



DRJ's 2011 Fall World

SAN DIEGO, CALIFORNIA

Complete Conference Agenda

The World's #1 Conference Dedicated to Business Continuity

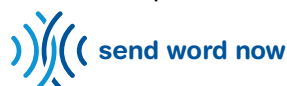
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Solutions
Within Reach

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July 11, 2011
and save \$200



September 11-14, 2011 • San Diego, California

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DRJ Presents Its 45th Conference



Find *Innovative Solutions Within Reach* at Fall World 2011. Attendees can experience general sessions, an exhibition hall, complimentary meals and much more in the beautiful setting on the San Diego bay.

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The conference agenda for DRJ's 45th conference has been released! Fall World 2011 promises to be the best yet in our long line of successful events. I'd like to personally invite you to register for this outstanding conference.

Browse the agenda in this brochure and find the sessions that will matter the most to your career and your organization. You cannot beat the valuable education you will receive at Fall World 2011.

For one low fee, you will gain weeks worth of education in just a few short days. Plus, we have a full exhibition hall packed with vendors and products that you need to explore. And, we bundle our conference with pre-and post-conference classes that offer in-depth study, education credits, and in some cases, certification programs. Discounts on registration fees are available (see page 17 for details).

Why travel around the country to find education, vendor information and certification requirements? You can find them all in one place for the lowest price in the industry!



Richard Arnold,
CBCP
DRJ CEO

Register today for this stellar conference. You will not be disappointed in the experience. DRJ's conferences are consistently ranked high in customer satisfaction by our attendees!



The World's Number One Conference Dedicated to Business Continuity

Monday Evening Hospitality

The Monday Evening Hospitality hosted by conference Gold Sponsor, **SendWordNow**, is a fun-filled event for attendees, vendors and speakers. Enjoy food and networking in a relaxing environment.

Session Information

Find Innovative Solutions Within Reach in our breakout sessions. You will discover specialized tracks that meet your needs! Sessions are rated for advanced, intermediate and novice.

Welcome Reception

On Sunday evening all attendees, exhibitors and speakers are invited to a reception in the exhibit hall. Enjoy a relaxing, fun atmosphere.



Low Conference Fees

No other show can offer the experience, excellence and value! Attendees receive session admission, conference material, networking breakfasts and lunches; admission to hospitalities and welcome reception, product demonstrations, mock disaster, exhibition hall and more! You won't find a better conference or a better value!

Expert Advice. Low Price!

Our conference agenda encompasses a wide range of engaging and enlightening topics for the lowest industry fee. Browse the agenda and find cutting-edge topics like these:

Resiliency Risk Analysis Case Studies Disasters



Smerud



Corcoran



Hosotsubo



Phelps

Crisis Plans

Clouds

Security

Sustainability



Schmitz



Cocchiara



McGee



Nolan

Mock Disaster Exercise

Enjoy an industry standard by attending this hands-on exercise. Sponsored by **MailGard**, this event will allow up to 200 participants to experience a real-time exercise.

Exhibition Hall

This three-day event provides many opportunities to view the latest products and newest technology! Attendees can visit a variety of vendors and booths at Fall World 2011. Allow plenty of time for networking. The exhibit hall is the perfect place to make connections and discover new trends in the industry.



Register by July 11, 2011 and save \$200 off the low registration fee.

Sponsor Information

DRJ is proud to partner with the industry's best. For information on sponsoring, contact bob@drj.com.

Gold Sponsor



send word now

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

Silver Sponsors



myCOOP is COOP System's breakthrough continuity planning software. The patented design was built from the ground up by world-class eCommerce developers. Visit our website to learn more about myCOOP, the future of continuity planning. www.coop-systems.com



eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services for business continuity management. ESN develops tools and utilities focused on core requirements. www.eBRP.net



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



Recovery Point is a national provider of Integrated Business Continuity Solutions to government agencies and a broad array of commercial and non-profit organizations of all sizes. Recovery Point's services include hot site, cold site and work-area recovery; off-site data storage and transportation; electronic data vaulting; secure hosting, and carrier neutral network resources. www.recoverypoint.com



Keeping People and Information Connected.

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

Bronze Sponsors



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



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



xMatters builds relevance engines that connect people with what they need to know at exactly the right moment so they can take immediate action. More than 900 global firms use xMatters to make their products and services more valuable, both internally and to their customers and shareholders. www.xmatters.com

Co-Sponsors



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



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



The Fusion Framework® Risk Management & Contingency Planning System™ is simply the world's most advanced and easy-to-use system for comprehensive contingency planning set in the context of risk management. Fusion Framework...Simply, Better! www.fusionrm.com



i365 vigorously supports its 32,000+ small and mid-size business customers worldwide with an integrated suite of EVault(r) on-premise, cloud, and hybrid storage solutions. All EVault products and services are cloud-connected, offering access to the world-class EVault cloud. www.i365.com



Recall is a global leader in the information management industry operating over 300 facilities in more than 20 countries. Recall provides highly secure services supporting more than 80,000 customers worldwide to manage the entire lifecycle of information created by these organizations. In the field of secure data protection, Recall is a worldwide leader. www.recall.com



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

Mock Disaster Sponsor



As the nation's leading provider of critical communications recovery services, we operate the only two geographically distant, dedicated recovery centers in the industry. Mail-Gard: Not just print recovery, not just mail recovery...but now serving all your critical communications requirements. www.mailgard.com

Non-Profit Co-Sponsors



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



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

Fall World 2011

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

Welcome Reception

5:30 pm - 8:00 pm

Product Demos

5:30 pm - 8:00 pm

Tuesday

Cyber City

6:30 am - 6:00 pm

Networking Breakfast

6:45 am - 8:00 am

Registration/

Info Desk Open

7:00 am - 5:30 pm

General Session 4

8:15 am - 9:15 am

General Session 5

9:30 am - 10:30 am

General Session 6

10:45 am - 11:45 am

Exhibit Hall Opens

11:00 am

Lunch

11:45 am - 1:00 pm

Exhibits/Product Demos/Desserts

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-Conference Events

Saturday and Sunday

PRC-1: Essentials of DR/BC Planning

PRC-2: Learning Tree: Recovery Plng.

PRC-3: Workplace Violence Program

PRC-4: Building Mature BCP

PRC-5: Design A Successful Exercise

Monday

Cyber City

6:30 am - 6:30 pm

Networking Breakfast

6:45 am - 8:00 am

Onsite Registration

7:00 am - 5:00 pm

General Session 1

8:15 am - 9:15 am

General Session 2

9:30 am - 10:30 am

General Session 3

10:45 am - 11:45 am

Exhibit Hall Opens

11:00 am

Lunch

11:45 am - 1:00 pm

Exhibits/Product Demos/Desserts

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  send word now

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

Post-Conference Events

Wednesday, Thursday and/or Friday

POC-1: Everything About PS-Prep

POC-2: Fast Track to BC Plans

POC-3: ICOR CMC 2050

POC-4: Certified Auditor

POC-5: Comprehensive BIA Process

POC-6: BCI's Good Practice Guidelines

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

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

Sunday Workshops

1:30 - 4:30 p.m.

Sunday Workshop Session 1 Novice/Intermediate/Advanced



Scott
Lawrence

McKesson
Corp.

Practical Event Management

In an exercise or an actual recovery event, it is critical to be able to manage the event in a way that geographically separated teams can view the progress of the recovery and update tasks and report status.

McKesson has partnered with WinWire to create a SharePoint environment that is flexible, real-time, easily facilitates check-in check-out of resources, executive and drill down-dashboarding, running exercises and actual events with all the Power of SharePoint as a solution platform.

Scott Lawrence is service continuity solutions delivery manager for McKesson Corporation. He has more than 19 year's experience in the information technology (I/T) industry.

Lawrence's background includes a wealth of experience in a variety of technical and financial areas, including management consulting, information technology consulting, business continuity, data center operations and management, computer operations, application development, financial analysis, and financial modeling.

Lawrence specializes in management committee communication, business services development, operations analysis, program management, data center technologies and business continuity program development.

His industry experience includes banking, insurance, manufacturing, financial services, telecommunications, government, and retail.

Sunday Workshop Session 2 Novice/Intermediate/Advanced



Ken
Schroeder

Southeast
Corp.

Incident Management Plan Assessment

PPBI has responded to your feedback and again updated this highly interactive workshop. You will learn to use the Incident Management Plan Maturity Model and the BCP Audit Checklist developed by PPBI from recognized standards and industry best practices.

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

Exposure to the practical experience of the instructors in addition to recognized industry standards in measuring the maturity of your plans benefits both the public and private sectors. You will use the checklist to assess your capability to assemble, coordinate, collect and channel the resources required for critical incident management.

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

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

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

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



Deidrich
Towne

Hewlett
Packard



David
Ziev

Business
Continuity
Prof.

Sunday Workshop Session 3 Novice/Intermediate/Advanced



Ann
Cline

AirTran
Airways

Psychological First Aid: Dealing With Someone In Crisis

What do you say to someone who just lost a loved one? How do you break the news to co-workers that an employee was in a serious accident? How about the angry customer your company mishandled?

All these situations require crisis management. This workshop teaches what to do and what not to do when dealing with someone in crisis.

Students will learn: an introduction to psychological first aid, understanding people in crisis, crisis communication, non-verbal communication skills, and ideas you can take back to your company.

Airlines have been teaching psychological first aid to everyday co-workers called Care Teams since 1996. Join us to learn one of life's most valuable skills; psychological first aid.

This will be applied through interactive presentation, training games, and applicable role playing where students will actually practice dealing with someone having a crisis. Join us to learn one of life's most valuable skills; psychological first aid.

Ann Cline is the manager of emergency response for AirTran Airways where she is responsible to prepare for aviation, man-made, and natural disasters. She teaches care teams how to handle those affected by an air disaster and other crisis.

**Download a complete Conference Justification Kit
and find other details on Fall World 2011
at www.drj.com/fallworld.**

Sessions are rated: novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Sunday Workshop Session 4
Intermediate/Advanced



**Developing the Recovery Strategy:
The Next Step**

*Barney
Pelant,*

*Barney F.
Pelant &
Assoc.
LLC*

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

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

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

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

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

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

Barney Pelant, MBCP, is owner and director of Barney F. Pelant & Associates LLC. His professional background includes more than 30 years focusing on business continuity planning, disaster prevention and recovery. Pelant's technical experience ranges from the design and development of domestic and international business centers, to the development of contingency plans to ensure their ongoing viability.

Sunday Workshop Session 5
Novice/Intermediate/Advanced



**Developing Continuity Plans
in a Condensed Timeframe**

*Lloyd
Smith, Jr.*

*Business
& Gov.
Continuity
Svcs.*

You may have a requirement to develop or improve a business/government continuity plan in a short period of time or to progress from an IT disaster recovery plan to a continuity plan. If so this workshop is your "silver bullet."

Topics include:

- Developing Disaster Scenarios
- Commitment and Getting Started
- Progressing from IT DR to Continuity Plans
- Basic Recovery Requirements
- Team Selection
- Improved Emergency Response
- Condensed Risk Assessments
- Determining and Securing Data/Vital Records Offsite
- Doing a Condensed BIA
- Determining Recovery Strategies
- Developing Basic Recovery Procedures
- Exercising/Testing Plans

Disasters may not wait for you. Catch up or advance your continuity planning to get ready for the threats of the future.

Lloyd R. Smith, Jr., MBCP, an internationally recognized speaker and instructor with 22 years disaster recovery experience, has been active in developing business continuity policies and standards.

He has been a certified instructor for 18 years and served as an adjunct professor teaching business and government continuity.

Smith founded Business & Government Continuity Services, which provides business and government disaster recovery training and consulting services to include risk assessments, business impact analyses, emergency response and disaster recovery plan development, testing, personnel/team training, recovery plan mentoring/coaching and auditing.

Smith is an active member of InfraGard working with the FBI to protect America's critical infrastructure and key resources.

Sunday Workshop Session 6
Novice/Intermediate/Advanced

Mock Disaster Exercise

Sponsored by **Mail-Gard**
RECOVERING CRITICAL SERVICES

Session limited to 200 participants.

In the business continuity industry, quick thinking is a must. What would you do when faced with an instant crises in your organization? Is your team well trained and able to respond seamlessly?

In this innovative mock disaster exercise, we will use the scenario of an explosion at your company headquarters. Learn to spring into action and put your continuity plans to the test. Are they as resilient and comprehensive as they need to be?

During the exercise you will be able to not only test your knowledge, but also your company's own recovery plans.

Join Mail-Gard and Ed Devlin, in one of his last conference sessions, for an informative and exciting exercise designed to test your proficiency, and expose some of the weak points in your recovery plans.

This interactive workshop allows you to collaborate with fellow attendees and respond to emerging events while focusing on the recovery goals. Attendees can expect to deal with surprising scenarios and twists in the recovery process. Challenge your continuity knowledge in this hands-on workshop.

Additional complications will arise when the nature of the explosion is learned. Dealing with unforeseen areas of a business disruption can strengthen even the most comprehensive continuity plan.

Sign up for this informative session. We promise you'll have fun and learn a few things in the process.

As the nation's leading provider of critical communications recovery services, we operate the only two geographically distant, dedicated recovery centers in the industry. Mail-Gard: Not just print recovery, not just mail recovery ... but now serving all your critical communications requirements.

General Sessions are held each morning and are appropriate for practitioners from all experience levels.

General Sessions

Enjoy expert advice every morning tailored to today's most current topics. Choose to attend the number one conference in the industry and discover all we have to offer.



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

Monday



Joe Malarkey

The Upside of Down

Practitioners in the business continuity industry are well aware of today's challenges: budget cuts, increasing number of risks, and a greater need for complete resiliency. This energetic, fast-paced and laughter-packed session is the perfect kick-off for three days of learning. Discover how opportunities are hidden in adversity. And, learn how to apply this motivating message to everyday tasks in your organization.

Joe Malarkey has had numerous television appearances ranging from "60 Minutes" to "To Tell the Truth." Successful Meetings Magazine listed Malarkey as one of its Top Ten Speakers in America.

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



Tony Schmitz

The Business Continuity Professional's Guide to the Galaxy

Contractors have just arrived outside your organization's front door threatening to demolish it to make way for a bypass. Luckily, in this session, you will learn three important things: 1) don't panic; 2) about the author of The Business Continuity Professional's Guide to the Galaxy, and 3) crisis communications will be a critical component of your response plan. This session will take attendees on a fun and daring journey that will explore communication best practices, lessons learned from real life events, and the true meaning of resiliency. The skills and strategies covered are bound to make you think about the way you approach crisis communications now and in the future and will encourage you to "share and enjoy" your own experiences.

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

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



Curtis Smerud

"Resiliency" Means Never Having To Say You're Sorry

BC/DR professionals devote their careers ensuring they can recover their organization when a catastrophe hits. Yet, countless reports describe how more than half of all companies who suffer from a disaster never survive. Those that do, often face massive layoffs and/or ongoing anemic performance. Combating this threat requires us to take pragmatic look into our organization's "real" resiliency and to identify the actions needed to achieve success during a recovery. Take an in-depth look into the "how to" conduct an effective resiliency assessment. It will identify the most common frailties organizations encounter and explore proven solutions.

Curtis Smerud is president of The Smerud Group LLC, specializing in DR and IT consultancy services.

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

Tuesday



Decision Making During Disasters and Emergencies: Research Findings and Applications to Enhance Performance

Robert
Chandler

Univ. of
Central FL

During emergencies and disasters, decisions must typically be made unexpectedly with little advance notice, high stress/distress context, little time for thorough deliberation, and often with high risks. This session reviews recent behavioral and psychometric scientific theories and research findings that identify challenges and problems with decision making during disasters and emergencies. In addition, learn how to anticipate and mitigate these barriers to quality decision-making and a number of applications for improving decision-making quality during disasters and emergencies.

Dr. Robert C. Chandler, Ph.D., is professor of communication and director of the Nicholson School of Communication at the University of Central Florida.

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



Risk and Resilience 2.0: A View Of The Industry Today And Headlights For The Future

Pat Corcoran

IBM BCRS

Risk is the defining principle in all of your risk and resiliency planning and the only constant in this industry is change. Get a perspective on the risk landscape and be the first to hear the key findings on a paper based on a global survey in collaboration with the Economist Intelligence Unit. Following on the heels of the 2010 IBM Global IT Risk Study, this new paper will probe deeper into the shared issues and challenges faced by IT managers and CIOs globally in their continuity planning.

Pat Corcoran serves as global business development executive with IBM Global Technology Services, Business Continuity & Resiliency Services.

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



The Great East Japan Earthquake & Tsunami: An Eyewitness Account and Vision for the Future

Shinji
Hosotsubo

CMPO

The Japanese psyche has taken a blow from the huge loss of life and the tremendous human suffering that stemmed from the triple tragedies of earthquake, tsunami, and radiation threat. The significant supply chain disruption has led to important new thinking on business continuity within the Japanese manufacturing community. Hear a personal account illustrating the scope of the disaster, and how new “facts on the ground” are spurring the implementation of coordinated continuity strategies to strengthen the supply chain. Also find insight into how these efforts may permanently alter the Japanese economic model, but can still maintain the advantages of short lead-times and cost efficiency.

Shinji Hosotsubo, CBCP, founded Crisis Management & Preparedness Organization and he founded Business Continuity Advancement Organization, the leading membership organization for practitioners of BCM in Japan.

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

Wednesday



Regina Phelps

EMSS



Liz Granger

Visa Inc.

The Japan Disaster: Key Lessons You Should Incorporate Into Your Plans

The great eastern Japan earthquake occurred at 14:46 JST on March 11, 2011. The subsequent tsunami and nuclear power plant incident created a disaster beyond our wildest dreams. Although Japan is one of the most prepared countries in the world for earthquakes and tsunamis, this trifecta was beyond what any nation could cope with. This presentation will summarize the impacts and learnings, and identify direct applications for our plans in real time. Attend this session to dive deeply into one of the greatest natural disasters of our time and extract the key learnings to enhance our resilience.

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

Liz Granger, CBCP, leads the global crisis management program for Visa Inc.

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



Bruce Blythe

Crisis Mgmt
Intl.

The Art and Science of Incident Team Management

Effective incident management is a team process. It is easy for IMTs to lose effectiveness in the midst of unexpected crises. This presentation will identify and discuss the components and practices of successful IMTs from notification to de-escalation. Learn field-tested methods for optimal skill transfer. Take-and-use methods will be provided for optimizing incident management capabilities, such as, crisis communications, incident information management, identifying and addressing stakeholder needs, staying ahead of the “curve”, incident team leadership, and making effective incident team decisions.

Bruce Blythe is the owner and chairman of three companies that provide employers with a continuum of crisis preparedness, crisis response, and employee return-to-work services.

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



Barry Pruitt

Pinnacle
Business
Concepts Inc.

Are You Making it Worse?

Of course it's difficult for leaders to face, but every organization is at risk or vulnerable to crisis. In fact, the chance that corporate leaders will face one is getting ever greater. Is technology putting us at greater risk? Are there more “accidents” than ever in the workplace? Not necessarily, but the business environment has changed. Human error, lapses in judgment, technology issues, mechanical faults put our organizations at risk. Learn from the mistakes of others before being subjected to lawsuits, accusations of impropriety, and situations where the public, shareholders, stakeholders, and the media often focus. You'll gain ideas to protect yourself and your company before you must call your PR firm.

Barry Pruitt is president of Pinnacle Business Concepts Inc, which specializes in comprehensive BC/resiliency planning and education.

Breakout Track 1

Choose One Selection Per Track

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

Strategic Session 1

Novice/Intermediate/Advanced



Moving Forward in Contingencies: Toyota's Tale of Tsunami Preparedness

Chris Barbour

Toyota

Being able to communicate with associates, business partners and sites is fundamental to Toyota's emergency response and recovery programs. Following the devastating earthquake in Japan, Toyota found itself faced with the aftermath and bracing for a potentially dangerous tsunami along the U.S. West Coast.

For its Torrance, California-based headquarters, this meant activating its business continuity plans. Attendees will learn the knowledge and experience gained throughout this volatile situation. Discover the automaker's best practices for moving forward in contingencies, potentially improving the crisis communications strategies of their respective organizations.

Chris Barbour, senior administrator, emergency planning and response for Toyota, is responsible for managing Toyota's National CERT program, emergency operations center and disaster communications strategies across the U.S. and Puerto Rico.

Managerial Session 1

Novice/Intermediate/Advanced



Scorecards and Metrics for Management Reporting

Ray Mach

Kroger

Effective management reporting can go a long way in obtaining the support needed for your program and to aid in obtaining resources to get things done. Having reports that are actual Key Performance Indicators (KPI) can help you in managing your overall program. If you establish good controls, these can be an excellent source for management reporting and dashboards.

By understanding how program activities are addressing key risks, your controls can become the reporting that is used at lower levels and also helps senior management understand where key risks exist and what is needed to remediate them.

Ray Mach has guided many improvements to BC programs. These improvements helped standardize BC and IT DR plans, improved the efficiency of BIA processes, and established a complete training curriculum.

Technical Session 1

Novice/Intermediate/Advanced



Getting Ahead of the IT Curve With Business Resilience in the Cloud

Richard Cocchiara

IBM

With the advent of the cloud, the business resilience capabilities of many companies took a monumental leap forward. Capabilities once reserved for large corporations are now within the grasp of small and medium sized companies. But to really achieve resilience and reduce the potential impact of events takes real planning and foresight. Learn the process for evaluating IT risk, how to develop a progressive business resilience architecture, how cloud based technologies and services will change how a company delivers business resilience and how active risk analytics can help a company get ahead of the risk curve.

Richard Cocchiara is an IBM distinguished engineer and the chief technology officer for business continuity and resiliency services in IBM Global Services, specializing in helping customers drive higher business resiliency in order to realize increased business availability.

Emergency Response Session 1

Intermediate/Advanced



Murray Mills

NZ

Ministry of Health



Sam Stahl

EMC

Consulting

Disaster Strikes Christchurch, New Zealand

On February 22, 2011, a 6.3 magnitude earthquake strikes the metropolitan city of Christchurch, New Zealand. Already recovering from an earthquake in 2010, in excess of 160 lives are lost, the area is devastated, two thirds of the city is inundated with sewage, and there are widespread utility failures. Learn New Zealand's efforts in preparing for crisis's such as earthquakes, the impact of the two earthquakes, immediate response efforts and ongoing recovery and cleanup efforts.

Murray Mills is a regional emergency management advisor for the Central Region for NZ Ministry of Health.

Sam Stahl, CBCP, is program manager, EMC Consulting. His experiences include BC, DR, COOP, and emergency response planning for a number of organizations.

Advanced Session 1

Advanced



Ramesh M. Warrier

eBRP

BCM: Road to Resiliency

All organizations face risks. Exposure to risks can lead to a drop in productivity, decreased cost effectiveness, reduced quality, damaged reputations, and lost earning potential. Your risk management effort should focus on identifying vulnerabilities and prioritizing mitigation efforts based on both perceived consequences and cost-benefit analyses. A resiliency-centric approach focuses on understanding business objectives: what the organizations must achieve through its resiliency program. Learn how a resiliency-centric approach can help you create a truly viable and sustainable BCM program for your organization.

Ramesh M. Warrier, director, is the chief visionary and conceptualist behind the eBRP brand. Since graduating from Indian Institute of Technology, Warrier has accumulated more than 27 years of experience in various technology industry roles, more than 12 of which have been in business continuity and disaster recovery planning.

Information Session 1

Intermediate/Advanced



Michael Echols

NCS

Communications During A Catastrophic Event

This presentation will focus on the history, mission, and current activities of the National Communications System. Learn the NCS offerings, specifically focusing on the priority service programs and how they can provide critical assistance during emergency or disaster scenarios. The NCS's mission is to assist the Executive Office of the President with national security and emergency preparedness communications management, planning, response, and recovery. The NCS accomplishes this mission by leading both steady-state planning and emergency response efforts. The NCS plays a critical role in ensuring first responders and key organizations and individuals have communications access during emergencies.

Michael Echols, chief of the National Communications System, holds responsibility for developing, and coordinating the Presidential advisory and sector partnership initiatives, policy issuances, and assessments to reduce risk to the communications sector.

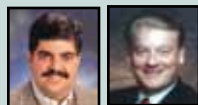
Breakout Track 2

Choose One Selection Per Track

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

Strategic Session 2

Intermediate/Advanced



The Impact of Catastrophic Events on Global Supply Chains

Brian Jemelian
Steven Craig

Yamaha America
Consort. BCPPI

Following the recent earthquake, the reduced ability to produce by businesses in Japan directly affects the production and distribution capacity of the businesses they supply worldwide. Yamaha Corporation of America has had its business continuity program in place since 2000. This presentation will discuss the issues faced

by companies that rely on the delivery of goods and services from other sources, and review the strategies that may be implemented in dealing with business interruptions to their supply chains.

Brian Jemelian serves as the senior vice president, finance and administration for Yamaha Corporation of America.

Steven P. Craig, CBCP, CISSP, is president and founder of the Consortium of Business Continuity Planning Professionals, Inc.

Managerial Session 2

Novice/Intermediate/Advanced



Enterprise Backup and Disaster Recovery for the 21st Century

Richard Dolewski

WTS

Backup and recovery program design is undergoing a dramatic transformation. Safeguarding your data and enhancing backup solutions are of primary concern. Now organizations can choose from a host of technologies to incrementally improve or completely transform their backup, secure data, and enhance availability requirements. Data protection techniques have made great strides in addressing today's business challenges as it relates to open system platforms. This session will provide guidance into some of the factors you should consider when evaluating backup and security technology solutions.

Richard Dolewski is a certified systems integration specialist and disaster recovery planner. He has extensive experience in disaster recovery planning, high availability, and backup and recovery design.

Technical Session 2

Intermediate/Advanced



Case Study: Ensuring Business Continuity for G&T Conveyor Company

Wayne McKeever

Five Star Airport Alliance

G&T Conveyor Company, (in partnership with Five Star Airport Alliance), is responsible for complex baggage handling systems for major U.S. airports from its location in Tavares, Florida. With frequent hurricanes in the region, business continuity is an absolute requirement. In addition, 400% data growth over just two years overwhelmed direct attached storage systems. Learn how network attached storage and WAN optimization technology are enabling speedy replication, and ensuring high availability and uninterrupted operations. Attendees will understand how to speed the recovery process; which techniques are not transferable to network attached storage and why, and how to minimize disruption to end users.

Wayne McKeever, network engineer, Five Star Airport Alliance, is responsible for network and disaster recovery operations for G&T Conveyor Company.

Emergency Response Session 2

Intermediate/Advanced



Regina Phelps
Don Adamis

EMS Solutions
Northern Trust

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

Many companies claim that they have a work from home program. When you dig into the claim you often find very little. What does a robust work from home program look like and what do they have in place? Northern Trust has a first class business resiliency - work from home program for critical

business functions. This session will share with you the process Northern followed, and describe the nuts and bolts of this innovative program.

Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning.

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

Advanced Session 2

Intermediate/Advanced



Steve Heisen
Mike Tracy
John Linse

BOA BOA EMC

Next Generation Business Continuity Exercise Program

Learn the importance of designing, socializing and implementing a next generation exercise and training program that better positions your organization to manage crisis. Does your program assess the credibility of contingency plans? Do you integrate public sector participants in your exercise program? Discussion will focus on answering these and many other questions as it suggests a baseline from which to develop your next generation business continuity exercise program.

Steve Heisen, CBCP, manages large-scale business continuity exercises for Bank of America, leading a team within global resiliency management.

Mike Tracy joined Bank of America in November of 2007 and has been involved in "operationalizing" the all hazards planning construct for the bank.

John Linse leads the global competency for data protection service for EMC Consulting.

Sam Stahl, CBCP, is program manager, EMC Consulting.

Information Session 2

Novice/Intermediate/Advanced



Werner Verlinden

Asure

Belgium Case Study: Implementing a BCM Program In A Multinational Environment

The presentation will cover the exciting journey, whereby a bank evolved from a decentralized approach to BCM towards a centrally driven, BS25999 aligned approach. Learn BCM theory and practice and discover how real life situations can change any plan. The presentation will address the BCM policy and BCM lifecycle; Converting BS25999 from a theoretical framework into minimum mandatory BCM standards; Which BCM standard to select, if any; and more. The presentation will also address a number of pitfalls and lessons learned.

Werner Verlinden, FBCI, CIRM, PIIF, ITIL SME has served as a BCM consultant with one of world's largest banks for almost five years. His current role is principal consultant and business unit director of three competence centers.

Breakout Track 3

Choose One Selection Per Track

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

Strategic Session 3 Intermediate/Advanced



James
McGee

The
Soufan
Group

The Threat to Venues of Mass Gatherings

Attendees will critically examine the all hazard threat to venues of mass gatherings with an emphasis on the terrorist threat to sporting events. It will address strategic and tactical countermeasures and response to the threat pursuant to recent case studies. Preventative and protective measures as well as mitigation and response and recovery plans and procedures will be discussed.

James McGee serves as senior program manager for The Soufan Group. He has 25 combined years of law enforcement experience, 21 years as a special agent with the Federal Bureau of Investigation (FBI) and a Master of Science in Criminal Justice from Virginia Commonwealth University, Richmond, Virginia.

Managerial Session 3 Novice/Intermediate



Marie-
Helene
Primeau

Premier
Con-
tinuum

Risk Management vs. Continuity Management

Many believe business continuity to be a sub-set of risk management, a way to address a risk. This presentation will cover how risk management and business continuity management disciplines supplement one another using ISO models and practical examples. It will also discuss how to have an integrated approach and where BCM currently reports within the organization.

Marie-Helene Primeau is a chartered accountant and a member of the Business Continuity Institute (MBCI). She is the president of Premier Continuum, a consulting firm and developer of BC software ParaSolution. She is also a certified trainer of the Business Continuity Institute and has already trained dozens of professionals throughout North America and online.

Technical Session 3 Novice/Intermediate/Advanced



Kelly
Baig

SunGard
Rec.
Svcs.

Anatomy of Cloud-Based Recovery

Attend a detailed walk-through of the full range of recovery levels, which are provided in cloud-based technology implementations, complete with critical trade-offs and considerations, which are important for adopting organizations to consider. Recovery levels will range from local to wide-area recovery options, including both applications and data. Critical technology components will be reviewed – including use of replication, snapshot, disk-to-disk-to-cloud protection, IaaS, PaaS and automation capabilities and their application to simple, complex, and legacy systems.

Kelly Baig is director, product marketing for SunGard Recovery Services.

Emergency Response Session 3 Novice/Intermediate/Advanced



Tom
Serio

Verizon

To 4G, or not to 4G? What does it all mean?

You hear about 4G everywhere when it comes to cell phone networks. What does it really mean when a network is 4G? What devices are 4G compatible? What really is the difference between the various carrier's 4G networks, and even 3G? What features of a 4G network can the business continuity planner take advantage of for improved communications and data access?

What you learn may surprise you. You have to look at the technology to understand the benefits.

Tom Serio, currently with Verizon Wireless, has more than 25 years of experience in business and Information Technology, with a focus on disaster recovery preparedness, business continuity planning and crisis management throughout his career.

Advanced Session 3 Intermediate/Advanced



Peter
Laz

Forsythe



David
Halford

Forsythe

How to Survive the BC/DR Evolution

The BC/DR profession has come a long way since the first DR plan was developed. First it was all about recovering the big computers, then they were decentralized. Moving some technology out of the data center caused the development of business recovery efforts. Technology and business enhancements, operational cost pressures, increased customer requirements and more regulatory demands are significantly impacting the approach required by this industry. If we don't adjust, the train will leave us behind. Traditional BC/DR takes an approach that focuses on planning for a potential risk or event. Come and learn how to add value to the business by focusing on resiliency, adaptability and operationalizing your efforts so you have a seat on the train.

Peter R. Laz, MBCEP, managing consultant with Forsythe, has more than 20 years experience designing and implementing DR, BC and incident management programs.

David Halford, Forsythe's BC/DR practice manager, helps customers plan and implement enterprise risk management initiatives focused in the DR/BC arena.

Information Session 3 Novice/Intermediate/Advanced



Barney
Pelant

Barney F.
Pelant &
Assoc.

Our Dirty Little Secret! Why Can't We All Play in the Sandbox Together?

Our dirty little secret is more common than we would all like to admit. Business continuity management is the proactive collaboration of three highly interdependent components: emergency response, IT and our business units. In most organizations the importance of these elements are seen in this order and as separate focuses. The success of a BC program is highly dependent upon the teamwork and cooperation of these three areas. Unfortunately, we often find these functions are being managed as separate and distinct silos. Why can't we all work together? Is the sandbox not big enough? Come to this session to learn how you can make a difference.

Barney Pelant is owner and director of Barney F. Pelant & Associates LLC. He has more than 30 years focusing on BC planning, disaster prevention and recovery.

Breakout Track 4

Choose One Selection Per Track

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

Strategic Session 4

Novice/Intermediate/Advanced



Robert Giffin
Brian Zawada

Avalution Avalution

Connecting with Management and Staying Relevant

Ah, the seemingly impossible task of acquiring management's attention, support and buy-in. Unfortunately, BC professionals often fail to connect in approach and ongoing messaging. Join us to gain insights on a better approach - one focused on understanding objectives first, and then using proven techniques to connect with management and align a program. In addition, participate in our five-minute self-assessment to benchmark your management team's involvement against other programs.

Robert Giffin, CBCP, CISA, is a co-founder and director of technology for Avalution Consulting, a firm specializing in business continuity consulting.

Brian Zawada, MBCP, MBCI, is a co-founder and director of consulting for Avalution Consulting, a firm specializing in business continuity consulting.

Managerial Session 4

Intermediate/Advanced



Tejas Katwala

Continuity Logic

A Day in the Life of Today's Business Continuity Professional

Today, planners are faced with difficult challenges that require them to balance competing interests and requirements where the right path to establish, nurture, or expand the program is not clear. Through case studies and interactive discussion, this session explores and evaluates how integrating continuous process improvement can transform the management of your program that ultimately results in improved resiliency and operational management. The session will cover direct and practical application of the continuous integration process to support standards, regulatory guidance, and mandates issued from your board.

Tejas Katwala is the CEO and co-founder of Continuity Logic. He has more than 20 years experience with business process automation and improvement, technology management, and more specifically over the last 10 years in helping organizations establish, automate, and transform their business continuity programs.

Technical Session 4

Intermediate/Advanced



David Nolan

Fusion Risk Mgmt.

Establishing a Sustainable Risk Management and Contingency Planning Program

This session will provide a framework for developing a program management process to ensure all types of contingency plans and operational risk profiles can be organized and maintained continuously with less effort and better results than traditional methods can achieve. Whether your program is mature and world-class, or you are just starting out, the concepts, techniques and tips provided in this session will ensure that your program is manageable, sustainable, and relevant to your executive management team.

David Nolan is president and CEO of Fusion Risk Management where he leads the development and delivery of world-class operational risk management and contingency planning solutions for enterprise organizations.

Emergency Response Session 4

Novice/Intermediate/Advanced



Tim Bonno

NIMS? ICS? BCP? OMG!

Whether you are new to business continuity or an experienced veteran, you will want to attend this session and discover the National Incident Management System (NIMS) and the Incident Command System (ICS). Many companies have already adopted these philosophies and methodologies into their business continuity strategies. Attendees will learn about the benefits of these two public-sector initiatives and how they can strengthen your business continuity efforts. Discover how you can leverage both NIMS and ICS to your advantage and make your command and control, response, and recovery efforts more effective.

Tim Bonno is a business continuity and emergency management counselor, specializing in the development and delivery of training and education. Prior to developing his own practice, he enjoyed a successful 30-year career with a Fortune 50 telecommunications company.

Advanced Session 4

Novice/Intermediate/Advanced



Rachel Dines

Forrester Research

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

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

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

Information Session 4

Novice/Intermediate/Advanced



Shinji Hosotsubo

CMPO

The 'Otagaisama' Strategy: A Japanese Way of Reciprocal Agreements for the Manufacturing Sector

Even prior to the great East Japan earthquake and tsunami of 2011, the dearth of effective BC strategies for the Japanese manufacturing sector has been obvious to practitioners willing to fully envision likely worst-case scenarios. Learn the "Otagaisama" strategy, which the speaker pioneered in 2008, and how it has become the increasing focus of interest in Japan after the supply chain disruptions of 2011. While reciprocal "gentlemen's agreements" have generally not found much favor among the worldwide BC community, the "Otagaisama" strategy takes full advantage of relatively unique cultural attributes and Japanese attitudes towards contractual obligations to provide potentially seamless "fail-over" within the supply chain.

Shinji Hosotsubo, CBCP, was one of the first proponents of business continuity in Japan. He is also chairman of Crisis Management Education & Exercise Center, a non-profit foundation to build crisis leadership skills.

Tuesday Workshops

3:00 - 5:30 p.m.

Workshop Session 1

Intermediate/Advanced



Regina
Phelps

EMSS



Kelly
David
Williams

EMSS

Benchmarking for Beginners: Conducting a Business Continuity Program Assessment

Whether you're starting a BCP from scratch or fine-tuning one that has been in place for several years, demonstrating with certainty that all the elements of a "full spectrum" program are in place can be difficult. The bottom line question that you hear from senior management, auditors, and other key stakeholders is simple: does the program have any gaps that put us at risk? This workshop is designed to help you create an authoritative response to the question of program comprehensiveness and how it stacks up when measured against a benchmark.

The workshop consists of three major components:

- An introduction to the major auditable business continuity standards currently in use.
- The identification of all major components of a complete business continuity program, as identified in the four standards.
- The mechanics of conducting an examination of your business continuity program.

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

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

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

Workshop Session 2

Novice/Intermediate/Advanced



David A.
Smith

Prof.
Workplace
Interaction

Violence a Preventable Disaster: Understanding and Reducing the Risk

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

The good news is that much can be done to reduce the risk.

Research on workplace violence has shown that warning signs and detectable inappropriate behaviors usually precede acts of violence.

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

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

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

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

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

Smith currently serves as chairman of the non-profit Honor Flight San Diego and has served on the Board of Directors of various corporate, marketing and other charitable organizations. Smith's corporate experience and expertise has been combined with PWI's professionals including backgrounds in psychology, psychiatry, legal, law enforcement and education to develop PWI training and consultative programs.

Workshop Session 3

Intermediate/Advanced



Sue
Kerr

Continuity
First



Ralph
Petti

RP Risk
Advisors

BCP's Strategic Alliance with HR and HR Lessons Learned from Real Disasters

This interactive workshop will focus on the strategic partnership between the business continuity and human resources professionals. We will address how HR functions as a strategic partner during the planning and the response to a disaster and how to get your HR representative engaged in this strategic process early and actively. Additionally, HR policies and procedures will be identified and discussed within the group. Lessons learned from actual disasters will be reviewed and discussed including provisions, policies, and roles and responsibilities. We will also include thoughts and ideas related to business continuity from the Society of Human Resource Managers (SHRM) – the world's largest human resources organization with more than 260,000 members in more than 100 countries.

Sue Kerr, CBCP, is the president of Continuity First, Inc. in Richmond, VA, and the Chairman and CEO of the Association of Contingency Planners (ACP). Kerr was instrumental in the development and implementation of plans for all industries including financial, insurance, manufacturing, health care, education and government. She has lead Fortune 100 companies in the response to disasters including pandemics, hurricanes, wildfires, internal fires etc. and has presented to audiences nationally and is a published author in books and periodicals.

Ralph Petti, CBCP, MBCI, is the president of RP Risk Advisors, LLC, in Basking Ridge, NJ, and is executive chair of operations of the Contingency Planning Exchange (CPE), Director of Public Relations for the Association of Contingency Planners (ACP) Connecticut Chapter and Society of Human Resource Managers (SHRM) in Central New Jersey.

Sessions are rated: novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Workshop Session 4
Novice/Intermediate/Advanced



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

Steve Goldman
The DRJ attendee favorite and a long running workshop! Successful crisis management and disaster recovery takes more than a plan: it requires realistic testing and validation. How do you do that properly? Are your exercises smoke and mirrors or do they provide as-close-to-real situations as possible? How does your program compare? How can you improve? During this hands-on workshop, you will learn how to set up and conduct a successful BCP/DRP exercise. Students will master the aspects of effective exercise preparation and execution, including:

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

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

Dr. Steve Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company. Over his long career Goldman has developed, conducted, and evaluated drills and exercises ranging from one-hour tabletops to massive three-day exercises involving hundreds of responders from dozens of companies and government agencies.

Workshop Session 5
Novice/Intermediate/Advanced



Birds of a Feather

Engage in dialogue with others in your industry or who have similar areas of expertise or interest. In this structured but flexible BC roundtable forum led by experienced business continuity professionals, you will be able to explore solutions, address your concerns, ask pressing questions, and dialogue about planning activities. This is a great opportunity to build relationships with other planners in similar situations. *Don't forget to bring your business cards.*

Potential Topics are:

- Most significant Risk / BC Issues
- Crisis Management Planning
- BC Governance Risk Assessment/BIA
- BC / DR Planning
- Metrics, Measurement and Reporting
- BCM Exercises and Testing
- Other Topics Selected by Groups

Moderator:
Randall Till, MBCP, Till Continuity Group

Round Table Facilitators:

- Robbie Atabaigi, MBCP, KPMG
- Mike Gifford, CBCP
The Capital Group Companies
- Scott Johnson, CBCP, AG L Resources
- Frank Lady, CBCP, CISSP, CRISC, PMP,
ITIL Bank of America
- Martin Myers, MBCP, Bank of America
- Thomas Phelan, Emergency & Disaster
Management & Fire Science
- Barney Pelant, MBCP, Barney F. Pelant &
Associates, LLC
- Bobby Williams, CBCP, Emdeon
- David Ziev, MBCP, Business Continuity
Professionals

Workshop Session 6
Intermediate/Advanced



Kevin Schaller

American Public Univ.



Thomas Phelan

American Public Univ.

BCP/EM: A Complete Curriculum

The ultimate take-home curriculum for your organization!

Private and public-sector organizations must incorporate continuity practices for survival. Increasingly complex interdependencies among organizations dictate the importance of a robust implementation of organizational continuity.

This curriculum provides the learner a comprehensive foundation of the principles and practices associated with developing and implementing a business continuity program.

Case studies will be included.

Kevin Schaller, a graduate student with American Public University System, has more than 20 years financial services marketing management experience coupled with a graduate degree in emergency and disaster management, emphasizing organizational crisis management and continuity.

Tom Phelan, Ed.D is president of Strategic Teaching Associates, Inc.

He has prepared and presented training in risk communication, emergency management, the Incident Command System (NIMS ICS), private-sector Incident Management Teams, and crisis communication and mitigation planning for businesses, universities, and municipalities.

He is professor and program director, emergency and disaster management and fire science, at American Public University's School of Public Safety and Health.

Conference Venue

Sheraton San Diego Hotel • San Diego, California

Hotel Reservations

The official conference hotel is:

Sheraton San Diego Hotel
1380 Harbor Island Drive
San Diego, CA 92101-1092
877-734-2726 Refer to Booking #23268

Attendees are responsible for making their own hotel reservations by calling 877-734-2726. Refer to Booking #23268. Ask for DRJ's special room rate. Email patti@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; networking breakfasts and lunches; and admission to the Monday night hospitality and a welcome reception. There are also numerous other activities onsite including an exhibition hall and product demonstrations.

Transportation Information

Airlines: American Airlines is DRJ's official airlines for Fall World 2011. In order to make your reservations, please call 800-433-1790 or visit www.aa.com. Use file #7491AF 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.avis.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.



Date _____ List Your CBCP, FBCI, CRP# _____

Mr/Mrs/Ms _____ First Name _____ Last Name _____

Company _____

Title _____ Email _____

Address _____ Mail Stop _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Cell _____ Fax _____

Print Name As It Should Appear On Badge _____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number _____

Check here if you require special needs _____ Please specify _____

Notify conference personnel during onsite registration of your arrival and special needs.

Industry Information

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



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

Payment Information

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

_____ Bill my company, Attn: _____

_____ Purchase order attached, P.O. # _____

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

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

Account # _____ Exp. Date _____

Signature _____

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 11, 2011 without penalty. No refunds or credits will be given for cancellations received after Aug. 11, 2011. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy. _____

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

Session Information

Name: _____ Company: _____

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

Sunday, Sept. 11

Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6
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Monday, Sept. 12

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. 13

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

Registration Rates

Registration rates for the conference are as follows:

- only \$995.00 through July 11, 2011
- only \$1095.00 through Aug. 11, 2011
- only \$1195.00 through Sept. 11, 2011

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

Three Easy Ways To Register

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

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

Web: www.drj.com

For information

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

Registration Discounts

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

- Three or more employees from the same company who register at the same time are eligible for a 10% discount.

- All certified individuals (**must be certified at the time of registration**) are eligible for a 10% discount.

- All contingency group members are eligible for a 10% discount with proof of membership.

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

Pre - Conference Courses

PRC-1: Essentials Of DR/BC Planning Made Simple



Sat., Sept. 10, 9:00 a.m. - 5:00 p.m.

Sun., Sept. 11, 8:30 a.m. - 11:30 a.m.

\$1095 per person

Presenter: Norm Harris

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

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

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

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

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

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

PRC-2: Learning Tree: Recovery Planning for SMB to Global Giant

Sat., Sept. 10, 9:00 a.m. - 5:00 p.m.

Sun., Sept. 11, 8:30 a.m. - 11:30 a.m.

\$995 per person

Presenter: Arnold Villeneuve



In this course, you learn to identify vulnerabilities and implement countermeasures to prevent and mitigate threats to your mission-critical processes. You learn techniques for creating a business continuity plan and the methodology for building an infrastructure that supports effective implementation.

During this workshop course, you will learn how to:

- Create, document and test continuity arrangements for your organization
- Perform a risk assessment and Business Impact Assessment (BIA) to identify vulnerabilities
- Select and deploy an alternate site for continuity of mission-critical activities
- Identify appropriate strategies to recover the infrastructure and processes
- Test and maintain an effective recovery plan in a rapidly changing technology environment

You will also receive three months of free, unrestricted access to Phoenix for SharePoint™ SaaS online services—an incredible value!

This course is a compressed version of the popular 4-day course offered by Learning Tree International, the leading provider of IT classroom training. Since 1974, over 2 million course participants from over 65,000 organizations have enhanced their skills in Learning Tree classes. Now, the class comes to you!

Arnold Villeneuve, ECNE, MCSE, CNP, is a Learning Tree International author and instructor.

PRC-3: Level 1 PWICertified Facilitator (PCF): Become a PWICertified Workplace Violence Facilitator



Sat., Sept. 10, 9:00 a.m. - 5:00 p.m.

Sun., Sept. 11, 8:30 a.m. - 11:30 a.m.

\$1295 per person

Presenter: David A Smith

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

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

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

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

Certification Levels:

Level 1: PWICertified Facilitator (PCF)

Level 2: PWICertified Master Facilitator (PCMF)

Level 3: PWICertified Violence Vulnerability Auditor (PCVVA)

Level 4: PWICertified Terrorism Vulnerability Auditor (PCTVA)

Level 5: PWICertified Threat Assessment Professional (PCTAP) - (Tailored for licensed psychologists and psychiatrists)

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

David A. Smith, founder of Professional Workplace Interaction, Inc., (PWI) is an author and highly experienced dynamic speaker. PWI was established in 1997 for the purpose of research and evidence-based process development, designed to address many of the difficult behavioral risk reduction and employment related issues facing corporations, schools, private businesses, and government agencies.

Earn up to 16 CEU points by attending a pre or post conference course!

PRC-4: What Everyone Should Know about Building a Mature Business Continuity Management Program: Learn Top Strategies, Get Answers, and Anticipate Roadblocks



Sat., Sept. 10, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 11, 8:30 a.m. - 11:30 a.m.
\$1195 per person
Presenter: Randall Till

How do you build a mature business continuity management (BCM) program that will help make your organization truly ready? This session covers all of the critical components, introduces leading strategies, helps you be ready for and navigate roadblocks — addresses your burning questions — and more:

- Actively explore key concepts and proven planning techniques and tools.
- Gain the advantage of understanding the most common BC roadblocks.
- Have the opportunity to discuss your specific concerns and challenges.
- Learn the leading methods used for testing and validating plan readiness.
- Take away sample BC planning strategies and leading concepts

Experienced planners and newcomers alike will benefit from this session. Share your experiences while you gain valuable insights during this session.

Randall Till, MBCP, is founder of Till Continuity Group, a BCM company and has 15 years experience teaching classes that focus on the most effective BC planning tools and strategies.

PRC-5: From Response to Recovery: Everything You Need to Know to Design a Successful Exercise



Sat., Sept. 10, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 11, 8:30 a.m. - 11:30 a.m.
\$1295 per person
Presenter: Regina Phelps

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

The workshop will cover:

- Six types of exercises.
- Exercise design team.
- The exercise plan.
- Creating exercise injects.
- Developing A-V tools.
- Selecting and training a Simulation Team.
- Rules of exercise facilitation.
- Writing the after-action report

You will:

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

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic, and contingency planning. Since 1982, she has provided consultation, training, and speaking services to clients in four continents. She is founder of Emergency Management & Safety Solutions, a consulting and training firm.

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_____ PRC-1: Essentials of DR/BC Png (\$1095)

_____ PRC-2: Learning Tree: Recovery Png (\$995)

_____ PRC-3: Workplace Violence Pgm (\$1295)

_____ PRC-4: Building Mature BCP (\$1195)

_____ PRC-5: Design Successful Exercise (\$1295)

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

Post Conference Courses

POC-1: Everything You Wanted To Know About PS-Prep



Wed., Sept. 14, 1:30 p.m. - 5:00 p.m.

\$495 per person

Presenter: Lynnda Nelson, Ken Schroeder

Is your organization prepared? How prepared do you need to be? How can you benchmark your organization to measure your preparedness? Should your organization get PS-Prep certified? What do you need to know to prepare your organization for certification? How do you choose a certifying body?

If these are a few of your questions about PS Prep and you need some guidance on how to get where you need to be, PPBI may be able to help. This course brings PPBI partners together to take you inside PS Prep and navigate the need, the requirements, the standards and opportunities out there for building compliance. It then ties that information to the Voluntary Private Sector Preparedness Accreditation and Certification Program initiative.

Attendees at this course will take away with them:

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

The focus of this presentation is to help you understand how to measure preparedness using standards BS 25999, ASIS SPC-1, and NFPA 1600:2010 and how to speak to your senior management team.

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

Ken Schroeder is vice president for business continuity at Southeast Corporate. He is responsible for the life cycle management of all business continuity functions.

POC-2: Fast Track to Develop or Improve Business and Government Continuity Plans



Wed. Sep 14, 1:30 p.m.-5:00p.m.

Thurs. Sep 15, 8:30 a.m.-5:00p.m.

Fri. Sep 16, 8:00 a.m.-12:00 :p.m.

\$1095 per person

Presenter: Lloyd Smith

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

- Continuity plan considerations and project management
- Progressing from IT DR plans to business continuity
- Emergency response to protect personnel and assets

- Quick risk assessment and mitigation to reduce time and cost
- Fast track with a condensed business/mission impact analysis
- Developing recovery strategies and procedures
- Exercising/testing plans
- Facility recovery and critical infrastructure protection
- Enhanced security for sabotage/terrorism avoidance
- Success factors, audit considerations and future trends

Colonel Smith, MBCP, founded Business & Government Continuity Services, which provides risk assessments, business impact analyses, emergency response and recovery plan development, testing, team training, recovery plan coaching/mentoring and auditing.

POC-3: CMC 2050: Crisis Communications Planner



Wed., Sept. 14, 1:30 p.m. - 5:00 p.m.

Thurs., Sept. 15, 8:30 a.m. - 5:00 p.m.

Fri., Sept. 16, 8:00 a.m. - 12:00 p.m.

\$1345 per person

Presenter: John Cullen

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

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

For more information, contact Lynnda@theicor.org.

John Cullen is an ICOR faculty member and a partner with Foresight PR, a full-service public relations firm.

POC-4: CBRA Seminar: Certified Business Resilience Auditor



Wed., Sept. 14, 1:30 p.m. - 5:00 p.m.

Thurs., Sept. 15, 8:30 a.m. - 5:00 p.m.

\$1995 per person

Presenter: Rick Wellman

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

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

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

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

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

POC-5 - Comprehensive BIA Process – Methodology

Wed., Sept. 14, 1:30 p.m. - 5:00 p.m.

Thurs., Sept. 15, 8:30 a.m. - 5:00 p.m.

Fri., Sept. 16, 8:00 a.m. - 12:00 p.m.

\$1100 per person

Presenter: ContinuityLink



The Business Impact Analysis (BIA) is the foundation on which to build an organisation-wide business continuity management program. The instructor will walk participants through all the steps associated to completing a BIA. This course is designed around a tried and true BIA model providing the participants with the methodology, the associated tools and the confidence required to complete a thorough business impact analysis. This course is designed for business continuity professionals with basic knowledge and experience in business continuity / disaster recovery.

This fee includes the course, the course material, soft copy of samples and templates discussed during the course. Also includes a one-year free subscription as an affiliate member of the BCI.

For more information, contact questions@continuitylink.com.

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

POC-6: Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines

(POC-6A) Course with CBCI Exam

Wed. Sept. 14, 1:30 p.m.-5:00 p.m.

Thurs. Sept. 15, 8:30 a.m.-5:00 p.m.

Fri. Sept. 16, 8:30 a.m.-12:00 p.m.

\$1495 per person (includes access to e-learning and testing system)

Presenter: Marie-Hélène Primeau



(POC-6B) Course Only

Wed. Sept. 14, 1:30 p.m. - 5:00 p.m.

Thurs., Sept. 15, 8:30 a.m. - 5:00 p.m.

\$995 per person (includes access to e-learning and testing system)

(POC-6C) Exam Only

Friday, Sept. 16, 8:30 a.m. - 12:00 p.m.

\$500 per person (includes access to e-learning and testing system)

This standard five day training course has been condensed down into a two day overview format that will serve as an intensive and interactive review of the BCM lifecycle as outlined in the BCI's 6 Core BCM competencies that make up the Good Practice Guidelines (GPG).

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

The concepts and topic areas of the examination were derived from an analysis study of the BCI's GPG completed by BCI subject Matter Experts (SMEs).

Marie-Hélène Primeau, MBCI, is a certified training provider of the Business Continuity Institute.

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

____ POC-1: Everything About PS-Prep (\$495)

____ POC-2: Fast Track to BC Plans (\$1095)

____ POC-3: ICOR CMC 2050 (\$1345)

____ POC-4: Certified Auditor (\$1995)

____ POC-5: Comprehensive BIA (\$1100)

____ POC-6A: BCI Guidelines Course/Exam (\$1495)

____ POC-6B: BCI Guidelines Course Only (\$995)

____ POC-6C: BCI Guidelines Exam Only (\$500)

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