breakfasts and Lunches: Attendees enjoy numerous meals and refreshment breaks during the conference. Save money on your travel budget with these meal options!

Senior practitioners are invited to attend our new one-day track on Monday. If you are interested in attending, contact patti@drj.com to verify qualifications. **Elevating BC/DR to Enterprise Risk Management** will feature a **general session in the morning (see page 8 for details)** and breakout sessions in the afternoon. The breakouts will run separately from our general offerings to attendees. The one-day track will conclude with an exclusive "Meet the Expert" reception in the evening. There is no additional cost for this new track.



Leslie
Borders



John
Jackson

Kraft Fusion

SA-1: Business Continuity at Kraft: Assessing Supply Chain Risks and Impacts

While many organizations have developed continuity programs that address internal risks, such as data centers and offices, few have looked at their supply chain and their dependencies on external organizations or factors. The fact is your ability to serve your customers, regardless of your industry, relies on a combination of internal and external entities. Learn how Kraft identified supply chain risks and impacts and implemented their BCP program for North American and International operations.

Leslie Borders, manager, IS security and compliance, oversees Kraft's global BCP and DRP programs and is responsible for information policies and standards, risk management and security awareness programs.

John Jackson, Exec. VP, Fusion Risk Management, has more than 30 years of IT and IT Risk Management experience and is widely regarded as a visionary and leader in DR/BC.



Brian
Neary



Patrick
Corcoran

The IBM
Hartford

SA-2: The Value of an Integrated Cross Functional Business Resiliency Office

Business resiliency and risk management is not just an IT requirement, it's becoming core to business operations. For a company or organization to be successful, it requires cooperation and teamwork between the business and IT functional leaders. The challenge is "how do we bring the leaders together and work as one?" The Hartford Insurance Company identified an opportunity to enhance their maturity level of resiliency, which led them to creating a business resiliency office. The focus is on creating enterprise consistency around policies/standards, better understanding resiliency capabilities and risks, maturing the company's resiliency posture, and 'operationalizing' resiliency activities.

Brian Neary is currently vice president, operational risk at The Hartford and is also the chief resiliency officer for the company.

Patrick Corcoran is currently global business development executive, responsible for leading IBM teams in the development of integrated business continuity solutions.



Randall
Till

Moderator

SA-3: Roundtable Discussion: Gaining Perspective on Business Continuity Challenges and Trends

Join our expert speakers from the Senior Advanced breakout sessions and General Session 3 as they tackle some of the toughest issues practitioners now face. Learn different perspectives and insights as each panelist weighs in on today's challenges. Discover new methodologies and strategies to enhance your BC program and promote growth throughout your organization. Learn where the industry is heading and what executives see in future trends.

Experts who may be participating include: John Jackson, Fusion; Leslie Borders, Kraft; Pat Corcoran, IBM; Brian Neary, Hartford Insurance; Spencer Schwartz, Atlas Air Worldwide; and Jeff Dato, Pinnacle Airlines. Moderator will be Randall Till.

Meet the Experts Reception

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

Sponsor Information

Gold Sponsor



Send Word Now is the leading provider of on-demand alerting and incident management services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. www.sendwordnow.com

Bronze Sponsors



MIR3 is the premiere provider of intelligent notification and response software for business operations, including crisis management, IT service management, corporate communications, customer relations, supply chain management, event management, or any area that needs reliable two-way notification. www.mir3.com



xMatters builds relevance engines that connect people with what they need to know at exactly the right moment so they can take immediate action. More than 1,000 global firms use xMatters to make their products and services more valuable, both internally and to their customers and shareholders. www.xmatters.com

Co-Sponsors



Atlantic.Net is a market-leading business data services provider known for exceptional service, simplifying complex technologies and building a brand that people trust. www.atlantic.net



Whether you're in the midst of a disaster or running test shipments, count on FedEx Custom Critical. 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



Forrester Research is a technology and market research company that provides pragmatic advice to global leaders. With hundreds of analysts and coverage areas, we are the only company that creates forward-thinking research specifically for your role. www.forrester.com



At Verizon Wireless, reliability is in our DNA. It is built into everything we do from network operations to customer service to business continuity and disaster recovery. We work to build and operate the nation's most reliable wireless network – no matter what disaster or unanticipated event we may face. www.verizonwireless.com



VOLO Recovery was designed to enable businesses to stabilize internal and external communications when faced with outages due to disaster or technical failure. A self contained, single-source business continuity disaster recovery system, VOLO provides a complete inbound and outbound communication infrastructure. www.volorecovery.com

DRJ is proud to partner with the industry's best for this conference. For information on sponsoring the conference, an event, a meal or another option, contact bob@drj.com.

Silver Sponsors



myCOOP is COOP System's breakthrough continuity planning software. 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



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. www.eBRP.net



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



Oracle provides the world's most complete, open, and integrated business software and hardware systems, with more than 370,000 customers—including 100 of the Fortune 100—representing a variety of sizes and industries. www.oracle.com



Strategic BCP, Inc. is a business continuity planning company empowering organizations to build cost-effective, action-based plans. The company's Cloud BCP Software, ResilienceONE, provides an all-in-one planning and incident management software tool and goes beyond traditional plan generation software with its intuitive business process-based methodology. www.strategicbcp.com



SunGard Availability Services offers a complete portfolio of solutions to help keep people and information connected. SunGard helps ensure that more than 10,000 customers achieve uninterrupted access to mission-critical data and systems. www.availability.sungard.com

Mock Disaster Sponsor



Business Guard, Inc. (BGI) offers business continuity services, risk assessments, physical security, law enforcement training and critical infrastructure management. Their professionals represent hundreds of years of experience with Federal and local agencies, including quasi-government companies. BGI utilize state-of-the-art industry standards and Federal guidelines such as DRJ, NIST 800, GAO, OPM, HSPD and others. www.businessguardinc.com

Non-Profit Sponsors



The Business Continuity Institute (BCI) was established in 1994 to enable individual members to obtain guidance and support from fellow business continuity practitioners. The BCI is the world's most eminent BCM institute and our name is instantly recognized as standing for good practice and professionalism. www.thebci.org



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

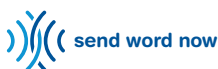
Conference Schedule

Sunday

Onsite Registration
11:00 am - 8:00 pm
Cyber City
12:00 pm - 8:00 pm
Workshops
1:30 pm - 4:30 pm
Certification 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
6:45 am - 5:30 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 sponsored by



Tuesday

Cyber City
6:45 am - 5:45 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

*Attendance prize drawing held immediately following General Session 8. Must be present to win.

Senior Advanced Track

Monday Only

- SA-1 BC at Kraft: Assessing Supply Chain Risks and Impacts**
1:30 pm - 2:30 pm
- SA-2 The Value of an Integrated Cross Functional Business Resiliency Office**
2:45 pm - 3:45 pm
- SA-3 Roundtable Discussion**
4:15 pm - 5:15 pm

Note: Track is open only to invited advanced planners. See page 3 for details on attending.

Pre-Conference Events

Saturday and Sunday

- PRC-1: Successfully Conduct Your First Drill**
- PRC-2: Sentryx CBRIT Course**
- PRC-3: Essentials of DR/BCP Made Simple**
- PRC-4: PWI Certified Facilitator**
- PRC-5: Human Resource DR Planning**

Post-Conference Events

Wednesday, Thursday and/or Friday

- POC-1: Response to Recovery**
- POC-2: Comprehensive BIA Process**
- POC-3: Sentryx CBRA Course**
- POC-4: Fast Track to Dev. Bus and Gov Plans**
- POC-5: Everything You Need To Know**
- POC-6: ICOR**

For complete details – including times, course descriptions, and registration – see pages 18-21. BCI post-conference information on pages 22-23.

Sunday Workshop Sessions

Sunday Workshop Session 1

Intermediate/Advanced



Birds of a Feather Business Continuity Roundtable Discussions

Facilitated discussions on business continuity trends and key topics of interest coordinated within Industry roundtables.

Participate in dynamic dialogue with fellow conference participants having similar backgrounds and expertise.

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

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

Potential Topics:

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

Moderator: Randall Till, MBCI, MBCP, Till Continuity Group

Industry Roundtable Facilitators:

•Robbie Atabaigi, MBCP, KPMG
•Mike Gifford, CBCP, The Capital Group Companies
•Frank Lady, CBCP, Bank of America
•Martin Myers, MBCP, Bank of America
•Barney Pelant, MBCP, Barney F. Pelant & Associates, LLC

Sunday Workshop Session 2

Novice/Intermediate



Ronald
Lapedis

Seacliff
Partners
Intl.



Laura
Mosley

ADT, NA

Business Continuity In a Box

This workshop is designed to take you through all of the steps and considerations that you will need to write your own business continuity and incident response plans.

Whether a beginner or seasoned pro, you will learn enough to make this class worth every minute. Topics include:

- A self-assessment of where your organization is today
- The six phases of building a business continuity plan
- RTO, RPO, and risk analysis
- The six phases of BC plan deployment - evacuation through normalization
- An introduction to the Incident Command System used by first responders all over the world
- What needs to happen when you activate your BC plan
- Communications – the key to successful deployment
- The incident response process
- When and how to engage with law enforcement
- Examples and exercises to hone existing and new skills

Ron Lapedis is a consultant, author, blogger, and trainer with more than 21 years information security and IT disaster recovery implementation and more than three years of emergency response. He heads the San Bruno Citizen Preparedness Committee, and is on the board of the San Francisco chapters of InfraGard and the Association of Contingency Planners (ACP).

Laura Mosley is a proven professional leader with 26 years information technology experience including more than 10 years disaster recovery program management and three years Continuity of Operations (COOP) and emergency management experience. She is ITIL, CRP, MBCP, CBCLA, MBCI certified.

Sunday Workshop Session 3

Novice/Intermediate



Robert
Chubb

Colour-
Spec-
trums.

ColourSpectrums Stress Management and Disaster Recovery

Disasters affect people in different ways and their recoveries are vastly different too. In order to ensure a total recovery from a disaster, you must be able to deal with the different personalities of the people who were

affected.

In this session, hear an innovative way to distinguish personalities and analyze their strengths and weaknesses.

You will learn how to help people recover in diverse ways. ColourSpectrums uses four colors to represent the four dimensions of personality: BLUE emotional, GREEN intellectual, RED physical and YELLOW organizational functioning.

During the first hour you will sort the four colorfully illustrated ColourSpectrums cards to reveal your ColourSpectrums personality; a unique spectrum of strengths and challenges. Group discussions and activities provide insights and humor.

In the second hour you will work in brightest color groups to identify bright color esteem needs, stressors, flight responses and bright shadow characteristics and in the third hour you will work in pale color groups to identify pale color challenges, stressors, flight responses and pale shadow characteristics.

Ultimately you will identify eight sources of stress people experience in various combinations. You will be able to maximize solutions for stress management and disaster recovery. ColourSpectrums is conducted in a positive atmosphere of respect, fun and entertainment.

Rob Chubb has balanced his professional career and family life with diverse experiences in group homes, residential settings, community-based programs, therapeutic foster care, schools, post-secondary institutions and business settings for more than 25 years.

1:30 - 4:30 p.m.

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 Workshop Session 4
Intermediate/Advanced



Moving Your BCM Program to a Management System

Lynnda Nelson

Remember when the question was how to move your business continuity "project" to a "program?"

ICOR The new question is how to mature your business continuity program to a business continuity management system.

With the adoption of three standards by DHS in the hope of increasing the preparedness of the private sector, business continuity professionals can now use these standards to improve and benchmark their program maturity and audit readiness.

This presentation will introduce all three standards adopted by DHS for PS-Prep in an easy to understand manner and provide you with what you need to quickly evaluate your program's "management system" readiness.

Lynnda Nelson is the president of the Board of The International Consortium for Organizational Resilience (ICOR – www.theicor.org), a non-profit 501c3 education and credentialing organization.

As president of ICOR, Nelson manages the day to day operations of ICOR University. ICOR University offers education and certification in the disciplines that support resilience globally. Nelson is also owner and director of Business Continuity Services, Inc., (BCS) a consulting company providing business continuity, disaster recovery, crisis management, and emergency management consulting.

As the director of operations for BCS, Nelson has developed dozens of BCM programs for organizations around the world ranging from conducting the business impact analysis, building awareness and training programs, writing plans, and running exercises.

In addition, Nelson serves as professor for Norwich University's Master's of Business Continuity Management program. She has written and teaches seminars on business continuity management, continuity of governmental operations, and developing a resilient organization.

She is a certified by ICOR as a Certified Organizational Resilience Professional (CORP) and is a member of the American Society for Training and Development (ASTD.) Nelson holds a Bachelor's degree from Northeastern Illinois University and a Master's degree from the University of Illinois in Education.

Sunday Workshop Session 5
Novice/Intermediate/Advanced



Workshop: Incident Management Plan Assessment

Ken Schroeder

Once again PPBI has responded to your feedback and updated this highly interactive workshop. You will learn to use the incident management plan maturity model and the BCP audit checklist developed by PPBI from recognized standards and industry best practices.

Southeast Corp.



Deidrich Towne

Due to your evaluations and response, DRJ has requested PPBI facilitate this workshop which is condensed from the one and one-half day course to share the effectiveness this process can have on your plans.

Hewlett Packard



David Ziev

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.

Business Continuity Prof.

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!

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

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

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

Sunday Workshop Session 6
Novice/Intermediate/Advanced



Business Guard, Inc.

Mock Disaster Exercise: Utilizing ICS for Public and Private Security

Session limited to 200 participants.

We will approach this mock disaster exercise from the federal government side, using Incident Command System (ICS).

The focus is on a federal agency, that does not have a working plan or that is outdated. This exercise will encompass several scenarios including man-made and nature events.

It is widely known throughout the world that the U.S. Intelligence Community (IC) is a coalition of 17 agencies and organizations within the executive branch that work both independently and collaboratively to gather the intelligence necessary to conduct foreign relations and national security activities.

Their primary mission is to collect and convey the essential information the president and members of the policy making, law enforcement, and military communities require executing their appointed duties.

This mock exercise with focus on the challenges encountered by the very secret 18th U.S. Intelligence Community (IC) Agency.

Before your participation in this exercise, you will take the oath and be, "Sworn for Life to Protect Confidentiality". After which, you must be "Read into the Program".

The dedication and participation of each new agent, will rest upon the success of this critical agency and it's mission to serve and protect this great country and it's territory's. Our motto is, "Even At Our Worst, We Are The Best."

Business Guard, Inc. (BGI) offers business continuity services, risk assessments, physical security, law enforcement training and critical infrastructure management. Their professionals represent hundreds of years of experience with Federal and local agencies, including quasi-government companies. BGI utilize state-of-the-art industry standards and federal guidelines such as DRJ, NIST 800, GAO, OPM, HSPD and others.



General Sessions



Our general sessions consistently rank high on attendee assessment forms. Our experienced speakers present unbiased, current information that you can implement in your organization immediately to solve problems, increase production and protect company assets. Learn to Balance the Demands of your BC program with these insightful and informative sessions.

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



Subconscious Secrets of Business Success

Anthony Galie

A.G.S.

Practitioners in the industry know what they need to do to reach their goals. Whether its to increase resiliency, gain management support or recover from a crisis, the way forward is clear. But the day-to-day hassles and distractions that inevitably spring up every time can block the obvious paths and methodologies. In this humorous and engaging keynote, Galie explains exactly why goals can be deterred along with scientifically-proven ways to overcome them.

Anthony Galie has been teaching audiences around the world how to get and stay motivated. As an author, speaker, and trained psychotherapist, Galie has studied the secrets of top performers in every field.

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



Tony Schmitz

Send Word Now

Industry Trends and Real World Experiences

Join industry experts as they provide a review of real-world experiences and predict trends they are seeing in the industry. Send Word Now customers and industry pundits and prognosticators will join Schmitz in a rollicking discussion on the state of the art in business continuity planning. Plenty of time will be left for direct interaction with the delegates.

Tony Schmitz, CEO of SendWordNow has been an entrepreneur and business executive since 1983, creating and building value for technology companies across the New York region.

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



Jeff Dato

Pinnacle Airlines



Brian Neary

Hartford Insurance



Spencer Schwartz

Atlas Air



Rick Fabrizio

AmeriGas Partners

Elevating BC/DR to Enterprise Risk Management

Developing your firm's BC/DR capabilities and programs requires strong management support. With the demands of global business continuity, the task becomes even more intensive. Find out how you can grab the attention of senior management with solid, comprehensive proposals that get your organization what it needs and keeps the boss happy. Our distinguished panel will share experiences on balancing the demands of your BCP program and answer questions about justifying your BC/DR requests. **Questions should be submitted in advance and focus on strategic matters that executives can address. Send to patti@drj.com.**

Jeff Dato is vice president, risk management for Pinnacle Airlines. Brian Neary is vice president, operational risk at The Hartford and is also the chief resiliency officer for the company.

Spencer Schwartz is senior vice president and chief financial officer for Atlas Air Worldwide.

Rick Fabrizio is vice president, information technology and chief information officer of AmeriGas Partners, L.P.

Michael Croy, national BC/DR director at Forsythe, will moderate this session.

General Session 4

8:15 a.m. – 9:15 a.m.



A Crisis in Leadership: What You Need to Know BEFORE a Disaster Hits Your Company

Leadership during good times can be difficult enough; during a disaster, it can be a matter of life or death for your people, your company, and your shareholders. We will explore recent examples where dubious and uncertain leadership shook public confidence and rattled citizens to their core. Very quickly, you will see there are some very predictable behaviors that begin to emerge. This session explores the five most common failures during an incident and peels back what you can do to avoid these pitfalls. Learn what you can do to improve leadership, minimize the fatigue, and hopefully ensure that, ultimately, better decisions are made.

Regina Phelps, CEM, RN, BSN, MPA is founder of Emergency Management and Safety Solutions.

General Session 5

9:30 a.m. – 10:30 a.m.



Community Resilience

As the numbers and magnitudes of catastrophic events continue to escalate year after year, the impacts on communities around the world are growing at an alarming rate. With the response capabilities of governments at all levels – local, regional and national – diminishing due to severe financial constraints, a new model for emergency management. “Community resilience” must once again become the “new” normal!

Deke Copenhaver currently serves as Mayor of Augusta, Georgia having been first elected in 2005 to serve out an unexpired term and being subsequently re-elected in 2006 and 2010.

John B. Copenhaver is president and CEO of Contingency Management Group. He serves as senior advisor to the Business Continuity Institute.

General Session 6

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



Optimizing BCM Programs For Greater Success By Driving Risk Management Alignment

In addition to meeting an increased number of growing operational and regulatory requirements, expectations for organizations to demonstrate effective risk management program and processes are being demanded by rating agencies and the investment community alike. We have witnessed a growing shift towards a more integrated and efficient risk and compliance system, which drove the advent of governance risk and compliance program methodologies. This in turn provided us with the ability to demonstrate a return on investment for risk and compliance programs by reducing the risk fatigue placed on organizations and realizing the value of the up-side of more proactive risk management.

Rob Patchett, MBCI, CISSP, 25999 Lead Auditor, joined SunGard in 2011 to assist with the development of the West Coast Enterprise Resiliency consulting practice.

General Session 7

8:15 a.m. – 9:15 a.m.



Reputation Resiliency in a Volatile Environment

Executives have two responsibilities – protect revenue and protect reputation. A strong reputation enables a company to achieve its business objectives with fewer obstacles.

This session will cover key steps to understand and identify reputational risks. With proactive management and intelligent reaction during a crisis, they will show how greater reputation resiliency can be achieved, including a discussion on the role of social media in managing the risks and impacts to an organizations reputation. They will demonstrate how business continuity planning can develop enterprise-wide reputation competence as a core part of the program.

Linda Locke is the principal and founder of Reputare Consulting LLC.

Randall Till, MBCI, MBCEP, is principal and founder of Till Continuity Group.

General Session 8

9:30 a.m. – 10:30 a.m.



Catastrophic Traumatic Events

The effects of a catastrophic traumatic event can last a lifetime. This is particularly true for those unprepared to deal with such an out of the ordinary incident and those without psychological resilience. The panel discussion session will give participants the opportunity to ask the experts. Leadership issues, long and short term psychological considerations and operational effects of traumatic events will be discussed with an extensive Q & A period.

Roberta Flynn, Psy.D., is the disaster mental health activity lead for the American Red Cross.

James A. McGee is senior security consultant for The Soufan Group and ESPN.

David A. Smith is founder of Professional Workplace Interaction, Inc.

General Session 9

10:45 a.m. – 11:45 a.m.



You Can Communicate In A Crisis, But Will You Connect?

You know the basic principles of crisis communications – have a plan in place, protect the firms’ reputation, be accessible to media, leverage social media, pick your spokesperson carefully, etc. In this session explore a deeper dive into the realm of communicating in a crisis. Learn insights from behavioral psychology, differences between public communications and those directed internally, how (in a world of transparency) to balance candor with the risks of losing competitive advantage, ways (in a society that over-communicates) you can “manage” communications, tips to leverage hostage negotiation tools in framing your message, and – more importantly, how to connect with your audiences.

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

Breakout Sessions 1

Choose One Selection Per Track

Monday 1:30 - 2:30 p.m.

Strategic Session 1 Intermediate/Advanced



Ian Long

Safeway,
Inc.

Using Data to Drive Decisions

In today's world of continuity, we need to make critical decisions promptly to protect our customers and our companies. Unfortunately, all too often we have limited access and opportunity to review these critical issues with the executives who drive the decisions. In this session we will cover how to create effective metrics, scorecards, and presentations. We will also consider how to socialize them to drive discussion and decisions in your organization. Instead of continually warning of impending doom, we need to let the data tell the underlying story and lead the decision makers toward their own conclusions.

Ian Long is the program manager of the IT continuity management program within Safeway, Inc. His experience includes managing all aspects of IT continuity, disaster recovery, high availability and data center strategies for numerous large and small organizations.

Managerial Session 1 Intermediate/Advanced



Mark
Pryce

Rogers
Comm.



Karl
Bryant

Marsh

BCP from Theory to Practice

Using real world experience to provide practical advice, attendees will learn how to implement a program that gets the job done. Discover how to build plans that people can actually use. Look out for lots of samples of presentations, assessments and templates (BIA, BCP, pandemic etc.) that you can take back home with you when the conference

is done. This session is about sharing our experience and tools with you in your quest for a functional program.

Mark Pryce, CBCP, director business continuity for Rogers Communications Inc., responsible for managing Rogers corporate business continuity program.

Karl D. Bryant, MBCL, CBCP, PMP, CBCLA, senior vice president business continuity risk management for Marsh.

Technical Session 1 Intermediate/Advanced



Jim
Staufen-
berg

Quest
Diagnostics

Data Center Restoration IAP

You have had an actual event that has required that you execute your disaster recovery plan. Portions of your team are 100% engaged in the execution of that plan. However at the same time you need to start recovering your damaged data center so that you can re-occupy it within the contract limits of your DR hosting site. The objectives of this presentation is to enable the participants to write their own Incident Action Plan template now, prior to a disaster, so that they may better align limited resources for both the data center restoration and recovery operations.

Jim Staufenberg has been an IT professional for 28 years with versatile experience as a field service engineer, operations analyst, data center operations manager, and for the last 11 years as director of facilities and network operations.

Emergency Response Session 1 Novice/Intermediate



Jason
Smith

Anthelio



Lynn
Moore

Anthelio

The H-120 Plan for Your Facility

Anthelio Healthcare serves more than 400 hospitals throughout the United States with technological healthcare solutions. Anthelio maintains a business continuity/disaster recovery and emergency response strategy that holistically integrates with a hospital's emergency management program. Learn how you can synchronize your emergency response with your local, county and state responders through an H-120 plan. Attendees will receive an H-120 template to assist in building their own H-120 plan to include in your emergency response plan, which will optimize the response profile.

Jason Smith is a BC/DR team lead with Anthelio Healthcare Solutions.

Lynn Moore is a senior BC/DR analyst with Anthelio Healthcare Solutions.

Advanced Session 1 Advanced



Lenny
Sharpe

Target



Matt
Blanco

Target

Developing And Implementing A Global Business Continuity Strategy

There is no cookie cutter approach to developing a business continuity strategy but every BC or DR manager needs to develop one. So where do you begin? This session will be an in-depth discussion around how the business and technology teams at Target worked together to develop an enterprise strategy for business continuity that is integrated, aligned, resourced, and supported throughout the organization.

Lenny Sharpe, manager of the business continuity management team at Target, is responsible for leading the overall BC strategy and program globally.

Matt Blanco leads Target's Information Technology Service Continuity Management (ITSCM) team, where he is responsible for a multi-year transformation of Target's Technology Recovery Services.

Information Session 1 Novice/Intermediate



Stan Polit

George
Mason
Univ.

Going Beyond Apologies During Corporate Crises

Continuity after a crisis hinges on credibility. That is why organizations and their leader often utilize apologia strategies with the hope of instigating the image repair process. However, recent allegations of corporate irresponsibility and immorality have led these redemption-seeking efforts to appear perfunctory and self-serving. This interactive presentation explores contemporary issues regarding apologies as a tool for achieving business continuity, especially when questions of moral leadership arise. Through exploring recent case studies from the corporate and financial sectors, the audience will gain a deeper understanding of both the problems and best practices associated with creating audience-centered messages.

Stan Polit is a nationally recognized public speaker, coach, and crisis communication scholar. His research at George Mason University focuses on the intersection of behavior change strategies, corporate crisis communication, and image repair techniques.

Breakout Sessions 2

Choose One Selection Per Track

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

Strategic Session 2

Novice/Intermediate



Sudhir
Gadepalli

Putting It All Together – From BIA To Resiliency

This presentation will take participants through the journey that starts with the BIA, how recovery process priorities were determined, how funding was secured, how the site was identified, how the recovery infrastructure was architected and deployed, and how the theoretical lessons of the BIA were translated into practical, resilient BC/DR solutions that exceeded customer expectations. Participants will walk away with valuable insights and best practices of the “end-to-end” aspects of BC/DR planning, translating BIA requirements into resilient solutions, mistakes to avoid, important lessons learned and what goes into building a mature BC/DR program geared towards exceeding expectations and delivering cost effective recovery capabilities.

Sudhir Gadepalli, CBCP, PMP, ITILV2, has been in the IT field for more than 18 years and specializes in enterprise infrastructure architecture, resiliency planning and IT service continuity management. He serves as the senior business continuity/disaster recovery architect with the Ohio Public Employees Retirement System.

Managerial Session 2

Intermediate/Advanced



Egbert
Smit

BCM in the Dutch Financial Sector

The financial sector lies under a magnifying glass. Regulators set more rules and regulations and are sharpening existing ones. Learn how the Dutch financial sector copes with this situation by the definition of sector-wide principles for BCM and incorporating living will elements into the business continuity risk assessment and business impact analysis.

Egbert Smit, BSc MBCI, is deputy corporate continuity officer at ABN AMRO, a large Dutch bank. Smit started his career at the first Dutch disaster recovery center 27 years ago and has since then always worked within the DR/BCM arena.

Technical Session 2

Intermediate/Advanced



Janson
Hoam-
brecker

Why Cloud Based Disaster Recovery Is Changing The Face Of DR And Technologies Driving It

Data protection and disaster recovery are two of the leading use cases of the cloud being adopted today. Traditional DR methods have fallen behind in technology and cloud-based disaster recovery is becoming the new standard. This session will discuss technologies behind this market, how the cloud changes the landscape of disaster recovery and why it's one of the leading cloud business cases.

Janson Hoambrecker is an industry expert on cloud based disaster recovery. He was the architect and product manager for i365's Remote Disaster Recovery (RDR), a RaaS (Recovery as a Service) Cloud offering. Remote Disaster Recovery was launched in 2008 making it one of the 1st RaaS in the market and allowing Hoambrecker to blaze the trail for the development of Cloud based services.

Emergency Response Session 2

Intermediate/Advanced



Roberta
Flynn

Domestic Terrorism: Seven Signs - 10 Steps

A main objective of all terrorist acts is to produce a state of fear thus creating lost confidence in government. Planning for domestic terrorist acts should be part of your disaster preparation and business continuity planning. But in order to accomplish this, you must first understand the philosophy and psychology behind terrorists. With the increase in the nature of these risks and threats faced by organizations today, the need for physical on-site vulnerability assessments and risk reduction efforts has become a critical element. Learn seven warning signs of terrorism and the 10 element processes for reducing the risk.

Roberta Flynn, Psy.D., the American Red Cross Disaster Mental Health Activity Lead; volunteers for local disasters and national deployment for large scale disasters.

Advanced Session 2

Advanced



Rick
Fabrizio



Fred
Nestore

AmeriGas Disaster Recovery Case Study

The contingency plans are done, but what happens when disaster strikes? Learn how one company leveraged their continuity program to recover from a major disaster - a fire that severely damaged their corporate headquarters and data center in 2009. While the recovery efforts were extremely successful, AmeriGas feels that there were many lessons to be learned from the incident and has already begun to address some critical elements of continuity in order to be even more prepared for a possible future incident.

Rick Fabrizio is VP, information technology and chief information officer of AmeriGas Partners, L.P. AmeriGas is a national marketer and distributor of propane, propane equipment and related services headquartered in Valley Forge, PA.

Frank Nestore is a partner with PPT Consulting, a Philadelphia-area based consultancy specializing in BC and DR planning services.

Information Session 2

Novice/Intermediate



Ed Devlin

The Importance of Your Organization's Crisis Communications Plan

In his final formal presentation before retirement, Ed Devlin will discuss why BCP professionals should review and exercise their organization's crisis communication plan. How prepared is your crisis communications team to respond to a sudden crisis? Learn instances of inadequate responses and compare them with instances where crisis communications plans have been able to minimize even the worst-case crises. Hear the importance of a company's crisis communications strategy, the selection of a spokesperson, identify the spokesperson's objectives, and the need for training the spokesperson(s).

Edward S. Devlin, CBCP, has been involved in the business continuity industry since 1973, when he co-founded Devlin Associates, the first company in the U.S. to specialize in disaster recovery planning.

Breakout Sessions 3

Choose One Selection Per Track

Monday 4:15 - 5:15 p.m.

Strategic Session 3

Intermediate/Advanced



How the Cloud Has and Will Streamline Business Continuity and Email Migration

Orlando Scott-Cowley
Mimecast

The power of the cloud has enhanced email archival storage and increased business productivity in key areas, allowing organizations to gain valuable insights into their business. Learn predictions for the future of email and business continuity in organizations moving forward. By focusing on how cloud-based email data can be leveraged to enhance productivity and efficiency in the workplace, attendees will discover how this improves sales processes and enhances company safeguards, among other functions. Also learn how the cloud is a support system for an organization's operations.

Orlando Scott-Cowley joined Mimecast in 2006 as its technical evangelist. His IT Security background includes 12 years of high-level technical consultancy experience.

Managerial Session 3

Novice/Intermediate/Advanced



Earthquake and Hurricane in the Northeast: Time to Rethink our Assumptions on Risks

Richard Cocchiara
IBM

The recent hurricane and earthquake on the East Coast of the United States have demonstrated that long held assumptions regarding the probability of an event occurring in certain metropolitan areas will need to be revisited. Disasters like those have shown that regional disaster can affect any part of the country. Companies who felt they were adequately protected against disaster because they had dual data centers are simply inadequate. Learn how the right business resilience architecture can mean the difference between surviving a disaster or becoming a statistic. Learn how to select what is right for you to mitigate the risks that your company faces.

Richard Cocchiara is an IBM Distinguished Engineer and the chief technology officer for Business Continuity and Resiliency Services in IBM Global Services, specializing in helping customers drive higher business resiliency.

Technical Session 3

Novice/Intermediate



Incorporating ICS into the IT World

Erika Voss
CGI Federal

The Incident Command System (ICS) is an ever popular trend for how to handle incidents in a more systematic and structured approach. First responders are there, trained, and ready to begin the work. What about your IT staff? This session will help bridge the gap and create one simultaneous response in a systematic, clear message throughout your organization. With ICS you will learn how to setup a command system structure for your technicians. The ICS will provide each of your support roles knowledge of what they should be doing and how it is applied to IT roles and responsibilities in the event of an incident, a disaster, and the recovery of new normal operations.

Erika Voss, consultant, with the CGI Enterprise Security Practice (ESP) has more than 10 years experience in emergency response and preparedness, program/project management and security related disciplines.

Emergency Response Session 3

Novice/Intermediate/Advanced



Building a Resiliency Program

Ramesh Warrior
eBRP

Learn what true resiliency requires – and what you can do to set your organization on that path. A resilient organization has the ability to recover from or adjust easily to misfortune or change. The focus of resiliency is not on plans as the end goal, but on risk management – of which plans are only one of many components. A resiliency program attempts to reduce the potential for disruption, understand the risks associated with change, and employ strategies to mitigate potential risks - and create plans to address risks that cannot be reduced, or fully mitigated, by other means. Creating a resilient organization is a process, not a project. It requires a broad understanding of risk, and the proper mindset and tools to help uncover and address the vulnerabilities that may threaten your organization.

Ramesh Warrior is the chief visionary and conceptualist behind the eBRP brand. Since graduating from Indian Institute of Technology, he has accumulated more than 27 years of experience in various technology industry roles.

Advanced Session 3

Advanced



Industry Standards – Nice-to-Have or Must-Have?

Ann Pickren
MIR3

If you're mystified by BC/DR standards like NFPA 1600, BS25999 and ASIS SPC1, you'll want to attend this session. It's designed to give you a complete understanding of the current maze of BC/DR standards and help you determine which, if any, are the best for your organization to follow. You'll find out how standards developed and what they mean to you, with a focus on the three major standards. You'll also learn how to decide which standard is best for you, what to expect from certifying bodies, and how to find the education, tools and certifiers to complete the job.

In her role as VP, solutions, Ann Pickren focuses on evangelizing MIR3 solutions to the BC/DR market. She will also consult directly with customers to develop emergency management and business continuity best practices. Pickren serves as an advisory board member for BC Management Inc., is a member of the Organizational Resilience Maturity Technical Committee within ASIS International and is member of the DRJ Executive Council.

Information Session 3

Novice/Intermediate/Advanced



An Overview of the BCI

Join BCI Board Member, Kathleen Lucey and BCI-US Chapter President, Doug Weldon as they discuss the BCI framework and membership requirements. Discussion will include alternative route to membership overview (charges and fees, time frame) as well as a presentation on why certification is beneficial and how it can be achieved. Time will be allowed for a question and answer period. Find out everything you've always wanted to know about the BCI program and the certification process.

The Business Continuity Institute (BCI) was established in 1994 to enable individual members to obtain guidance and support from fellow business continuity practitioners.

Breakout Sessions 4

Choose One Selection Per Track

Tuesday 1:30 - 2:30 p.m.

Strategic Session 4

Intermediate/Advanced



Ken Simpson

VR Group

Putting 'Management' into BCM

One of the most common laments in the industry is that senior executives are not supportive of BCM efforts. This session will provide techniques you can adopt to change this situation. Executives understand the need for continuity. They just might not demonstrate it in the way we want! Explore proven methods for engaging and maintaining executive support for a BCM program, methods to help balance the often competing demands of governance and compliance, enterprise risk management, BC/DR capability and the emerging concepts around organizational resilience.

Ken Simpson, MBCI, is a management consultant with 20 years experience working in risk and continuity. He is a member of the BCI Partnership group developing papers on the disciplines that support resilience.

Managerial Session 4

Novice/Intermediate/Advanced



Bobby Williams

Emdeon

Business Interruption Insurance: An Important Tool for Your BC Toolbox!

You have recovery plans that use subscription based warm sites with leased hardware. You have armies of personnel that will travel to the alternate site for several months. Your plans cover every detail down to the last bit of information recovery. But can you afford to activate your recovery plans? How do you budget for something that may never happen? Business interruption insurance will cover your recovery costs and the revenue lost while recovering, if you have the right coverage. This session will help you understand what it is and what it can do for you.

Bobby Williams, MBCP, serves as the business continuity manager for Emdeon in Nashville, TN. He has worked in the IT industry for 20 years in technical roles, vendor education, pre/post sales engineering, DR and BC management.

Technical Session 4

Intermediate/Advanced



James Nelson

Bus. Cont. Svcs.

Using a Standards-Based Management-System Approach to Increasing Resilience

Managing risk and responding to crisis events is becoming more complex. Learn the benefits of using a standards-based management-system. Standards discussed include the upcoming ISO 223 family of standards, on societal security, ISO 27031 on information and communication technology, ISO 28000 on supply chain security management, ISO 31000 on risk management, and the three adopted PS-Prep business continuity standards. Also included are practical recommendations for implementing a management system approach to embed the culture and systems of organizational resilience into the day to day operations.

James Nelson, M.S., MBCP, CDCS, and CORP is president of Business Continuity Services, Inc. He is the founder and currently serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience (ICOR), a non-profit education and credentialing organization.

Emergency Response Session 4

Novice/Intermediate/Advanced



Rachel Dines

Forrester

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

Learn the current state of enterprise disaster recovery preparedness and how much progress we've made. The results from the DRJ and Forrester's First Annual BC/DR Market Study will be reviewed and compared to the results of the last time this survey was run in 2007. Coverage will include: company practices regarding DR planning, plan maintenance and testing; percentages that have alternate recovery sites; current recovery tiers and more. The conclusion will provide an overall assessment of current DR preparedness efforts and provide recommendations.

Rachel Dines' research focus is on IT continuity and DR services and technologies, next-generation high availability and backup, and data center strategies.

Advanced Session 4

Advanced



Steven Craig

CBCPI



George Paganini

BD Biosciences

The Impact of Catastrophic Events on Global Supply Chains

The recent devastating events in Japan continue to effect business interruptions worldwide. A variety of industries are being impacted by these events domestically and internationally. The reduced ability to produce by businesses in Japan directly affects the production and distribution capacity of the businesses they supply. Learn issues faced by companies, much like BD Biosciences, that rely on the delivery of goods and services from other sources, and a review of the strategies in dealing with business interruptions to their supply chains brought on by catastrophic events elsewhere in the world.

Steven P. Craig, CBCP, CISSP, is a member of Assc. of Sacramento Area Planners and Sacramento Chapter of the Information Systems Security Association.

George Paganini is currently the director of facilities planning and environmental health and safety for the BD Biosciences segment.

Information Session 4

Novice/Intermediate



Abdulrahman Alonizan

Arab Natl. Bank

Validation of Crisis Management Procedures. Case Study: Arab National Bank, Saudi Arabia

The key to success for plans and procedures is to keep validating them. The crisis management team at ANB provides command and leadership to create strategy and deal with external stakeholders. For each threat, the consequences have been analyzed and a response plan has been prepared. Validation helps the program become more robust and its procedures more appropriate. The cycle of awareness, reporting, exercises, feedback and enhancement provides the basis not only of validation but also continuous improvement of the crisis management procedures.

Abdulrahman Alonizan is a member of BCI, United Kingdom. He has 22 years of experience in the banking sector. He has been the head of business continuity management at Arab National Bank, Saudi Arabia, for the last seven years.

Workshop Sessions

Tuesday
3:00 - 5:30 p.m.

Workshop Session 1 Intermediate/Advanced



Glen
Boyls

Enterprise Risk Management Improving Risk Oversight, Performance, Resiliency and Growth

AMX Intl.



Ted Dann

AMX Intl.



Warren
Murdoch

AMX Intl.

Finally, a practical and jargon-free enterprise risk management workshop that introduces strategies to improve:

- Risk Oversight
- Strategic Planning and Tactics Execution
- Financial and Operational Performance
- Enterprise-Wide Resiliency to Known and Unknown Risks

This workshop is an intense introduction to enterprise risk management for board members, executives, key decision makers, managers, risk owners, risk management professionals and stakeholders. The workshop covers the most critical aspects of an effective enterprise risk management program:

- Governance, Risk and Compliance
- Enterprise Risk Management
- Performance and Resiliency Optimization
- Enterprise Empowerment
- Managing Risks Business Processes
- Sustainable Measurements
- Reports and Dashboards
- Risk Culture
- ERM Frameworks
- Enterprise GRC Platforms
- ERM Tabletop Exercises

Glen Boyls, CBCP, has been actively involved in enterprise risk management and business continuity planning for the last 13 years of his 26 year management consulting career. He is an Ernst & Young alumnus.

Ted Dann, CPA, CRM and ARM, has 20 years in accounting management and six years in corporate risk management. He is actively involved in the Risk and Insurance Management Society and the Business Continuity Professionals of the Carolinas.

Warren Murdoch has extensive risk management experience in energy and financial markets. He has a Master of Science degree in financial markets and trading from the Illinois Institute of Technology.

Workshop Session 2 Novice/Intermediate/Advanced



Dr. Steven
Goldman

Goldman
Mgmt.
Consultants

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

The DRJ attendee favorite and our longest running workshop! Successful crisis management and disaster recovery takes more than a plan: it requires realistic testing and validation.

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

How does your program compare? How can you improve? During this hands-on workshop, you will learn how to set up and conduct a successful BCP/DRP exercise.

Students will master the aspects of effective exercise preparation and execution, including:

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

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

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

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

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

Over his long career Goldman has developed, conducted, and evaluated drills and exercises ranging from one-hour tabletops to massive three-day exercises involving hundreds of responders from dozens of companies and government agencies.

Workshop Session 3 Novice/Intermediate/Advanced



David
Smith

Prof.
Workplace
Int. Inc.

Violence a Preventable Disaster: Understanding and Reducing the Risk

Far too often, there is misunderstanding about what organizations can or should do to reduce and manage the risk of violence in the workplace.

The good news is that much can be done to reduce the risk. Research on workplace violence has shown that warning signs and detectable inappropriate behaviors usually precede acts of violence.

This workshop will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate.

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

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

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

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

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

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

**See Page 17 for
Registration Discounts
and 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.

Workshop Session 4

Novice/Intermediate/Advanced



Barney Pelant,

Barney F. Pelant & Assc. LLC

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, MBCP, is owner and director of Barney F. Pelant & Associates LLC.

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.



Workshop Session 5

Intermediate/Advanced



Regina Phelps

EMSS



Kelly David Williams

EMSS

Benchmarking for Beginners: Conducting a Business Continuity Program Assessment

Whether you're starting a business continuity program from scratch or fine-tuning one that has been in place for several years, demonstrating with certainty that all the elements of a "full-spectrum" program are in place can be difficult. The bottom line question that you hear from senior management, auditors, and other key stakeholders is simple: Does the program have any gaps or holes that put us at risk? And you know that while exercises will flag some problems, they rarely touch *all* aspects of a program. This workshop is designed to help you create an authoritative response to the question of program comprehensiveness and how it stacks up when measured against a benchmark. The workshop consists of three major components:

- An introduction to the major auditable business continuity standards currently in use: ASIS SPC.1, BS 25999, FFIEC BCP, and NFPA 1600.
- The identification of all major components of a complete business continuity program, as identified in the four standards.
- The mechanics of conducting an examination of your business continuity program.

Workshop sessions will give participants a chance to bring their own questions and concerns to roundtable discussions and problem-solving exercises.

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

Kelly David Williams MBA, JD is a senior consultant for Emergency Management & Safety Solutions.

Workshop Session 6

Novice/Intermediate/Advanced



Kevin Schaller

APU

Engaging BCM in Your Organization

How well engaged is customer service, marketing, or the purchasing department in your business continuity operations? Do you hear groans when meetings are scheduled for your presentations on business impacts, vulnerability assessments or vendor compliance?

Let's face it, business continuity isn't the most compelling discussion for many members in your organization.

Getting buy-in and compliance across various business units can be challenging to say the least! Here's some fresh ideas and tools to make business continuity an interesting subject to those outside our profession.

Understanding the importance of senior leadership buy-in, as well as that of the diverse stakeholders in your organization requires you to enhance your skills at engaging these audiences.

Learn tools to personalize the importance of resiliency, at an individual and organizational level.

This session will provide you a number of techniques to engage various stakeholders in your organization in the business continuity process.

The workshop, adapted from a collegiate curriculum, will provide a framework of information necessary for any stakeholder to understand the importance of business continuity and related concepts of crisis management, for the non-specialist.

Taught in an entertaining fashion, you will participate in simple exercises you can replicate in your own organization to build greater enthusiasm in your audience. Come join us and add some important tools to your toolbox!

Kevin Schaller combines 20 years in the financial services industry, an extended tour as a deputy sheriff, and a recent Masters in Emergency Management.

Working with Dr. Tom Phelan at APU, he created a collegiate curriculum and seminar to teach emergency management and business continuity.

His private practice delivers assessments, audits, and training to multi-national firms.



Hotel Information

The official conference hotel is:

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

Guest 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 \$185 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 local sites.

Walt Disney Park Ticket Discounts

Attendees of DRJ's Spring World 2012 have the option of purchasing Walt Disney Tickets at discount prices. For more information, visit www.drj.com.



Travel Details and Discounts

Magical Express

Shuttle service to and from the airport can be arranged through *Disney's Magical Express!* This complimentary shuttle and luggage delivery service conveniently takes you from the airport directly to your hotel.

Once you have a confirmed room reservation, call 407-827-6777 to book your Disney's Magical Express reservation. Make your *Disney's Magical Express* reservation at least 30 days in advance of your arrival date. Further details will be mailed to you after your hotel reservation is made.

Onsite Transportation

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 Discount Information

Airlines: American Airlines is DRJ's official airlines for Spring World 2012. For reservations, call 800-433-1790 or visit www.aa.com. Use file #A9432BE for the discounted rate.

Car Rental: Avis is DRJ's official rental car service. Call 800-331-1600 or visit www.avis.com. Use file #D005078 for the discounted rate.

Spring 2012 Registration Form Register By January 25, 2012 for \$995! 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 _____ Cell _____ 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.

Registration Rates

Registration rates for the conference are as follows:

- only \$995.00 through Jan. 25, 2012
- only \$1095.00 through Feb. 25, 2012
- only \$1195.00 through March 26, 2012

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

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

For information



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

Payment Information

_____ Check enclosed for \$ _____ Registration Discounts (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 _____

Registration Discounts

DRJ offers a 10% discount on registration fees if you meet certain criteria. Review the restrictions below. If you are eligible, mark the appropriate place on the registration form.

- Three or more employees from the same company who register at the same time are eligible for a 10% discount.
- All certified individuals (**must be certified at the time of registration**) are eligible for a 10% discount.
- All contingency group members are eligible for a 10% discount with proof of membership.

These discounts must be requested at the time of registration. No refunds of the discount will be issued, and **only one discount per registrant will apply.**

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Feb.25, 2012 without penalty. No refunds or credits will be given for cancellations received after Feb. 25, 2012. 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. If you are interested in attending the Senior Advanced Track on Monday, email patti@drj.com to verify your qualifications..

Sunday, March 25

Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6
-------------------	-------	-------	-------	-------	-------	-------

Monday, March 26

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 27

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 CEAPs per class by attending a pre-conference course.

PRC-1: Successfully Conduct your FIRST BCP/DRP Drill!



Sat., March 24, 9:00 a.m. - 5:00 p.m.
Sun., March 25, 8:30 a.m. - 11:30 a.m.
\$1195 per person
Presenter: Steve Goldman

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

- The company politics of your first Drill
- Dr. Goldman's "First Drill" Planning Checklist
- Using incomplete department plans to your advantage
- Painlessly involve IT, PR, and management
- 100+ Ideas for scenarios
- Develop a timeline for your company!
- Expected problems and their solutions
- Critique the Drill and still keep your job
- Using the leverage from this Drill

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

Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises. A former global BCP manager for a Fortune 500 company, Dr. Goldman has developed, conducted, and evaluated hundreds of successful drills and exercises ranging from one-hour tabletops to massive multi-organization three-day full-scale exercises.

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



Sat., March 24, 9:00 a.m. - 5:00 p.m.
Sun., March 25, 8:30 a.m. - 11:30 a.m.
\$1695 per person
Presenter: Rick Wellman

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

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

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

and high availability.

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

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

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

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

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

PRC-3: Essentials Of DR/BC Planning Made Simple



Sat., March 24, 9:00 a.m. - 5:00 p.m.
Sun., March 25, 8:30 a.m. - 11:30 a.m.
\$1095 per person
Presenter: Norm Harris

For anyone who is involved with any of the components of a disaster recovery/business continuity program this class is a must. This highly effective class covers all the essential components of a DR/BC program in a concise and understandable way.

It includes the seven major questions any DR/BC program must answer, What needs to be done, Why it needs to be done, When it needs to be done, Who is to do it, Where is it to be done, How is it to be done, and the resources needed to do it.

You receive all forms, questionnaires, tutorials, samples, Power Point presentations, software and more, all on a USB flash drive.

Following is a partial list of subjects that will be covered:

- Making the organization mission statement work for you
- How to conduct a factual risk assessment
- Step by step development of a BIA
- Effective data collection and interviewing techniques
- Reports and presentations designed to receive maximum senior management support and budget approval
- Selecting recovery and resumption strategies
- Designing a backup and recovery plan that meets your organizations requirements
- Developing the essential content of a plan (FREE SOFTWARE provided); and Proven plan Testing, maintenance, enhancement and training techniques, (free DR/BC coordinator handbook)

The class is taught by Norm Harris, president, Harris Recovery Solutions, Inc. Harris has more than 35 years of experience and has presented over 500 classes on the subject of DR/BCP.

**PRC-4: Level 1 PWI Certified Facilitator (PCF):
Become a PWICertified Workplace Violence Facilitator**



Sat., March 24, 9:00 a.m. - 5:00 p.m.
Sun., March 25, 8:30 a.m. - 11:30 a.m.
\$895 per person
Presenter: David A Smith

The PWICertified WPV Partner Program professionally prepares, certifies and licenses participants to conduct effective market accepted violence risk reduction training and use PWI intellectual properties and methodology with annual PWI expert support.

Participants receive the knowledge to effectively train and communicate proven market accepted methods designed to reduce the risk of violence in our workplace and schools. PWI methods are currently being used by Fortune 500 companies, large U. S. insurance carriers and major universities.

Over 15 years ago, a team of professionals, with multidisciplinary backgrounds, developed the PWICertified WPV Partner Program. Their backgrounds include business administration, clinical, social and forensic psychology, communications, crime prevention specialists, law enforcement officers, lawyers and research method specialists. Our trainings and products are continually updated.

Level 1: PWICertified Facilitators (PCF) receive up to date market accepted Pre-Certification training, techniques for practicing effective group WPV training and coaching. PWICertified facilitators are provided with PowerPoint presentations, support materials and training tools to effectively train employees, managers, supervisors, students, staff and faculty. PWICertified WPV Partners receive annual ongoing support, discounts on materials, PWI Collaboration software and access to PWI threat assessment professionals.

Certification Levels:

- Level 1: PWICertified Facilitator (PCF)
- Level 2: PWICertified Master Facilitator (PCMF)
- Level 3: PWICertified Violence Vulnerability Auditor (PCVVA)
- Level 4: PWICertified Terrorism Vulnerability Auditor (PCTVA)
- Level 5: PWICertified Threat Assessment Professional (PCTAP) - (Tailored for licensed psychologists and psychiatrists)

Note: PWICertified trainers and consultants must successfully complete the preceding level of competencies and sub-competencies that are recognized by the higher level of certification before they begin the next level of certification training.

David A. Smith, founder of Professional Workplace Interaction, Inc., (PWI) is an author and highly experienced dynamic speaker. PWI was established in 1997 for the

purpose of research and evidence-based process development, designed to address many of the difficult behavioral risk reduction and employment related issues facing corporations, schools, private businesses, and government agencies.

PRC-5: Human Resource Disaster Recovery Planning



Sat., March 24, 9:00 a.m. - 5:00 p.m.
Sun., March 25, 8:30 a.m. - 11:30 a.m.
\$1495 per person
Presenters: Leo Syed, Gary Collins

Today, the threat of a catastrophe is more real than ever before. Disasters, such as tsunamis, earthquakes, hurricanes, terrorist attacks, disease outbreaks, and workplace violence, to name a few, have inflicted humans and traumatized company staff and employees, and will continue to do so in the future.

This course takes a human resource oriented planning approach to disaster and crisis response. It presents successful strategies for planning and management of disasters that impact human resource in the corporate workplace and addresses issues related to risk prevention, health, safety, and continuity of business operations.

The course examines the following topics:

- Workplace emergency and safety management
- Workplace violence prevention
- Employee trauma handling and response techniques
- Employee resilience and human development
- Employee assistance programs
- Business succession planning
- Infectious disease outbreak prevention and response
- Human resource disaster policies and guidelines

Human Resource Disaster Planning is a must for anyone responsible for providing crisis response and managing human resources during disasters.

You will receive presentation materials and a copy of Leo Syed's Pandemic Planning Handbook: a comprehensive guide to pandemic influenza and pandemic influenza planning for business continuity, emergency, human resource, facility management, security, and health and safety staff.

Leo Syed is an author, instructor, and president of Recoverics Inc. He possesses over 20 year of experience in emergency management, pandemic planning, disaster recovery, and business continuity programs.

Gary Collins is a senior consultant and instructor for Recoverics Inc. He possesses over 40 years of experience in emergency planning, business continuity, workplace violence, pandemic planning, and health and safety programs.

Pre-Conference Course Registration Form

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

- _____ PRC-1: Conduct First BCP/DR Drill (\$1195)
- _____ PRC-2: IT/DRP/CBRIT (\$1695)
- _____ PRC-3: Essentials of DR/BCP (\$1095)
- _____ PRC-4: PWI Certified Facilitator (\$895)
- _____ PRC-5: Human Resource DRP (\$1495)

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. 25, 2012 without penalty. No refunds or credits will be given for cancellations received after Feb. 25, 2012. 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.

Post - Conference Courses

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

POC-1: From Response to Recovery: Everything You Need to Know to Design a Successful Exercise



Wed., March 28, 1:30 p.m. - 5:00 p.m.
Thurs., March 29, 8:30 a.m. - 5:00 p.m.
\$1295 per person
Presenter: Regina Phelps

Learn from the exercise master, Regina Phelps, who conducts more than 100 exercises a year. If you have a documented emergency plan but have not tested it, you might discover that your document is less than sufficient. There are really only two ways to find that out. One is to have an actual disaster; the other is to do an exercise. The latter is usually a better learning experience and is certainly a lot less stressful. This workshop details everything you need to do to design a successful exercise from the ground up. You will walk out of this workshop with a draft of your next exercise planned and a copy of Phelps's new book.

The workshop will cover:

- Six types of exercises.
- Exercise design team.
- Selecting and training a Simulation Team.
- Rules of exercise facilitation.
- Writing the after-action report

You will:

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

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning. Since 1982, she has provided consultation, training, and speaking services to clients in four continents.

BCI Will Offer the Following Post-Conference Courses See pages 22-23 for registration details

Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines

Wednesday, March 28, 1:30 p.m.-5:00 p.m.
Thursday, March 29, 8:30 a.m.-5:00 p.m.
Friday, March 30, 8:30 a.m.-12:00 p.m.
Exam - Saturday, March 31, 9:00 a.m.
Cost: \$2,156 for DRJ Attendees, \$2,695 for non-attendees (includes access to e-learning and testing system)

Crisis & Incident Management

Wednesday, March 28, 1:30 p.m.-5:00 p.m.
Thursday, March 29, 8:30 a.m.-5:00 p.m.
Friday, March 30, 8:30 a.m.-1:00 p.m.
Cost: \$1,200



Writing The Plan

Thursday, March 29, 8:30 a.m.-5:00 p.m.
Cost: \$530

BCM Audit

Wednesday, March 28, 1:30 p.m.-5:00 p.m.
Thursday, March 29, 8:30 a.m.-5:00 p.m.
Friday, March 30, 8:30 a.m.-1:00 p.m.
Cost: \$1,200

CBCI Certification Exam

Saturday, March 31, 9:00 a.m.
Cost: \$500

POC-2: Comprehensive BIA Process – Methodology

Wed., March 28, 1:30 p.m. - 5:00 p.m.
Thurs., March 29, 8:30 a.m. - 5:00 p.m..
Fri., March 30, 8:00 a.m. - 12:00 p.m.
\$1100 per person
Presenter: ContinuityLink



The Business Impact Analysis (BIA) is the foundation on which to build an organization-wide business continuity management program. The instructor will walk participants through all the steps associated to completing a BIA. This course is designed around a tried and true BIA model providing the participants with the methodology, the associated tools and the confidence required to complete a thorough business impact analysis. This course is designed for business continuity professionals with basic knowledge and experience in business continuity/disaster recovery. This fee includes the course, the course material, soft copy of samples and templates discussed during the course. Also includes a one-year free subscription as an affiliate member of the BCI.

For more information, contact questions@continuitylink.com.

This Continuity Link course will be presented by Denis Goulet, CBCP, MBCI. He is a recognized expert in the business continuity management field with more than 20 years of experience.

POC-3: CBRA Seminar: Certified Business Resilience Auditor



Wed., March 28, 1:30 p.m. - 5:00 p.m.
Thurs., March 29, 8:30 a.m. - 5:00 p.m.
\$1695 per person
Presenter: Rick Wellman

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

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

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

Take the optional CBRA certification exam and become a CBRA. Learn more about becoming a CBRA at BRCCI website, www.sentryx.com or call 1-800-869-8460.

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

POC-4: Fast Track to Develop or Improve Business & Government Continuity Plans



Wed. Mar 28, 1:30 p.m.-5:00 p.m.
 Thurs. Mar 29, 8:30 a.m.-5:00 p.m.
 Fri. Mar 30, 8:30 a.m.-11:00 a.m.
 \$1195 per person
 Presenter: Lloyd Smith

Now that you have attended DRJ, it is time to reap benefits and take home improved capabilities. Learn best practice business, government and community continuity principles and applications from an expert and certified instructor with real world experience in recovering from major disasters. Even when budgets are tough, organizations can't afford to be without effective continuity plans. This total continuity course is the "silver bullet" designed to help develop/improve plans in less time and cost. Subjects include:

- Continuity Plan Considerations & Project Management
- Progressing From IT DR Plans to Business Continuity
- Emergency Response to Protect Personnel & Assets
- Fast Track With a Condensed Business/Mission Impact Analysis
- Developing Recovery Strategies & Procedures
- Exercising & Testing Plans
- Facility Recovery & Critical Infrastructure Protection
- Employee Personal, Home & Community Preparedness Plans

Colonel Smith, MBCP, with 22 years disaster recovery experience has been active in developing business continuity policies and standards. Smith founded Business & Government Continuity Services.

POC-5: Everything You Wanted To Know About PS-Prep



Wed., March 28, 1:30 p.m. - 5:00 p.m.
 \$495 per person
 Presenter: Lynnda Nelson, Ken Schroeder, Deidrich Towne Jr., David Ziev



This course will cover the history of the program leading up to today; how your company or organization is likely to be impacted; how to go about getting your organization certified; understanding the PS-PREP standards (ASIS SPC.1-2009, BS 25999-2:2007, NFPA 1600) and the interrelationships with other controlled examinations such as SAS70, FFIEC and other examination standards; and how a small business becomes certified.

Attendees at this course will take away with them:

- Understand the basics of the three new standards that measure business continuity program effectiveness; and copies of each for your use
- How to prepare your organization for the audit process for PS-Prep certification
- A customizable PS-Prep presentation to share this information with your senior management team.

This subject is changing daily, and keeping up with the changes can be a daunting task. PPBI is doing the homework, and will present you with a simple path toward arranging your own certification.

Lynnda Nelson is president of The International Consortium for Organizational Resilience.

Kenneth Schroeder, MBCP, VP for Business Continuity, Southeast Corporate FCU.

Deidrich E. Towne, Jr. MBCP, MBCI is Senior Pre-Sales Consultant DR/BC for HP Enterprise Services, LLC.

David Ziev, MBCP, and Chairman of the PPBI Training Committee.

POC-6: BCM 4050



Wed., March 28, 1:30 p.m. - 5:00 p.m.
 Thurs., March 29, 8:30 a.m. - 5:00 p.m..
 Fri., March 30, 8:00 a.m. - 12:00 p.m.
 \$1345 per person
 Presenter: James Nelson

Become a BCM Assessor and add the ability to review and audit business continuity programs to your consulting practice or increase your intrinsic value as an internal business continuity professional.

Participants who successfully complete the two-day ANSI Accredited training class are trained in the methodology of performing both review and audit level assessments that are aligned to the three PS Prep standards using the Business Continuity Maturity Model.

As a result of completing the course, participants should be able to use the BCM tool and methodology to conduct an audit of their BCM program in order to evaluate its readiness for a PS-Prep third party audit for PS-Prep certification. The purpose of the BCM is to provide a meaningful tool to objectively and consistently measure the organization's disaster-readiness and state of preparedness.

James Nelson, M.S., MBCP, CDCS, and CORP is the president of Business Continuity Services, Inc. He is the founder and currently serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience (ICOR), a non-profit education and credentialing organization.

Post-Conference Course Registration Form

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

- _____ POC-1: Everything You Need to Know (\$1295) _____ POC-4: Fast Track to Bus/Gov Plans (\$1195)
 _____ POC-2: Comprehensive BIA Process (\$1100) _____ POC-5: PS-PREP (\$495)
 _____ POC-3: CBRA Seminar (\$1695) _____ POC-6: ICOR - BCM 4050 (\$1345)

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 _____

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

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Feb. 25, 2012 without penalty. No refunds or credits will be given for cancellations received after Feb. 25, 2012. All no shows will be charged the full amount. All cancellations must be received in writing.

To register, please email education@theBCI.org

Is your **BCP** missing key building blocks?

Get certified.

Build the foundation needed to strengthen your organization and your career.



The BCI is globally recognized as the standard against which BCM professionals are validated.



Business Continuity
Institute

WWW.THEBCICERTIFICATE.ORG | EDUCATION@THEBCI.ORG | +1 703.637.4367

Education & Certification Classes and Exams

COURSE 1: Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines

Cost: \$ 2156 for DRJ Attendees, \$2695 for non-attendees

Wednesday, March 28, 2012 1:30am-5pm and Thursday, March 29, 2012- 8:30am -5pm, Friday, March 30, 2012-8:30-5pm, Exam offered Saturday March 31- 9am

The Official Good Practice Guidelines (GPG) course is the most comprehensive, complete review of business continuity concepts and industry best practices in the world and serves as the foundation for the BCI certification. The Good Practice Guidelines Course covers the six phases of the BCM Lifecycle and links them more directly to what are now defined as Professional Practices (PP). The 6 PPs are sub-divided into 2 Management Practices and 4 Technical Practices.

Management Practices

- Policy & Programme Management
- Embedding BCM in the Organization's Culture

Technical Practices

- Understanding the Organization
- Determining BCM Strategy
- Developing and Implementing a BCM response
- Exercising, Maintaining and Reviewing

All attendees will also receive free access to the BCI's world-class e-learning system as well as a hard bound copy of the GPG in order to allow for pre-conference studies as well as additional preparation prior to sitting for the BCI Certification Examination

COURSE 2: Crisis & Incident Management

Cost: \$1200

Instructor Led Training, Wednesday, March 28, 2012 1:30pm-5pm, Thursday, March 29, 2012 8:30am-5pm and Friday, March 30, 2012-8:30am-1:00pm

This two-day course is aimed primarily at those who are tasked with managing an incident, whether at a Strategic or Tactical level or those who have to train or exercise others in these roles. It gives practical experience and theoretical guidance for dealing with a variety of incidents.

Topics covered include:

- How is an incident escalated and by what structures?
- Who makes up the incident management team
- What resources does the team require?
- What does an incident management plan contain?
- How are crisis communications managed?
- How do you train and exercise the team?
- What is an incident - how does it affect an organisation?

COURSE 3: Writing the Plan

Cost: \$530

Instructor Led Training, Thursday, March 29, 2012- 8:30am-5pm

This one day course will give you skills to help you to write your Business Continuity or Resumption Plan. It is very much a practical course, following the timeline of an incident affecting a company with no formal plans. As each new problem arises, solutions and alternative strategies will be discussed leading to an outline plan that has developed from a user perspective. The course follows BS 25999-1.

Topics covered include

- Emergency response
- Communication
- Crisis Management
- Situation assessment
- Managing the recovery
- Resource issues and solutions
- Asset restoration
- Testing the new plan

COURSE 4: BCM Audit

Cost: \$1200

Instructor Led Training, Wednesday, March 28, 2012 1:30pm-5pm, Thursday, March 29, 2012 8:30am -5pm and Friday, March 30, 2012-8:30am-1:00pm

Understand business continuity management systems, requirements

Understand purpose of auditing the business continuity management system Gain knowledge on the practice of conducting a holistic BCM Audit

Daily exercises designed to give hands-on experience in each of the subject matters.

CBCI Certification Exam

Cost: \$500

Saturday March 31, 2012

9:00 am

BCI Examination-offered to individuals in classes and open to public

To register, please email education@theBCI.org



Official BCI education is delivered globally, year round by our Authorized Training Partners

Business Continuity Training Ltd.
Confidis

Contingency Solutions
Continuity and Resilience
Continuity Auditors
Continuity Shop
Educate & Certify

Ernst & Young Advisory Services Ltd.
Firebrand Training Limited
Forbes Calamity Prevention Pte Ltd
Gambade Group
Global Continuity SA (Pty) Ltd
Hi Care

Holistic Information Security
Practitioner Institute (HISPI)
IT Learning Solution
IT Security Training & Solutions I(TS)2
JBT Global

Premier Continuum Inc.
Prologica
SGS TECNOS S.A.
The Training Camp
BCP Asia

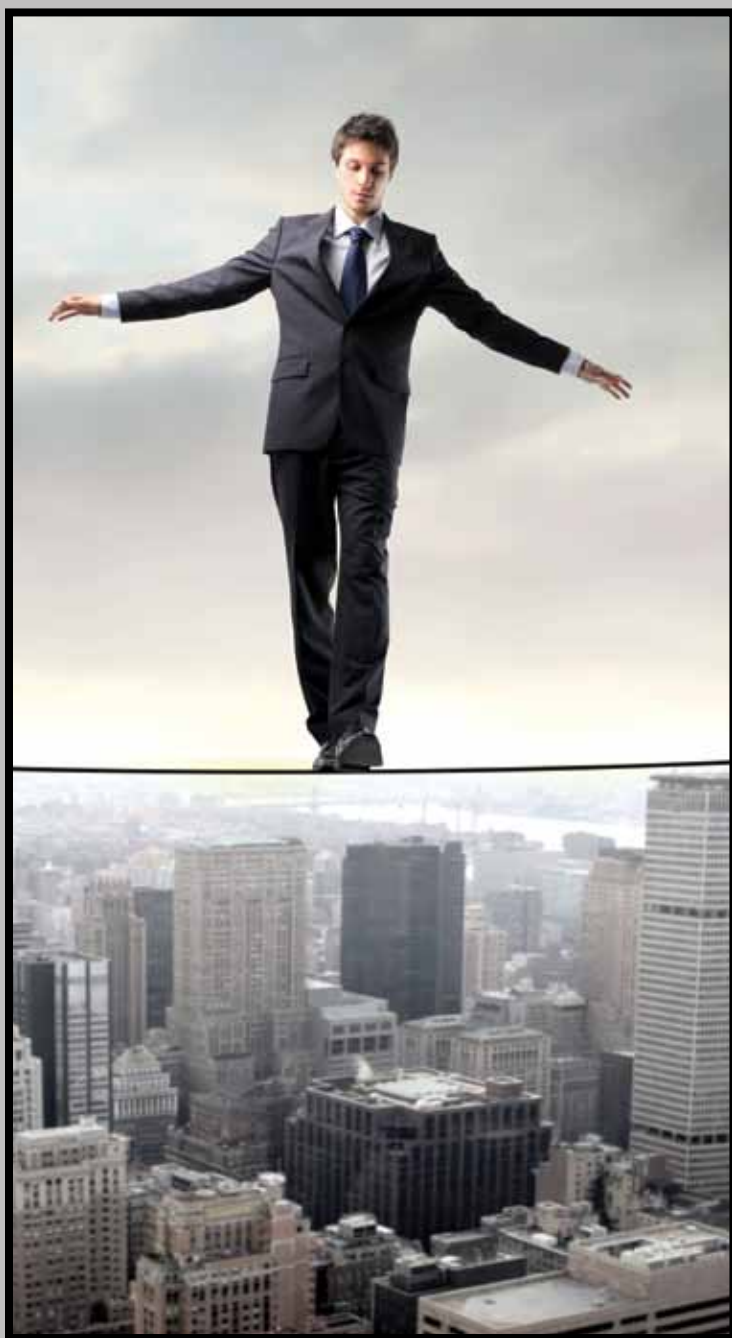


Disaster Recovery Journal
P.O. Box 510110
St. Louis, MO 63151

Address Service Requested

Presorted
Standard
U.S. Postage
PAID
St. Louis MO
Permit 495

-or- Disaster Recovery Coordinator



Balancing

the Demands of Global
Business Continuity

March 25 - 28, 2012



Disney's Coronado
Springs Resort

Hotel Reservations:
407-939-1020

Save \$200 off the low
registration fee! Sign up now!
See page 17 for details and
registration information.