DISASTER RECOVERY JOURNAL

DRJ

DRJ presents its 39th conference

Fall World 2008

Register by June 27, 2008 and save!

September 14-17
San Diego, California

Today's Trends
Tomorrow's Solutions

The World's Largest Conference Dedicated to Business Continuity

Welcome to

Fall World 2008

> ❝ *The number one source for information and networking!* ❞

Best Value in the Industry

Fall World 2008 offers the best value in the industry. No other show can offer the experience, excellence and value! For one low fee, attendees receive:

- **• session admission**
- **• networking breakfasts and lunches**
- **• conference material in book and CD format**
- **• admission to hospitalities and 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 registration information and details.

I am proud to announce the agenda for Fall World 2008. This exciting show is the 39th conference sponsored by Disaster Recovery Journal.

In this comprehensive brochure, you will find a stellar lineup of speakers, sessions and topics, as well as pre- and post conference courses.

Browse the agenda and find the sessions that meet your needs. Be sure to sign up early to qualify for registration discounts. We want you to get the most for your dollar!

Richard Arnold, CBCP

DRJ President

I know many of you are wondering about FEMA's new program: "Voluntary Private Sector Preparedness Accreditation and Certification." We will have FEMA's Deputy Administrator - National Preparedness Director Dennis R. Schrader to update us on the progress of the program.

Dennis R. Schrader

Jeffrey M. Dato, vice president of risk management and information technology (CIO) of Pinnacle Airlines Corporation, will enlighten us on the unique risks facing the commercial airline operations and the role that risk management and business continuity play.

Learn how one company obtained the BS25999 certification in one of the many breakout sessions on Monday afternoon.

Jeffrey M. Dato

As a conference attendee, you will gain the best education possible anywhere in the industry. There are numerous networking opportunities and lots of fun times. Join us at Fall World 2008 and see why we are the number one conference in the industry. Our unique format allows attendees to enjoy daily general sessions that address mainstream topics of high interest. The afternoons allow for individual selection of sessions and workshops. Customize your agenda to find the information that meets your needs.

At Fall World 2008, you will listen, laugh, learn and leave with a firm grasp on business continuity! It is the one conference for all your needs. See page 17 for registration information.

See page 3 for details on our exciting new features and tried-and-true offerings from past shows. We have an outstanding conference in store for our attendees!

I look forward to seeing you in beautiful San Diego!

The World's Largest Conference Dedicated to Business Continuity

Today's Trends

Tomorrow's Solutions

Fall World 2008 offers the best opportunities for exploring **Today's Trends and finding Tomorrow's Solutions.** We have an agenda packed with knowledgable speakers, ample networking opportunities and so much more! Some of the highlights of our annual conferences include:

Mock Disaster Exercise
This unique opportunity allows attendees to participate in a hands-on exercise. The event is sponsored by **Private and Public Businesses Inc**.

Welcome Reception
All attendees, exhibitors and speakers can enjoy a fun-filled reception on Sunday evening in the expansive exhibit hall.

Monday Evening Hospitality
Attendees always have a great time at the Monday Evening Hospitality. Hosted by conference gold sponsor, **Sungard Availability Services,** the event offers plenty of fun and networking opportunities!

Exhibition Hall
The exhibit hall is open three days during the conference. Take time to view the exhibits and visit with personnel! It's a great way to network and discuss today's trends and solutions!

Cyber City
Sponsored by **Rentsys,** the Cyber City allows attendees to check websites or e-mail. It is open during a variety of hours for the convenience of attendees.

All New - Financial Sector Track!

DRJ is debuting a new track at Fall World 2008. The half-day track will be held on Tuesday afternoon and will be geared for the companies in the financial industry. This new track offers an excellent opportunity to explore topics and issues related to the financial community. Those not in the financial industry can also gain knowledge from these sessions. See pages 13 and 15 to find out more about this informative new track.

The Trends and Solutions

We bring you the industry's top experts, sharing their knowledge of today's cutting-edge topics. Browse the brochure to see all that our speakers offer. A few of the subjects and speakers you will see include:

Ensuring Availability	Climate Change	Risk Management	Adaptive Trends	Disaster Resiliency
John Lindeman will share insight into virtualization.	Regina Phelps brings a BC view to this growing problem.	Jeffrey M. Dato tells of the unique risks facing the airline industry.	Michael Croy and Michael Qualley discuss the tools of the future.	Dennis Schrader talks about private sector preparedness.

Register on page 17. Early registration discounts available!

Sponsor Information

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

Gold Sponsor

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

Silver Sponsors

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

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

IBM 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**

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

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

Bronze Sponsors

The eBRP Toolkit Suite of award winning products were created to help planners manage the entire spectrum of industry standard BCM practices, enabling their organizations to become incident ready. Toolkit Suite's design uses industry standards. Toolkit Suite has the proven flexibility, scalability and ease-of-use to meet your organization's unique needs. **www.eBRP.net**

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

Dell MessageOne provides managed services for emergency notification, email continuity, archiving and security to more than 1,000 customers around the world. Dell MessageOne's unique Software-as-a-Service (SaaS) is designed for rapid deployment and immediate realization of benefits for our clients. **www.messageone.com**

Strohl Systems has been providing tools necessary to build continuity plans, practice for disruptions and to prevail over disasters for more than 20 years. We have been solely devoted to BC planning software and services since 1988. Strohl provides BCP software and consulting services worldwide. **www.strohlsystems.com**

Co-Sponsors

Avalution Consulting specializes in BC strategy design, development, implementation and long-term solution maintenance. Avalution excels at implementing BC programs and enabling in-house personnel to execute and maintain continuity plans through effective knowledge transfer processes and compelling training concepts. **www.avalution.com**

BSI is the world's leading management systems certification body. BSI has certified more than 60,000 locations in nearly 90 countries. Many 'Global 500' companies have chosen BSI as their preferred certification body. BSI's certification experience covers virtually every industrial and commercial sector. **www.bsiamerica.com**

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

EVault, a wholly owned subsidiary of Seagate Technology, is the trusted expert in complete data protection solutions. Since 1997 EVault's software and outsourced services for backup, recovery, archiving, business continuity and eDiscovery have allowed customers to conform to industry-specific compliance and security regulations. **www.evault.com**

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

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

At Verizon Wireless, reliability is in our DNA. It is built into everything we do. We work to build and operate the nation's most reliable wireless network. Our response capabilities, our network and our teams have been tested and proven. We offer a wide range of products and services to help businesses continue their operations. **www.verizonwireless.com**

Mock Disaster Sponsor
Non-Profit Conference Sponsor

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**

Cyber City Sponsor

Rentsys Recovery Services is the premier, nationwide continuity provider of recovery and contingency solutions. Our services focus on the recovery of clients' critical business processes through our alternate workspaces, replacement hardware, and restored communications. **www.rentsys.com/recovery**

Non-Profit Conference Sponsor

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

Conference At A Glance

Sunday

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

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

Monday

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

SUNGARD Availability Services | Keeping People and Information Connected.

Tuesday

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

Pre- And Post-Conference Events

Saturday and Sunday

PRC-1: Successful Exercise
PRC-2: Current State Assessment
PRC-4: The Command Center
PRC-6: Outrageously Effective Planning

Saturday

PRC-3: Been There, Done That
PRC-5: Basics of BCP & EM
PRC-7: BC, Risk and Resilience

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

Wednesday and Thursday

POC-1: EOC Critical Tool
POC-3: 7 Steps To BC Program
POC-4: BC Planning Made Simple
POC-5: Leadership in Disasters
POC-6: 4 Steps for Plan Maint/Training
POC-8: Ready, Set, Exercise
POC-9: BCM for Executives, etc.

Wednesday, Thursday and Friday

POC-2: Best Practices and the BIA
POC-7: Advanced BC Program Audit
DRII Certification Courses

*For complete details, including specific times, course descriptions and registration information,
see pages 18 -19 for pre-courses; 20-21 for post-courses; and 22-23 for DRII information.*

Sunday Workshop 1
Novice/Intermediate/Advanced

Building a Business Continuity Organization

Tonya York, CBCP

EVault

When most people get assigned the job of business continuity, they immediately jump into the task of writing plans, conducting tests, and implementing mitigation strategies. Seldom do they try to build an infrastructure to support an ongoing and effective BCP for their organization.

This presentation helps participants first look at the corporate culture of their organization to determine what approach will work the best, and dealing with the realities of funding and culture, build an infrastructure to support the program. And to have an effective program an organization needs policies, metrics for measuring and reporting success for that the business continuity program will thrive.

So, you have just been targeted to run the business continuity/disaster recovery organization, now what? You need to create accountability, responsibility, and metrics for measuring success. You have to get executive management on board and plug the program into the overall business processes.

Learn how to draft the business continuity organization for your company, create metrics for measuring success, create a policy on business continuity, create a roadmap for connecting into existing processes at your company, and will have a game plan for getting your executive management on board. You will walk away with a template for your organizations business continuity policy; Metrics for measuring the progress of your business continuity program; and a business continuity organization for your company to manage the program moving forward

Tonya T. York, CBCP, is business continuity management practice director for EVault Business Continuity Professional Services. As senior consultant at Symantec/VERITAS, York was responsible for creation, sales, and delivery of business continuity services to Fortune 500 customers.

Sunday Workshop 2
Intermediate/Advanced

The One-Inch BC or DR Plan:

How To Reorganize Your Business Continuity (Or DR) Plan To Fit In A One-Inch Binder

Steven Goldman

Goldman Mgmt. Consultants

Is your business continuity plan or disaster recovery plan so big that you need a 3-inch binder to contain it all? Does it seem to take forever to download? Do your responders joke about the forests you use to publish the plan?

Then this course is for you. Size does matter, especially when responder efficiency and your credibility are on the line.

This hands-on workshop will show you strategies to reorganize your current BCP or DRP to fit in a 1-inch binder.

Your program documentation does not lose any content; the documentation is organized and distributed for maximum efficiency.

Start slimming down your document today.

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

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

Goldman has been involved in crisis management since 1978. He has written or improved many corporations' crisis plans and procedures and trained all levels of response staff, from CEO's on down.

He has developed, conducted, or evaluated scores of exercises, ranging from two-hour table-tops to massive three-day full-scale exercises involving hundreds of responders.

Sunday Workshop 3
Novice/Intermediate/Advanced

Incident Ready Planning

Sally Fitzgerald

eBRP Solutions

Incident ready planning requires plans to be created addressing various elements such as human resources (people), infrastructure, supply-chain and technology components. Additionally, the crisis manager requires a decision support system to allow them to make knowledgeable and informed decisions. The plans should provide structures to establish command, control the flow of activities and foster collaboration between various responders.

This workshop conducted by a team of seasoned planners and incident responders will showcase best practices in creating viable, exercisable and maintainable incident ready plans.

The facilitators will utilize industry standard tools to showcase their approach.

Sally Fitzgerald is an engagement manager with eBRP Solutions with a focus on training and development. Her experience includes 20+ years in the software industry in the areas of management, training and implementation and analysis..

" *Speaker caliber was very high, topics are extremely current.* "

– Terry Rempel

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.

Challenging Subjects * More Indepth Study * Networking Opportunities * Timely Topics

Sunday Workshop 4
Intermediate/Advanced

Impact of Panic: Pandemic Influenza Tabletop Exercise

Barbara Citarella

RBC, Ltd.

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

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

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

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

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

Sunday Workshop 5
Novice/Intermediate/Advanced

Developing the Recovery Strategy: The Next Step

Barney Pelant, MBCP

Barney F. Pelant & Assc.

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

Sunday Workshop 6
Novice/Intermediate/Advanced

PPBI Mock Disaster Exercise
Disastrous Health Emergencies Impact Business Resiliency

Limited to 200 participants

It finally happens! Are you prepared? The Mock Disaster will test your capabilities for responding to a public health emergency impacting businesses and government agencies across the globe.

Here's your chance to test your pandemic response preparation and to coordinate your response knowledge with other businesses, community responders, educational institutions, the CDC, the U.S. Department of Health and Human Services (HHS), local health departments, health care facilities and the World Health Organization (WHO).

Though many organizations have focused on the Pandemic Flu, this Mock Disaster may involve other public health threats, seriously interrupting normal business conditions. Your pandemic planning may be your best tool for response. The Mock Disaster will utilize the HHS publication, "Public Health Emergency Response: A Guide for Leaders and Responders."

All participants will be provided with a copy to keep. The emphasis will be on partnering with other businesses and government agencies as we will all be impacted together.

There will be no role playing by participants – you will respond in your real role. Actors may simulate the media, customers, regulators, HHS and CDC personnel, and EMS responders. Come prepared to take immediate action using your plan, policies, and the guidebook provided. Be prepared to partner with others who must also respond.

Facilitators: Dr. Tom Phelan and other PPBI Board Members.

General Sessions

Sessions are held each morning and are targeted to meet all experience levels.

Motivational * Educational * Enlightening * Humorous * Applicable * Informative * Thought-Provoking

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

John Powers

Do What You Love; Love What You Do.

The business continuity industry often requires dedication above and beyond normal duties. With high risk and multiple demands, it is easy to become mundane about your job. How do you keep the passion alive for your job?

In this fun and enlightening session, we will take a look at how passion for your job can go a long way to creating a wonderful career. Passion is the difference between a work-a-holic who puts all of his or her time into their "job" and a love-a-holic who puts all of his or her enthusiasm, creativity and human spirit into their "career."

When you practice passion, you harvest such benefits as: joyously meeting the challenges of constant change; becoming a better leader, team player, communicator, negotiator, problem solver, creative thinker and reducing both your physical and emotional stress just to name a few.

John Powers stands out as one of the best in the business. His entire career has been one of effectively communicating with audiences. He has created and hosted a PBS series, has been a guest on hundreds of radio and television shows, and has received two Emmy awards for his work in television.

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

John Lindeman

SunGard Availability Services

Helping Ensure Availability When Moving from Physical to Virtual

Virtualization is more than a buzzword in technology circles today. The potential for economic savings from virtualization technology is something every information systems' executive needs to understand. The promise of virtualization is rooted in financial benefits: reduced server quantities, reduced power and cooling costs, and lower operational impact as computing demands grow.

Do you need to protect mission-critical applications with fail-over availability, while balancing the longer recovery time objectives of selected business functions and applications?

Do you need hardened, world-class data center space to house your applications or to support a two or three data center strategy that helps to ensure your operations continue in the face of new threats?

This session will discuss how to optimize your investment, help you find operational savings, all while reducing your RTOs and RPOs.

John Lindeman is vice president of advanced recovery product management for SunGard Availability Services.

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

Regina Phelps

EMSS

A Storm is Brewing – Climate Change and Business Continuity Planning

Whether or not you personally believe climate change is real, natural disasters appear to be on the rise. The insurance industry faced $75 billion of losses from natural catastrophes during 2007

The trend in respect of weather extremes shows that climate change is already taking effect and that more such extremes are to be expected in the future. Scientists predict that if the increase in greenhouse gas emissions continues unabated, temperatures could rise by as much as 6 – 10° Fahrenheit by the end of this century. The consequences, both anticipated and unexpected, will have profound ramifications for all of humanity and the world as a whole.

Business continuity and disaster recovery will be on the forefront of coping with all of these dramatic changes. Attend this thought-provoking session, and begin to contemplate how to incorporate climate change into your business continuity plan.

Regina Phelps is an internationally recognized expert in the field of emergency management and contingency planning. With more than 26 years of experience, she has provided consultation, training, and speaking services to clients in four continents.

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

Robert Chandler, PH.D

Pepperdine University

Virginia Tech: A year Later: Emergency Crisis Communication for Campuses

It has been a little over one year since the horrible tragedy at Virginia Tech University. In the past year we have experienced additional threats and crises on other campuses, a number of policy-makers have called for more proactive measures, and those in the emergency crisis management and disaster manager fields have struggled to better prepare and plan.

These incidents have challenged many of the old perceptions of indifference and have drawn new focused attention on the processes, tools, audiences, and messages in a crisis communication plan. This session will review how people process information and make decisions in a crisis situation. In addition, explore a case-study analysis of how one organization, Pepperdine University, approached crisis communication challenges for their campus.

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

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

Tod Stathis

IBM

Global Technology Outlook: What's on the Horizon, What it Means Today

A sound continuity and resiliency posture must constantly evolve with the information technology infrastructure on which it is based. In the long term, information systems architectures will be ever more resilient for continuous operations. IBM's Global Technology Outlook describes the underlying developments that will drive new applications and the means to deliver them. But in the near term, enhanced continuity and resiliency must be based on the systems you are using today and solutions coming on stream now.

Tod Stathis is currently the U.S. director of sales for the Business Continuity and Resiliency Services (BCRS) business unit within IBM Global Services. In his 8 years with IBM, he has held several management assignments. He was the Regional Executive for BCRS in the west and prior to that, Tod was the BCRS National Sector Executive for the Financial Services industry, and the BCRS Segment Executive responsible for the marketing and business management of the Open Systems/UNIX Recovery Segment.

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

Dennis Schrader

FEMA

Private Sector Roles in Building Disaster Resilience

This session will build on his presentation at Spring World 2008, focusing on new developments related to a public/private sector partnerships with the Federal Emergency Management Agency (FEMA), including:

• Updates on the progress of the "Voluntary Private Sector Preparedness Accreditation and Certification"
• The National Response Framework and FEMA's efforts to engage the private sector in preparedness, response and recovery
• How FEMA is working with the Private Sector to improve communications, strengthen its operations, and form partnerships.

Participants will come away with a better understanding of how the government and private sector can work together better to strengthen America's resilience to disasters.

Dennis Schrader is the invited speaker. He currently serves as deputy administrator of the National Preparedness Directorate (NPD) terrorism.

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

Jeffrey M. Dato

Pinnacle Airlines Corp.

Keeping a Regional Airline Aloft: A Risk Management and BCM Case Study

Aviation is wrought with complexity – highly-interdependent business processes and partnerships, prescriptive and voluminous regulations and volatile market conditions are just a few of the perpetually-moving variables with which the industry must juggle daily.

This discussion will take the attendee through the maze of commercial airline operations and the role that risk management and business continuity play in ensuring passenger and employee safety and continuous flight and ground operations.

Pinnacle Airlines Corp. operating units fly more than 1000 daily flights, transporting in excess of 27000 customers to 134 cities across North America.

Jeffrey M. Dato has been vice president risk management and information technology for Pinnacle Airlines Corp. since November 2006. He is accountable for the technical infrastructure, enterprise risk management and continuity of business operations for the holding company and its operating subsidiaries Pinnacle Airlines, Inc.

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

Michael Croy

Michael Qualley

Forsythe Solutions Group

Creating an Adaptive Environment in a Tumultuous Time

In this entertaining multimedia presentation, learn how a variety of technology and tool trends are changing the BC/DR marketplace over the next few years and how these stand to impact your business.

Discover how to determine when these products will transition from bleeding edge to leading edge and whether they are mature enough to incorporate into your infrastructure.

Discussion will include key questions such as: How do you weigh technology promise against factors that can affect the actual impact? What do you need to assess before you can decide whether your organization is ready for change?

Michael Croy is director, business continuity solutions, for Forsythe Solutions Group.
Michael Qualley serves as Forsythe's senior vice president of systems solutions and technology products.

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

Barry Pruitt

PruSpeak

Crossing the Chasm: Support Your BC/DR Case With Current State Information

Have you noticed how some people move ideas and BC/DR initiatives forward while others get hung up on the politics? Discover a key to appropriate communication so you can get the support and funding you need. If you're dealing with committees, interviews, metrics, goals, or budgets -- then you'll be glad you attended this session.

Your efforts can be stymied by uncooperative senior management and competing business objectives, so you know it can be difficult to get a funding team involved, excited, and committed. This session will have you rethink the value of your information, how it's shared and help you gain internal support!

Barry Pruitt is president of PruSpeak Incorporated, a global training and consulting organization, and suffered workplace violence in 1987. He offers the workplace violence prevention seminar of choice for the National Safety Council. Pruitt is a professional speaker, trainer, and consultant with more than 22 years experience in managing and directing others.

9

Breakout Sessions

Choose One Selection Per Track   **Monday 1:30 - 2:30 p.m.**

Strategic Session 1
Novice/Intermediate/Advanced

Bob Markovitz
Freddie Mac

Deborah Adams, CBCP
Freddie Mac

Unshackling the Bias From the Business Impact Analysis: Taking Subjectivity Out of the BIA

The general consensus among business continuity professionals is that the Business Impact Analysis (BIA) serves as the foundation for continuity planning and execution. Traditionally, this crucial function has been conducted through qualitative methods to risk rank business processes. This breakout session introduces an objective, quantitative framework for conducting the business impact analysis. Learn ways to prioritize and quantify the BIA and its main risk categories. Professionals will be guided in the use of a scoring model.

Bob Markovitz has been a business continuity professional at Freddie Mac for several years.

Deborah Adams, CBCP, is the director of the projects and initiatives team for enterprise business continuity at Freddie Mac..

Managerial Session 1
Intermediate/Advanced

Thomas Taylor
Stanford Mgmt. Co.

Sustaining a BC Program at the Stanford Management Company

A long term, affective business continuity program will utilize continuous business-relevant training to improve procedures and operational readiness. The BC program at the Stanford Management Company will be used as a case study here to show how routine training can accomplish this goal. The SMC is a division of Stanford University and manages their $18 billion endowment and trust assets. A BCP is needed to preserve the endowment and trust assets for the University's next 100 years. In order to sustain the BCP for at least 100 years, a training course for all SMC Business Groups is being implemented. Learn the units of study, actual training experiences, and lessons learned. Also included are development of an improvement plan, and revisions to the lesson plans.

Thomas L. Taylor is the BCP and facilities manager for the Stanford Management Company. He reports to the chief financial officer and manages the emergency response team.

Technical Session 1
Intermediate/Advanced

Garry Bond, CBCP
SAIC

IT Application Recovery: Of all the Priority's Which is Priority One?

A not so unusual loss of power event uncovers a lack of easily accessible information regarding critical applications recovery, priorities and interdependencies. This case study of a project to identify the most critical applications and all pertinent information related to recovery was undertaken over a three month period with a large team of business and IT analysts. The project was given three months from inception to final report and was directed to evaluate as many of several thousand applications as possible. A methodology was created to evaluate each application and identify all available information necessary for a prioritized critical application recovery and will be discussed in this session along with some conclusions drawn by the project team and presented to the client.

Garry Bond, CBCP, is the global leader for the BCP/DR Solutions Practice with SAIC. He is a seasoned professional with 12 years disaster recovery/business continuity experience while building on more than 28 years in IT.

Emergency Response Session 1
Novice/Intermediate/Advanced

Vicki Wheaton, ABCP
Varolii

Business Continuity Communications: 7 Steps to Raising the Bar

Historically, business continuity and disaster recovery plans have focused on technology and data. Now, many companies are recognizing that planning for and communicating effectively to their employees in a crisis is the highest priority and have realized that traditional methods for notifying people in a crisis (e.g. basic alerting systems) are no longer adequate to support increasingly vulnerable organizations. It's time to broaden the scope and raise the bar. This session will show real-world crisis examples, reviewing best practices to be emulated and errors that you can avoid in your own organization.

A leader and practitioner in the business continuity community, Vicki Wheaton, ABCP, has presented at over 30 conferences, tradeshows, and webinars, including the DRJ. Formerly senior product specialist for Strohl Systems, Wheaton now serves as alliances manager for Varolii's business continuity division.

Advanced Session 1
Advanced

Randall Till CBCP
MasterCard's Worldwide

Kim Bowker, CBCP
MasterCard's Worldwide

How to Institutionalize Business Recovery Planning as a Part of Your Organizations Business Cycles

Learn the practices and techniques used to integrate business recovery planning into your business operations. Hear real life examples of processes and concepts that will help you develop solid business recovery plans while gaining the necessary buy-in and acceptance within your business organization. Learn the roadblocks and issues you should expect to encounter as you implement your business recovery plans and provide examples of techniques and processes that could resolve and overcome obstacles.

Randall Till, CBCP serves as senior business leader, global business continuity management at MasterCard Worldwide.

Kim Bowker, CBCP serves as business leader, global business continuity management at MasterCard Worldwide.

Information Session 1
Novice/Intermediate/Advanced

Kenneth Waley, CBCP
Booz Allen Hamilton

Lisa Troglio, CFCP
Booz Allen Hamilton

Business Resilience for the Government Enterprise

Hear an overview and discussion of the various regulations, directives, and issues that impact government agencies and their continuity planning efforts. Federal agencies are subject to different regulatory policies than their private sector counterparts. It is the policy of the US to maintain a comprehensive and effective emergency response and continuity capability to ensure the continued performance of government missions and functions under all conditions. Today's asymmetric threat environment and the potential for monumental emergencies have increased the need for robust continuity planning.

Ken Waley, CBCP, PMP, is a consultant with Booz Allen Hamilton with more than 25 years of disaster response and recovery planning experience.

Lisa Troglio, CFCP, is a consultant with Booz Allen Hamilton with more than 22 years of state and local disaster response expertise.

Strategic Session 2
Intermediate

Understanding the Keys to 21st Century DR: Where Does Your Program Stand?

Robert Goodman, CBCP

Florida Hospital

Today, most businesses are totally dependent on their on-line, real-time information systems for work flow, productivity and day to day operations. When these systems are down, the business is broken. As you enhance your DR program, do you understand the principles which should be applied to advance your recovery program? This session will examine twelve critical factors in developing a DR program which fully exploits 21st century methods and technology. Learn where the exposures are in your current DR program and how to transition to the proactive recovery model today's businesses demand.

Robert Goodman, CBCP, is an information systems and business continuity professional whose career spans 32 years.

Managerial Session 2
Novice/Intermediate/Advanced

The Global Solution to Incident Management: Implementing The Incident Command System Worldwide

Regina Phelps

EMSS

Donald Adamis

Northern Trust

The Incident Command System (ICS) is now being used in the private sector. With the implementation of Homeland Security (HS) Presidential Directive #5 and the National Response Plan requiring ICS in all federal departments, many professionals see it only as a matter of time before ICS becomes a requirement in other arenas. This session will give an overview of ICS, show practical applications and detail how companies have effectively implemented it throughout their organization. The Northern Trust has embraced ICS at their corporate headquarters and has successfully rolled it out in other locations. Learn how ICS can solve the problem of departmental silos and program fragmentation that often occurs in a large company plan.

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

Donald J. Adamis is a senior vice president in global business continuity and recovery services group at The Northern Trust Company, Chicago, Illinois.

Technical Session 2
Novice/Intermediate/Advanced

New Strategies for Remote Backup, Replication, and Disaster Recovery

Ben Wein-berger

Ruden McClosky

With offices and project teams dispersed across the country and around the globe, IT departments are moving more aggressively to protect data and improve the efficiency of back up and recovery processes. Natural disasters in recent years have prompted a renewed sense of urgency; many firms have experienced the crippling effects of no data access for days or weeks, and painfully slow recovery windows and tape back up over the wide area network. In this session, learn how Ruden McClosky, one of the largest full service law firms in Florida, with 200 attorneys and more than 550 employees practicing in 10 offices throughout Florida and Venezuela, improved and streamlined its backup and replication processes after four hurricanes hit Florida in 2004.

Ben Weinberger, information technology director for Ruden McClosky, is responsible for all project management, security auditing, BCP, network administration and management, support, and training for the firm's 10 offices and 520 end users.

Emergency Response Session 2
Novice/Intermediate/Advanced

Building A Sustainable Business Recovery Program

Lisa Fryc CBCP

Starbucks Coffee Co.

This session will focus on the need for a structured program to ensure accurate, consistent, and viable business recovery plans. Learn the process Starbucks went through in 2007 to create their sustainable program, which ensures Starbucks is focused on the most critical plans. Discussion will include the tools created to support this program and the benefits of creating this structure. Discover how it impacts not just the operational business units, but also provides IT with better information to improve their disaster recovery efforts.

Lisa Fryc, CBCP, is senior manager, business continuity for Starbucks Coffee Company. She oversees the business recovery and IT recovery teams.

Advanced Session 2
Advanced

Risk Assessment: A Closer Look at a Standards-Based Approach Using Qualitative and Quantitative Techniques to Compliment your BIA

David Sarabacha MBCP

Deloitte

Joe Zammit

Nestle

For many organizations, the BIA has become the end all for determining what processes should be protected and how quickly you should bring them back up. The associated risk assessment for BCM seems to have become a lost art. Done appropriately, a detailed risk assessment can be the ideal companion to your BIA information, providing insights to single points of failures, upstream and downstream threats as well as views into system component vulnerabilities. Methodologies discussed will include qualitative methods, tree-based techniques and techniques for dynamic systems. Do not mistake IT for a Sarbanes-Oxley, internal audit or property insurance based risk assessment, but rather view it as a risk profile that can add value to all of your risk management decisions.

David Sarabacha, MBCP, is a leader in Deloitte's Business Continuity Management (BCM) services function, serving clients throughout the country.

Joe Zammit leads Nestlé USA's Business Continuity Management group out of Glendale, CA. He has served Nestlé in several financial positions.

Information Session 2
Intermediate

The First One Certified: How We Got There and What BS 25999 Certification Means to Us

Brian Zawada, MBCP

Avalution

Laura White-house

Considerable dialogue is taking place regarding BS 25999, as well as the accompanying organization certification offered by the British Standards Institution (BSI). What is BS 25999 all about, how does it compare to other standards, why get certified and what does it take to be certified? These are all being asked by BC practitioners and their program sponsors – and the answers are energizing companies all around the world. Explore the process that led the company to make the decision to pursue BS 25999 certification, the business case for rallying around the initiative, key factors influencing success, and what recognition as the first company in North America to achieve this milestone means to key stakeholder.

Brian Zawada, MBCP, PMP, is the director of consulting services for Avalution Consulting.

Laura Whitehouse is vice president of market development.

Breakout Sessions

Choose One Selection Per Track **Monday 4:15 - 5:15 p.m.**

Strategic Session 3
Intermediate/Advanced

Jan Sysmans

Cisco WebEx

How On-demand Communication And Collaboration Tools Can Augment Your EOC Process

The emergency operations center is the physical nerve center of the recovery operations of a company or agency during and after a business disruption or disaster. The close proximity of the EOC members promotes effective communication and collaboration during the recovery efforts. It gets more dicey though when your experts cannot make it to the EOC because they are remote, they EOC is closed or there is a pandemic outbrake forcing social distancing. There are many on-demand collaboration tools available today from audio, video and webconferencing, CRM and project management tools, to online documents and speadsheets. Learn how you can integrate on-demand communication and collaboration tools into your EOC process to enable your remote experts to actively participate in the EOC process.

Jan Sysmans, director, marketing at Cisco WebEx is responsible for WebEx's business continuity programs.

Managerial Session 3
Novice/Intermediate/Advanced

Alan Sawchak, MBCP

Strohl Systems

Understanding the BS25999 Standard

The big picture of the BS25999 Standard reflects the international recommended practices for BCM and to deliver guidance for how to assess needs, build and test plans and continually enhance it. There's much more to it and this session will cover it all. Recognizing the advantages of deploying a business continuity management system across an enterprise, the BS 25999 standard is an example of how standards help address many of the challenges associated with developing, adopting and ultimately continuously improving an enterprise's continuity program. Standards will help build the infrastructure required to support the continuous growth and maturity of a business continuity management system. Learn how a proven methodology supports the BS 25999 standard and others.

Alan Sawchak, MBCP, has been with Strohl Systems since 1998. He has been actively involved in risk assessments, business impact analyses, continuity strategy development and business continuity plan implementation.

Technical Session 3
Intermediate/Advanced

David Nolan

Fusion

Governance, Compliance and Risk Management and the DR/BCP Professional

The inevitable evolution toward enterprise risk management will offer unprecendented challenges and opportunities for the DR/BCP professional. This presentation will focus on the macro trends that are driving convergence of once fragmented risk management agendas highlighting the most important changes. Discover what the DR/BCP professional needs to know and do to ride this wave to new career highs while making a bigger impact in their respective organizations. Attendees will benefit from seeing a glimpse into the future through the lense of a client case where all aspects of enterprise risk management have been consolidated into single management model. The future is bright for those who anticipate and prepare!

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

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Emergency Response Session 3
Novice/Intermediate

Paul D'Arcy

Dell Message One

Email Caught In The Crossfire: What Is The Compliance Impact Of Email DR?

With new regulations and the changes to the Federal Rules of Civil Procedure, disaster recovery professionals have been caught in the email crossfire and are suddenly forced to think about compliance implications of DR. Executives now rely on IT to make sure there are consistent policies for data retention and deletion that meet the compliance, legal and disaster recovery needs of the business. Therefore, disaster recovery planning professionals need make informed decisions about what to do to ensure a quick recovery that does not make the company a target in litigation. This session will cover key rules and regulations companies need to consider when managing email and provide an overview of the FRCP. It will also look at the fundamental conflict between disaster recovery and archiving, while providing practical tips to ensure compliance.

Paul D'Arcy brings more than 10 years of technology marketing experience to Dell MessageOne. He oversees the company's overall marketing program.

Advanced Session 3
Advanced

Joseph Starzyk

IBM

Virtualization Strategy for Disaster Recovery

The main focus of a virtualization approach is the benefit that can be realized by consolidating the vast amounts of servers and storage into a managed pool of resources that can be utilized based upon business need. From a disaster recovery perspective, what this means is that when a disaster event occurs, resources from the virtual pool can be reconfigured to provide a processing environment that can assume the primary production workload. This session will address the areas that must be considered when designing and implementing a disaster recovery capability within a virtualized environment.

As a senior business development executive, Joseph Starzyk is accountable for establishing innovative strategies that drive new business development for IBM's Business Continuity and Resiliency Services.

Information Session 3
Novice/Intermediate/Advanced

The DRII Certification Process

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

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

Strategic Session 4
Novice/Intermediate/Advanced

Incorporating Antivirals into Corporate Pandemic Plans

Avram Nemetz

Affiliated Physician

As pandemic planning becomes more robust within the business continuity field, more and more companies are looking to provide antiviral medications to their employees and families. This session will discuss the various issues surrounding antiviral use including how they work, the competitive advantages of implementing a program and addresses some of the issues surrounding their use. These issues include, legal/ ethical, employee eligibility (critical vs. non-critical), financial constraints, and senior management engagement. Also to be addressed will be some of the different ways a company of any size can implement an antiviral program, including case studies of large and small firms, and the current industry best practices.

Avram L. Nemetz, M.D. has been medical director at Affiliated Physicians for 16 years. A graduate of Cornell University and the Albert Einstein College of Medicine, he has long experience managing corporate medical emergencies.

Managerial Session 4
Novice/Intermediate/Advanced

Diversity Issues In Crisis Management Planning: Survey Results

Peter Osilaja

KidSafety of America

Having an integrated concept of planning cannot be overstated. Understanding that at the end of the day, you will be dealing with people and cultures, is a fact. Learn what disaster management planners like yourself think about the presence, inclusion and importance of diversity in disaster management planning for increasingly multicultural communities. The purpose of this session is to inform about diversity variables, namely, flexibility, inclusion, trust, risk perception, equity and adaptability. How planners factor these variables into their work helps to shape overall disaster management 'success' perception. This session will present the outcomes of the survey conducted at the DRJ Spring '08 conference in Orlando, Florida on this topic.

Peter Osilaja is the CEO/founder of KidSafety of America. For 17 years, KidSafety of America has created and marketed health and safety education concepts, products and services to the public sector.

Technical Session 4
Intermediate/Advanced

Challenges of Global Business Continuity Planning

Greg Holdburg

BMC Software

As we are becoming a global economy, many business continuity planners face the challenges of planning for events that are very different from those we face in the U.S. This case study will focus on the many obstacles that must be overcome with continuity planning for remote offices in countries like Israel and India. As "off-shoring" grows, many companies are able to become more competitive in the global market place, however the dependencies and risks grow as more and more processes are taken over by these remote locations and the recovery options that we are able to engage in the U.S. are unavailable or very limited in the region.

Greg Holdburg is senior manager global continuity services for BMC Software. He has been in the IT industry for more than 30 years and involved in disaster recovery/ business continuity since 1989.

Emergency Response Session 4
Intermediate/Advanced

Emergency Notification: The Building Blocks of a Successful Business Continuity Strategy

Jean Bennajma CBCP

World Bank Group

Communication is the single most important factor in a business continuity strategy. Without fast and accurate communication, a business is defenseless. Explore an in-depth look at emergency notification technology and discuss the impact it can have on an organization in crisis situations and on a daily basis. Learn how a robust business continuity program can be built around emergency notification technology by sharing her global perspective and experiences with conference attendees.

Jean Bennajma, MBCI, CBCP is global BCP manager for World Bank Group. She has provided BC consulting services to a wide range of industries over the last 16 years.
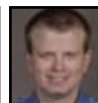
Advanced Session 4
Advanced

An Examination of ROI for BCP

Jeff Williams

Binomial Intl.

Skip Williams

Kings-Bridge

Usually, all projects must compete for scarce funds. This is especially true for business continuity planning. There does not appear to be an obvious correlation between money spent and money gained. As a BCP practitioner, you know that this isn't fundamentally true. However, you must be able to justify the expenditure of funds in this area or the project will be delayed or under funded or shelved indefinitely. In this presentation, we will explore how to make that justification using ROI.

Jeffrey Williams is the chief technical officer for DisasterRecovery.com Inc. and president and chief strategist for Binomial International Inc.

Skip Williams is the president of Kingsbridge Systems Inc.

Financial Session 4
Intermediate/Advanced

New Track!

BC Challenges and Opportunities for Partnerships – Information Sharing Forum For Financial Services Part I

Randall Till, CBCP

Master Card Worldwide

Join moderator Randall Till, CBCP as he leads a new track geared towards the financial services industry with expert speakers sharing information and strategies shaping the future of business continuity. This session will be combined with other important topics facing the business continuity industry to provide a full afternoon session geared towards information exchange and active dialog giving the audience a valuable learning experience. While this session is being hosted by the financial industry, all conference attendees are welcome and will benefit from attending this session or the entire track. The first session will have leading experts from the field of government oversight and infrastructure protection to discuss the latest trends, regulations and expectations guiding the financial industry.

Randall Till has more than 20 years of experience in all aspects of business continuity planning. He serves on the DRJ Executive Council and is the financial Co-chair for the Business Continuity Standing Committee for the Financial Services Technology Consortium (FSTC).

Workshop Session 1
Advanced

New Track!

BC Challenges and Opportunities for Partnerships – Information Sharing Forum For Financial Services Part II

Randall Till, CBCP

MasterCard Worldwide

During this second part of the session Randy Till will continue to guide the information sharing and strategic dialog started during the prior session. The initial focus of this session will look at business continuity from a global perspective. The session will review trends, regulations and challenges facing organizations as they address business continuity and resiliency practices in other parts of the globe. Business continuity experts from other countries, such as UK, Australia and the Asia Pacific along with global organizations will share their experiences and lessons learned as they have implemented successful business continuity programs. Once again, business continuity experts from financial institutions will serve direct questions and generate dialog with the members of this international panel. The track will conclude with a roundtable discussion to address the latest and most important issues facing the business continuity in today's changing business climate. Participating members from the government, international organizations and financial institutions will come together for a final roundtable discussion and information sharing session. Topics will be prepared and members of the audience will be requested to participate in an open dialog that will dive into specific topics of interest.

Panel members will include representatives from top U.S. financial institutes.

Randall Till, CBCP, has more than 20 years of experience in all aspects of business continuity planning and is a recognized speaker and teacher in the business continuity field. Till serves on the DRJ Executive Council and is the financial Co-chair for the Business Continuity Standing Committee for the Financial Services Technology Consortium (FSTC).

Workshop Session 2
Novice/Intermediate/Advanced

**Tabletop Exercise:
Special Needs Employees**

Barbara Citarella

RBC, Ltd.

The Department of Homeland Security has redefined special needs population in relationship to disaster preparedness. Now that the definition has been expanded it is even more crucial for business continuity planners to have a clear understanding of how best to serve those special needs employees and to develop appropriate policies and processes. There are many federal documents besides the National Response Framework that impact BCP for special needs employees. This workshop will include some of those documents such as HIPAA and ADA. This intense (but fun) exercise will provide a scenario for continuity planners to rise to the challenge and incorporate their skills in solving difficult situations. Attendees will work together in teams to keep their business viable! Be prepared to work hard and think creatively.

Participants will be able to:

• State the new definition of special needs as it relates to preparedness
• Understand the complexity of planning for this population
• Identify policies and processes necessary to incorporate in business continuity plans.

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

Workshop Session 3
Novice/Intermediate/Advanced

Business Impact Analysis Beginning to End

Barney Pelant, MBCP

Barney F. Pelant & Assc.

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

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

A BIA can help an organization to learn their current capability to recover from a disastrous event.

Also, the BIA can help validate that the plan in place is really meeting the organization's business needs.

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

We will cover asking the right questions to learn:

• What is most important?
• Why?

This workshop will be interactive, so bring your questions and come share your experiences!

Barney Pelant, MBCP, is owner and director of Barney F. Pelant & Associates. His professional background includes more than 30 years focusing on business continuity planning, disaster prevention and recovery.

He has held the certification of Master Business Continuity Professional (MBCP) from DRI International since 1997.

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.

Tuesday Workshop Sessions

Intense Study * Team Building * Group Discussion * Industry Experts * Solid Solutions

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Workshop Session 4
Novice/Intermediate/Advanced

Starting from Scratch or Auditing for Performance: Benchmarking Your Emergency Management Program

Regina Phelps

EMSS

Often a company's reaction to a disaster or major event is plagued by fragmentation due to numerous "silos" or departments who have a "piece" of the event management process. All of these different silos may not be aware of each other's activities or responsibilities. There may not be a centralized process for coordinating the efforts. This can lead to a disjointed response, hampered communication, ineffective delivery and a slow recovery. The effective management of an event requires a well-thought out coordinated and integrated response. This workshop focuses on the necessary planning that must be done for a smooth transition from preparedness to response and finally recovery.

  • Hazard analysis: match the planning to the risk
  • Bringing together the silos: emergency response, business continuity, disaster response, crisis communications and incident management
  • The Incident Management Team - ICS
  • Training and Exercises

Regina Phelps niche includes crisis management team development, emergency operations center (EOC) design, and the development of emergency exercises for large global companies. She has provided extensive consultation to global companies preparing for the pandemic threat. A partial client list includes Visa, the World Bank, AEGON, Northern Trust, Triton, Liberty Mutual, Duke University, Stanford University, the California Institute of Technology and Wells Fargo.

Workshop Session 5
Intermediate/Advanced

Generally Accepted Practices: Workshop Session

Session registration is limited to 200.

Designed for BC professionals with seven years minimum experience.

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

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

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

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

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

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

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

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

Workshop Session 6
Novice/Intermediate/Advanced

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

Steven Goldman

Goldman Mgmt. Consultants

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

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

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

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

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

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

Venue and Travel Information

The Sheraton San Diego Hotel and Marina is located on the bay, just minutes from San Diego International Airport. The hotel offers spacious ballrooms, exhibit areas, meeting rooms and several restaurants that you may enjoy during your stay. The hotel is surrounded by numerous attractions.

Hotel Reservations
The official conference hotel is:

Sheraton San Diego Hotel & Marina
1380 Harbor Island Drive
San Diego, CA 92101-1092
(877) 734-2726

Attendees are responsible for making their own hotel reservations by calling 877-734-2726. Ask for DRJ's special room rate. Email drj@drj.com for information on government rooms.

Make your reservations early. A block of rooms has been reserved at the Sheraton San Diego Hotel and Marina and they fill fast!. Once the block is filled, reservations will be made on a space available basis, *with the rate subject to change at the discretion of the hotel.*

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

Conference Registration Fee
For one low fee you receive: admission to all sessions, including workshop sessions; conference material for sessions on CD and in book format; networking breakfasts and lunches; use of the Cyber City; and admission to the Monday night hospitality and a welcome reception. You also can browse the conference book store and tour the exhibit hall.

> *Remember to make your hotel reservations early!*
> **877-734-2726**

Conference Hours
The seminar session hours:

1:30 p.m. - 4:30 p.m. on Sunday
8:15 a.m. - 5:15 p.m. on Monday
8:15 a.m. - 5:30 p.m. on Tuesday
8:15 a.m. - 1:00 p.m. on Wednesday

Additional events are held before and after the sessions.

Conference Desk Hours
Attendees must pick up badges and conference materials at the Onsite Conference Registration Desk. The desk will be open: Sunday: 11:00 a.m. - 8:00 p.m.; Monday: 7:00 a.m. - 5:00 p.m.; Tuesday: 7:00 a.m. - 5:30 p.m.; Wednesday: 7:00 a.m. - 12:00 p.m.

Transportation Information
Airlines: American Airlines is DRJ's official airlines for Fall World 2008. In order to make your reservations, please call (800) 433-1790. Use file #A0798AA for the discounted rate on American Airline flights.

Car Rental: Avis is DRJ's official rental car service. When making reservations call (800) 331-1600 or reserve your car online at www.drj.com. Use file #D005078 to receive the discounted rate.

Local Transportation: The Sheraton San Diego Hotel and Marina provides free shuttle service to and from the airport, from 5:30 a.m. to midnight. Shuttles run approximately every 15 minutes.

Fall 2008 Registration Form

Sign up by June 27, 2008 for a $50 discount! Register By July 14, 2008 for $895!

Date_____ List Your CBCP, FBCI, CRP#_____

Mr/Mrs/Ms_____ First Name_____ Last Name _____

Company_____

Title_____ Mail Stop _____

Address_____

City_____ E-Mail_____

State_____ Country_____ Zip_____

Telephone_____ Fax_____

Print Name As It Should Appear On Badge_____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number_____

Check here if you require special needs _____ Please specify_____

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

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

Rank Your Experience Level ___ Novice (less than 2 yrs) ___ Intermediate (2-5 yrs.) ___ Advanced (5+ yrs.)

Is This Your First Conference at DRJ? _____ Yes _____ No

Payment Information

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

_____ Bill my company, Attn: _____

_____ Purchase order attached, P.O. #_____

_____ Bill my [MasterCard] _____ Bill my [VISA] _____ 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_____

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 14, 2008 without penalty. No refunds or credits will be given for cancellations received after Aug. 14, 2008. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy._____

Promotional Policy: DRJ retains the right to use attendee images and comments for promotional purposes. You may be contacted by vendors or exhibitors. If you wish not to be contacted, please email drj@drj.com.

Session Information

Name: _____ Company:_____

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

Sunday, Sept. 14

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

Monday, Sept. 15

Breakout Session 1	SS-1	MS-1	TS-1	ES-1	AS-1	IS-1
Breakout Session 2	SS-2	MS-2	TS-2	ES-2	AS-2	IS-2
Breakout Session 3	SS-3	MS-3	TS-3	ES-3	AS-3	IS-3

Tuesday, Sept. 16

Breakout Session 4	SS-4	MS-4	TS-4	ES-4	AS-4	FS-4
Workshop Sessions	WS-1	WS-2	WS-3	WS-4	WS-5	WS-6

Registration Rates

Registration rates for the conference are as follows:

• only $895.00 through July 14, 2008
• only $995.00 through Aug. 14, 2008
• only $1095.00 through Sept. 14, 2008

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

Three Easy Ways To Register

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

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

Web: www.drj.com

For registration information

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

Early Registration Bonus

Register by June 27, 2008 and receive an additional $50 discount. This bonus applies regardless of any other discounts that have been taken as long as the form reaches our office by June 27, 2008.

Registration Discounts

Three or more employees from the same company who register at the same time are eligible for a 10% discount. All certified individuals **(must be certified at the time of registration)** are eligible for a 10% discount. All contingency group members are eligible for a 10% discount with proof of membership. These discounts must be requested at the time of registration. No refunds of the discount will be issued, and only one discount per registrant will apply (except Early Registration Bonus).

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Pre - Conference Courses

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

Sat., Sept. 13, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 14, 8:30 a.m. - 11:30 a.m.
$895 per person
Presenter: Regina Phelps

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

• Five types of exercises
• Exercise Design Team
• The development of the Exercise Plan
• Selecting & Training a Simulation Team
• Rules of exercise facilitation
• Participate in an advanced tabletop exercise
• Develop the outline for your own tabletop exercise
Receive feedback on your exercise design.

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

PRC-2: Current State Assessment

Sat., Sept. 13, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 14, 8:30 a.m. - 11:30 a.m.
$795 per person
Presenters: Barry Pruitt
Michael Herrera, CBCP

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

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

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

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

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

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

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

PRC-3: Been There, Done That: An Insiders Guide to BC Programs

Sat., Sept. 13, 9:00 a.m. - 5:00 p.m.
$695 per person
Presenter: Randall Till, CBCP

Learn the critical components of establishing a strong business continuity program. You'll benefit from the "lessons learned" from working within companies to overcome roadblocks, politics and organizational limitations. This class will provide you with the opportunity to ask questions and gain feedback from someone who has been on the inside track tackling the issues and practices that currently impact organizations of all sizes. Enjoy the challenging, interactive learning environment and take away a comprehensive review of leading business continuity practices and concepts guiding the industry today.

This session provides you with the tools you need to gain a deeper understanding of the critical issues facing business continuity managers. But, just as important, "Been there. Done that." gives you the practical examples and experiences that you can learn from and apply within your organization. You'll be better prepared to work within your organization, answer key questions from colleagues and managers, and provide the insights to your team that will enable you to become a more valuable asset to your business continuity team and to your organization.

Randall Till, CBCP, is a vice president at MasterCard Worldwide. He has more than 20 years' experience as a business continuity planner .

PRC-4: The Command Center

Sat., Sept. 13, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 14, 8:30 a.m. - 11:30 a.m.
$695 per person
Presenters: Norm Harris, CBCP
Tracy Cowan, CBCP

If a disaster occurred and your organization/company was forced to implement their DR/BC Plan could you do it and would it be effective?

It is critical to keep control of the situation during this pressure-packed time. If you are to maintain control you need to assure that all teams involved are receiving accurate information about the situation and are given proper instructions to follow.

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

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

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

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

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

PRC-5: Basics of BCP and EM for Private and Public Sectors

Sat., Sept. 13, 9:00 a.m. - 5:00 p.m.
$695 per person PPBI Member Discounts Apply
Presenters: Dr. Tom Phelan
Deidrich Towne, Jr., CBCP

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

Dr. Thomas D. Phelan, president, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security.
Deidrich E. Towne, Jr. CBCP is senior technical consultant for Forsythe Solutions Group. He has more than 35 years experience in Information Technology.

PRC-6: Outrageously Effective Recovery Plan In Six Steps

Sat., Sept. 13, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 14, 8:30 a.m. - 11:30 a.m.
$695 per person; $545 if taking both Fall 08 Binomial courses
Presenter: Skip Williams
BONUS: Binomial's Phoenix Software Suite Included!

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

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

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

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

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

Skip Williams has developed BC/DR plans for Bio-technical companies, banks, credit unions. Software Development companies, postal companies, power utilities, insurance and governments both in North America and abroad.

PRC-7: Business Continuity, Risk and Business Resilience

Sat., Sept. 13, 9:00 a.m. - 5:00 p.m.
$695 per person
Presenter: Rick Wellman

Organizations in today's business world are facing increasingly difficult and changing conditions that threaten their profitability and existence. The financial success of business depends upon its ability to be resilient so as to take the fullest advantage of its constantly changing business environment and surroundings, full of anticipated as well as unexpected events and risks, bringing opportunities to increase shareholder values and gain competitive advantage.

The objective of this workshop is to provide students with fundamental concepts, principles, and methods to help establish a business resilience program, and to teach students the three essential resilience objectives and the key components necessary to build an effective business continuity and resilience program.

Upon completion of this workshop, students will be able to: Establish effective business resilience processes within their organization; Describe the business resilience model and framework; Assess, evaluate, and manage business continuity and resilience risks by developing and implementing an integrated enterprise risk management process and culture; Develop effective change response plans, and integrate busi*ness* continuity and risk strategies to improve shareholder value; Understand the role and responsibilities of the C-level Business Resilience Officer*;* and much more.

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.

Pre-Conference Course Registration Form

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

_____ PRC-1: Successful Exercise ($895)
_____ PRC-2: Current State Assessment ($795)
_____ PRC-3: Been There, Done That ($695)
_____ PRC-4: Command Center ($695)
_____ PRC-5: Basics of BCP/EM ($695)
_____ PRC-6: Effective Planning ($695/$545)
_____ PRC-7: BC Risk & Resilience ($695)

Check enclosed for $ _____ Check #_____

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Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 14, 2008 without penalty. No refunds or credits will be given for cancellations received after Aug. 14, 2008. All no shows will be charged the full amount. All cancellations must be received in writing.

Post - Conference Courses

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

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
$895 per person
Presenter: Regina Phelps

An Emergency Operations Center (EOC) is critical for effective management of an event. It allows for command, control, and communication, and also helps to prevent the formation of "silos" that commonly develop in an emergency environment. This workshop covers everything you need to know to design both the center and the management concept. Topics covered include: Physical design factors; Incident Command System; Equipment and tools; Sustained operations; Forms and processes; Virtual EOCs and more.

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

POC-2: Best Practices and the BIA

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
Friday, Sept. 19, 8:00 a.m. - 12:00 p.m. (consultations)
$795 per person
Presenters: Barry Pruitt and Michael Herrera, CBCP

This technical workshop is a hands-on consultative approach of leading participants through the BIA process. You'll gain cutting edge material including best practices from around the world. Discussion will include: BIA interview, data collection, & executive summary exercises; How to complete a BIA – start to finish; Tips, traps, and pitfalls in a BIA; Suggested BIA tools and approaches; Advice on how to best "sell" the BIA; and Where the BIA "fits" in the BCP process. Take home participant workbook, BIA sample questionnaire, sample executive summary, and all presentation materials on disk. Participants also get consultation on their personal BIA – and each participant gets a free DVD copy of Interview Samples for the BIA. Note: The workshop concludes Thursday at 5:00 p.m. Bring your personal BIA and/or questions to schedule a FREE private consultation on Friday morning.

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

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

POC-3: Seven Steps To A Comprehensive BC Program

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
$795 per person
Presenter: Randall Till, CBCP

It's one thing to have a business continuity program in place. It's quite another to implement it. Learn how to identify risks, avoid common pitfalls and implement your BCP so that emergency response and recovery plan execution go according to plan. To help ensure the success of your company's program, you'll leave this class with a firm foundation in the seven steps towards a comprehensive Business Continuity Program implementation. In addition, you'll be provided with numerous examples, practical experiences and real-life solutions necessary for a successful program. Learn from the real-life experiences of an industry veteran with 20+ years spent developing and building programs in large organizations with global operations. Get practical, proven solutions and learn how to identify risks, avoid common pitfalls and implement your Business Continuity Program so that emergency response and recovery can go according to plan. To help ensure the success of your company's program, you'll leave this class with a firm foundation in the seven critical steps

necessary for Comprehensive BCP Implementation. Both experienced planners and newcomers to the field will benefit from this workshop.

Randall Till, CBCP, is a vice president at MasterCard Worldwide where he is responsible for developing and implementing a BC management program.

POC-4: BC Planning Made Simple

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
$795 per person
Presenters: Norm Harris, CBCP and Tracy Cowan, CBCP

Since 9/11 what are we most worried about? Network Security? Physical Security? Terrorist Threats? Loss of Critical Staff? Power Outages? Natural Disasters? This interactive class will teach the student everything he/she needs to know to get started on their DR/BCP. Bring your laptop to this class and we will provide you with a CD full of resources, forms and questionnaires to utilize.   The following will be covered: Risk Assessments Questionnaires; Network Security Questionnaires; Development of Business Processes; Recovery Time Objectives; Time Lines for Recovery; Development of DR/BCP Teams; and Impact on Operations
During the class the instructors will assist you with your DR/BC plan and insure you have all the tools you need. Come to this class for one-on-one training, but register early. Space is limited.

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

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

POC-5: Leadership in Disasters: BC Practitioner's Guide to Senior Management Support

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
$695 per person PPBI member discounts apply
Presenters: Lee Goldstein, CBCP

Six reasons senior management needs to support BC/DR. Learn why management involvement in BC/DR is critical to the success of critical incident management. Roles of senior management in support of BC/DR will be presented. An excellent course for practitioners and/or managers. Modules include: Incident Command Crisis; Communications; Emergency Policies; Exercise Program; Design Business Units and Business Continuity Planning Assessment, Evaluation; and Improvement Plans.

Lee Goldstein, CBCP, MBCI is the president of the Business Contingency Group specializing in disaster/business recovery and emergency management planning.

POC-6: Four Steps for Plan Maintenance and Training

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
$695 per person; $545 if taking both Fall 08 Binomial courses
Presenter: Skip Williams
BONUS: Binomial's Phoenix Software Suite Included!

Let Binomial walk you through the maintenance phase of your recovery plan. We'll take you from "Great! We've got a plan" to "Great! We've got a plan and it works!" in four easy steps. Using the four final steps of the Disaster Recovery Journal's Generally Accepted Practices, Binomial draws on 25 years of real life experience to improve your methods and results. The class uses Binomial's highly successful Phoenix software. The software is yours to keep at the end of class. Bundle the class with the Binomial Pre-conference class to learn all ten Best Practices Steps and save $300! Must attend both pre- and post Binomial courses at Fall World 08 to be eligible for the discount. For more information about Binomial or the DRJ's Generally Accepted

Practices go to www.Binomial.com or call 888-BINOMIAL

Skip Williams is experienced in all aspects of the business continuity work flow process. He is the president of Kingsbridge Systems Inc.

POC-7: CBRA Seminar: Advanced Business Continuity Program Audit

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
Fri., Sept. 19, 8:30 a.m. – 5:00 p.m.
$2900 per person; $2610 for conference attendees
Presenter: Rick Wellman

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

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

CBRA (Certified Business Resilience Auditor) is BRCCI's business resilience auditor designation. A CBRA provides independent and objective assurance and consulting expertise to organizations throughout the initiation, analysis, development, implementation, testing, and maintenance process of the business continuity and resilience program. Take the optional CBRA certification exam and become a CBRA. Learn more about becoming a CBRA at BRCCI website.

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

POC-8: Ready, Set, Exercise: The Full Monty!

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
$795 per person
Presenter: Steven B. Goldman

This course is the comprehensive version of Steve Goldman's "Ready, Set, Exercise!" workshop. During this hands-on class, you will learn the details of how to set up and conduct a successful crisis plan exercise. Discussion includes: Where to begin;Types of Exercises; Getting Management support; Steve's Exercise Planning Checklist; The Exercise Design Team; 100+ ideas for scenarios; Developing your Exercise Manual; and How to conduct and critique the Exercise. Attendees will receive a CD of all forms and templates presented in class.

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

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

POC-9: Business Continuity Management for Executives, Management, DR and BC Coordinators

Wed., Sept. 17, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 18, 8:30 a.m. - 5:00 p.m.
$695 per person
Presenter: Jeff Alvich

This workshop is designed for executives, IT directors and managers, and disaster recovery and business continuity staff. The workshop provides a comprehensive overview of the BC management process and step-by-step program management methodology. It is based on industry best practices and guidelines for the seven phases of business continuity program management:
The workshop is consistent with international standards, guidelines, and best-practices such as Spring Singapore TR 19, BS 25999, ISO/IEC 17799, and NFPA 1600.
Students will gain an understanding of each program management phase and how to effectively plan, guide, and coordinate tasks and activities within each phase. Specific examples are used throughout the workshop to reinforce business continuity management principles and concepts.
Students will gain a solid understanding of the methods to address challenges and complexities associated with managing a business continuity program.

Jeff Alvich is a senior business continuity trainer and consultant for Sentryx. He has more than 26 years of training and consulting experience in the California fire service.

Post-Conference Course Registration Form

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

Check enclosed for $ _____ Check #_____

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         ☐ MasterCard   ☐ Discover

Account #_____

Exp. Date_____

Signature_____

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

_____ POC-1: EOC: The Critical Tool ($895)
_____ POC-2: Best Practices & BIA ($795)
_____ POC-3: 7 Steps To BC Program ($795)
_____ POC-4: BC Planning Made Simple ($795)
_____ POC-5: Leadership in Disasters ($695)
_____ POC-6: Plan Maint. and Training ($695/545)
_____ POC-7: Advanced BC Audit ($2900/2610)
_____ POC-8: Ready, Set, Exercise ($795)
_____ POC-9: BCM for Executives ($695)

Name _____
Company_____
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State_____ Zip_____
Telephone_____
Email_____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 14, 2008 without penalty. No refunds or credits will be given for cancellations received after Aug. 14, 2008. All no shows will be charged the full amount. All cancellations must be received in writing.

Higher Education Initiative

Bringing Globally Recognized Certifications to the College Campus

OVERVIEW

DRI International was founded in 1988 as the Disaster Recovery Institute to develop a base of knowledge in contingency planning and the management of risk, a rapidly growing profession. Today, DRI International administers the industry's premier certification programs for those engaged in the practice of business continuity planning (BCP) and enterprise risk management.   More than 6,500 individuals throughout the world carry the professional certification through DRI International.

DRI International offers colleges and universities opportunities to provide their students with a marketable, professional certification that is recognized throughout the world. Furthermore, participating institutions have access to a network of industry professionals who are looking for qualified candidates and new talent; individuals who are interested in BCP will visit your campus for DRI International training and information regarding your institution.

PROGRAMS THAT ADD VALUE

DRI International offers two programs designed to fit into your existing schedule. These courses are designed to leverage your school's existing academic program and provide a prospective entry for non-traditional learners.

PROGRAM #1: Offer a DRI BCP Course

DRI International's Business Continuity Planning Course (BCLE 1500)

This 15 session (45 hour) course includes all courseware for your faculty to present the material and the DRI International Qualifying Exam as part of a degree sequence. Participant feedback suggests that the BCLE-1500 course is the most comprehensive preparation for the Qualifying Exam, the first step toward certification, particularly for newcomers to the field.   Students go through DRI International's BCP model to illustrate the skills, knowledge and procedures required for each stage of BCP. The course explores each planning stage in-depth using case examples, course exercises, and participant work experiences and lessons learned, when applicable.

PROGRAM #2: Co-Sponsor a DRI BCP Seminar

DRI Intenrational's Business Continuity Planning Course (BCLE-2000)

Perfect for a Summer Symposium
This 5-day course includes 32 hours of instruction covering the BCP model, industry terminology, roles and functions, current trends and the Qualifying Exam. The fast-paced overview of DRI International's business continuity planning model delineates the knowledge, skills and procedures needed to effectively execute each stage. DRI International provides the instructor, materials and marketing support.

For more information, visit our website or contact a representative today.

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You have the knowledge.
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Fall World 2008

September 14-17, 2008

Today's Trends
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Register By June 27, 2008 And Save! See page 17 for details.

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Hotel Reservations: 877-734-2726 Ask for DRJ rate. See page 16 for more details on room rates.