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# The Path To Global Resiliency

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

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

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

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

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Richard Arnold,  
CBCP

DRJ CEO



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# Spring World 2010

## The World's Largest Conference Dedicated to Business Continuity

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

### Monday Evening Hospitality

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

### Mock Disaster Exercise

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

### Welcome Reception

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

## Expert Advice for Tough Issues



Exploring New Standards



Pandemic Planning



Cloud Computing



Emergency Response

We are tackling the topics that matter most in today's tough environment. Choose from more than 40 sessions, workshops and courses to make your conference experience the best for your organization's needs. Pre- and post-conference courses offer even more learning opportunities.

# Sponsor Information

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

## Gold Sponsor



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. These services can be delivered individually or specially packaged in any combination. [www.recoverypoint.com](http://www.recoverypoint.com)

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ProManage SaaS

Dell MessageOne helps enterprises prepare for and respond to disruptions in their normal business operations with the best and most cost-efficient solutions in the industry. [www.messageone.com](http://www.messageone.com)



eBRP Solutions Inc.

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](http://www.eBRP.net)



Emprimus LLC, was formed to protect our Critical Civil Infrastructure, against the electromagnetic threats. Emprimus has a graduated remediation process that offers a number of combinations and alternatives of protective technologies, operations and procedural techniques. [www.emprimus.com](http://www.emprimus.com)



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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.mycoop.com](http://www.mycoop.com)

**Deloitte.** [coop-systems.com](http://coop-systems.com)

Deloitte & Touche LLP's Security & Privacy Services offers a portfolio of services to help companies with their information security risk management, BC, privacy and data protection initiatives. We work with clients to improve enterprise security and value, shape effective solutions, and develop risk aware programs and processes. [www.deloitte.com/security/us](http://www.deloitte.com/security/us)



KPMG has developed a proactive approach to help mitigate risks, provide for change control, and establish continuity of business functions and capabilities. Our highly skilled advisory services professionals have the knowledge and experience to help organizations maintain security, reliability, and availability.



**Pitney Bowes** [www.us.kpmg.com](http://www.us.kpmg.com)

Events can stop your time-critical operation centers. That's why Pitney Bowes designed a secure business recovery center that can step up when yours goes down. We can respond to almost any crisis. [www.pb.com/outsourcing](http://www.pb.com/outsourcing)



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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](http://www.mailgard.com)

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## Official Transportation Sponsor



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](http://www.fedexcustomcritical.com)

## 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. [www.rentsys.com/recovery](http://www.rentsys.com/recovery)

## Non-Profit Sponsors



DRI International'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](http://www.drii.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.pbpi.org](http://www.pbpi.org)

# Spring World 2010

## Conference at a Glance

### Sunday

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

### Monday

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

RECOVERYPPOINT  
Integrated Business Continuity Solutions



### Tuesday

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

### Wednesday

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

### Pre-Conference Events

#### Saturday and Sunday

PRC-1: Design a Successful Exercise  
PRC-2: Comprehensive BIA  
PRC-3: BC Planning Made Simple  
PRC-4: Seven Steps to a BC Program  
PRC-5: Sentryx CBRIT Course  
PRC-6: Public/Private Relationships

### Post-Conference Events

#### Wednesday, Thursday and/or Friday

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

\* Attendance prize drawing immediately  
following General Session 8.

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

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

1:30 - 4:30 p.m.

# Sunday Workshops

## Sunday Workshop Session 1 Novice/Intermediate/Advanced



Barney  
Pelant,  
MBCP

### Business Impact Analysis Beginning to End

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

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

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

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

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

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

Sunday Workshop Session 2  
Novice/Intermediate/Advanced

## Violence a Preventable Disaster - Understanding and Reducing the Risk



David  
Smith

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

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

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

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

## Sunday Workshop Session 3



## ColourSpectrums Stress Management and Conflict Resolution for Individuals and Teams



Rob  
Chubb

Colour  
Spec-  
trums

ColourSpectrums is a personality styles and human dynamics model presented to groups in an entertaining and interactive workshop format. Carl Jung's primary psychological colours are used as a metaphor to represent the four classic areas of personality development: Blue Emotional Development, Green Intellectual Development, Red Physical Development, Yellow Organizational Development. Participants sort the four colorfully illustrated Attribute Cards to reveal their ColourSpectrums. Every color spectrum is a particular blend of colors that is unique to each individual. Participants interact in a guided process of group discussions and activities that celebrate diverse personality strengths and challenges. This dynamic presentation provides insights and humor while creating the magical language of ColourSpectrums that naturally enhances self-esteem, team-esteem and communication. This rapid, exciting and long-lasting learning experience is conducted in a positive atmosphere of respect, fun and entertainment.

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

Sunday Workshop Session 4

Intermediate/Advanced

## The Intersection of BCM and ERM: Risk Identification, Assessment, and Mitigation



Matthew  
Gardner,  
CBCP

Armodis  
Consulting

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

*Matt Gardner, CBCP, is a leading strategic management consultant and president of Armodis Consulting LLC where he offers clients practical solutions to improve performance and*

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



Brandon  
Dempsey

Suite  
Commute



Jill Adams

Suite  
Commute

In June of 2006 the I.R.S.'s headquarters in Washington D.C. was flooded with 24 feet of water. Subsequently 2200 employees were instantly without a place to work. Issues were quickly addressed, and the majority of employees were able to work productively at home or other remote work location.

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

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

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

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

Sunday Workshop Session 5

## attain desired results.

Sunday Workshop Session 6

Novice/Intermediate/Advanced

Sponsored by



## Mock Disaster Exercise

Session Limited to 200 Participants

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

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

As with all prior mock disaster exercises there will be unexpected situations and incidents that will challenge participants to collaborate and respond to emerging events.

Mail-Gard is proud to partner with Ed Devlin & Associates to conduct the mock exercise. Mail-Gard is the nation's leading provider of critical communication recovery services specializing in print and mail solutions, along with e-bill, email and crisis notification services.



**Whether you are an experienced planner or new to the industry, you will gain tips and tools to help you navigate The Path To Global Resiliency.**

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

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

# General Sessions

**Monday**

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



Steve  
Gilliland

## Enjoy the Ride

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

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

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



Marc  
Langer



Stephanie  
Balaouras

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

As we enter the second decade of the 21st century the pressure on company executives to "do more with less" shows no sign of slowing down. Rapid changes to the economic landscape and the continual emergence of new technologies provide many new challenges, and potential solutions, for IT and business executives to consider. No where are these issues more relevant than in the disaster recovery and business continuity industry. Marc Langer, president and owner of Recovery Point will use this backdrop to

introduce Recovery Point to you and then invite Stephanie Balaouras, principal analyst at Forrester to give an independent view of the industry landscape. Balaouras will discuss the increasing pressure to improve disaster recovery capabilities. Today, companies must be back in business and online in hours and must limit data loss to absolute minimum. Until recently, only companies that could measure the cost of downtime in millions of dollars per hour could justify the investment in advanced disaster recovery solutions. But now effective disaster recovery is available and affordable for the average company. Learn techniques for leveraging today's technology to meet today's challenges.

Marc Langer is president and owner of Recovery Point, founding the company in 1999 to meet the demand for more comprehensive, integrated DR solutions consolidated under one service delivery model.

Stephanie Balaouras is principal analyst, covering BC/DR for Forrester Research.

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



Regina  
Phelps

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

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

Or will we use the incident as a tool to transform our industry. This session will look at the lessons learned and how we can use them as a positive agent of change going forward.

Regina Phelps, CEM, RN, BSN, MPA, president of Emergency Management & Safety Solutions. She is

an internationally recognized expert in the field of emergency management and contingency planning.

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



Robert  
Chandler,  
Ph.D.

Univ. of  
Central FL

## Managing Risks for Corporate Integrity: How to Survive an Ethical Misconduct Disaster

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

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

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

General Session 5

9:30 a.m. – 10:30 a.m.



Joe  
McMenamin

McGuire  
Woods, LLP

## Do you Tweet? Corporate Implications of Social Networking

Some businesses have embraced social media: Twitter, Facebook, LinkedIn, etc. Others have not but their employees have. Social media creates both a threat and an opportunity for businesses. It can create serious problems for businesses criticized internally or externally. In emergencies, however, social media may allow you to get information to those that need it quickly

and more effectively than ever before. In this presentation, we consider the law of social media, and how businesses can diminish the threats while taking advantage of the promise.

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

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



Don  
Grant

FEMA

## How Will PS-Prep Affect You?

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

*Donald Grant serves as the director of the Incident Management Systems Integration Division, National Preparedness Directorate,*

*Federal Emergency Management Agency (FEMA).*

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



Ben  
Weinberger

Lathrop &  
Gage, LLC

## "Cloud" Computing And The Lure Of Hosted Solutions

Interested in leveraging "the cloud" to improve your continuity planning but not sure how or why? Ignore the hype and marketing and learn how to leverage current trends and technology to improve your uptime. This presentation will provide an overview of "cloud computing" and discuss ways to integrate the latest hosted offerings into an existing network to provide best of class performance and protection. Learn about SaaS offerings, public/private "hybrid" clouds, and how you could expect to take advantage of latest trends to improve your continuity planning.

Ben Weinberger is CIO for Lathrop & Gage, LLC. His technical skills include expertise in applications, infrastructures, database design and management, and telecommunications systems.

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



Dr. Laura  
Myers

Western  
Carolina Univ.

## A Model Process for Regional Emergency Planning

Discover a model process for developing or enhancing an all-hazards regional emergency planning network. A local disaster can quickly overwhelm the resources of a community. Regional collaboration and resource allocation can remedy this problem by developing the partnerships between communities, public agencies, NGO's, faith-based organizations, and the private sector within a region. The model process and how to use it in communities will be presented along with examples from testing locations for regional response planning.

Dr. Laura Myers is a professor of criminal justice and emergency management. She serves as principle investigator on a Department of Homeland Security contract in which a regional disaster response planning model has been developed.

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



Barry  
Pruitt

Pinnacle  
Business  
Concepts

## Negotiate Strategic (and Global) Resiliency

Global and strategic resiliency must be negotiated. We will start with knowing what strategic resiliency is -- and why it matters. Your definition of strategic resiliency and process risk management is foundational to appropriately negotiating for resources and support necessary for global resiliency (and corporate) success. Next consider the politics, demographics, and culture of those who hold the resources and support you need. Now weave this together with a prepared strategy and leave this session with 1. An outline of how to prepare to negotiate resiliency, 2. Successful tactics/counters (and how to recognize each), and 3. The confidence to create a positive outcome.

Barry Pruitt is president of Pinnacle Business Concepts Inc, an organization specializing in comprehensive business continuity/resiliency planning and education.

# Breakout Sessions

# Track 1

Choose One Selection Per Track

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

Strategic Session 1  
Intermediate/Advanced



## Enhancing Resiliency: Create A More Robust Facility Risk Assessment

Brian  
Durand

RBS-  
Citizens,  
N.A.



Mark  
Norton

RBS-  
Citizens,  
N.A.

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

Brian Durand is AVP in BC planning office for RBS-Citizens N.A., responsible for workplace recovery and facility risk management programs.

Mark Norton, a workspace recovery analyst at RBS-Citizens, N.A., is responsible for quantifying risk at Citizens Banks' critical facilities.

Managerial Session 1  
Intermediate/Advanced



## Pfizer Inc: Managing BC from a Global Perspective

Charles  
Geraci

Pfizer Inc.



Todd  
Frechette

Pfizer Inc.

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

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

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

Technical Session 1  
Intermediate/Advanced



Wes  
Owen

HNTB

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

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

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

Emergency Response Session 1  
Novice/Intermediate/Advanced



Tom  
Phelan

STA

## The Intersection of IT, Emergency Management and Humanitarian Agencies

Mindshare Technology has been instrumental in using IT solutions to connect government emergency management agencies with community not-for-profit/humanitarian agencies. Lessons learned from projects will be shared in this cutting-edge presentation. Explore the ways in which innovative, customized IT solutions are improving coordination and cooperation among community players in disaster preparedness and response.

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

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

Advanced Session 1  
Advanced



Linda  
Han-  
wacker

The LSH  
Group  
LLC

## The Resiliency Equation

Risk is an ever-present part of our daily life. Understanding and managing operational risks are essential to the future survival and prosperity of an enterprise. With the regulatory spotlight on operational risks, there has been an ever-increasing attention devoted to the quantification of these risks. This session utilizes The LSH Group Diamond Model and an Enterprise Risk Management (ERM) methodology that is directed at the time-starved executive or manager who must quantify potential risks and other business impacts, and then set appropriate budgets aligned with strategic and business continuity plans at the enterprise level.

Linda Hanwacker is the president and founder of The LSH Group, LLC, a business continuity/disaster recovery (BC/DR) professional services company.

Information Session 1  
Intermediate/Advanced



Michal  
Ferber

McLeod  
Health

## Integrating Emergency Notification into Your Everyday Communications Strategy

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

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

# Breakout Sessions

# Track 2

## Choose One Selection Per Track

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

### Strategic Session 2 Intermediate/Advanced



#### BIA: A New Approach in Service Oriented Industry

Shankar Swaroop  
Navy Exchange Service Command

Traditional business impact analysis outlines a methodology where analysts work top down (from business to IT) documenting the impact to the business when critical processes fail. As IT is advancing, it is becoming more an enabler of business rather than a support function. This is more apparent in a service-oriented industry than any other place. Discover a new bottom-up (from IT to business) approach to BIA in a service-oriented industry, by identifying the business processes that are enabled by IT. It also equips you with easy statistical techniques

Shankar Swaroop CISSP, CISM, CSSLP, PMP, ITIL (V3), OCP is currently the director of business continuity and disaster recovery at Navy Exchange Service Command (NEXCOM), Department of the Navy.

### Managerial Session 2 Novice/Intermediate



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

Jerry Vevon  
BAH

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

Jerry Vevon is a vice president at Booz Allen Hamilton with 29 years of experience.

Jonathan Allen is a senior associate at Booz Allen Hamilton and is one of the firm's leaders.

### Technical Session 2 Intermediate/Advanced



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

Glen Bricker, CBCP  
Avalution Consulting

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

Glen Bricker is a managing consultant for Avalution Consulting, a firm specializing in business continuity solution design, development, implementation and long-term maintenance.

### Emergency Response Session 2 Novice/Intermediate/Advanced



#### Rapid Response: One Global Company's Reaction to H1N1

Erica Agiewich  
Cisco

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

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

### corporate crisis management programs worldwide. Advanced Session 2 Advanced



#### How To Create Great Recovery Exercises

Sam Stahl, CBCP  
EMC

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

Sam Stahl's experiences include business continuity, disaster recovery, and emergency response planning for a number of large and small organizations.

### Information Session 2 Novice/Intermediate/Advanced



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

Gerry Printz, CBCP  
AMSA-DOR, Ltd.

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

Gerry Printz, CBCP, CISA has more than 30 years of experience in information risk management. He has designed and prepared DR and BC plans, Information Systems assessments and security programs for a wide variety of organizations.

# Breakout Sessions

# Track 3

## Choose One Selection Per Track

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

### Strategic Session 3 Novice/Intermediate/Advanced



#### Using Smarter Business Resilience For Dynamic Risk Management

Richard  
Cocchiara

IBM  
BCRS

In today's ever changing world of demands, opportunities and threats, your company needs a dynamic risk management strategy just to survive. Companies who rely on a reactive approach to risk are doomed to failure and will find themselves on the dust heap of history. In this session, we will explain how IBM is building the next generation Smarter Business Resilience engine that will provide the predictive analysis necessary to allow companies to use their dynamic infrastructure to leapfrog competition and sidestep problems before they become disasters.

Richard Cocchiara, an IBM Distinguished Engineer, is currently the chief technology officer for IBM's Business Continuity & Resiliency Services responsible for research and development of all new services.

### Managerial Session 3 Novice/Intermediate



#### Elevate your DR Program from the Backroom to the Board Room

David  
Halford

Forsythe  
Solutions

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

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

### Technical Session 3 Intermediate/Advanced



#### Seeing is Believing: Supporting BC/DR with Visual Blueprints

Daniel  
Evenson

Pathway  
Systems

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

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

### Emergency Response Session 3 Intermediate/Advanced



#### NNEMP: Non-Nuclear Electromagnetic Pulse

Gale  
Nordling

Emprimus



Jim  
Danburg

Emprimus

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

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

Jim Danburg, director of security and continuity,

has more than 30 years experience in the IT field.  
Advanced Session 3  
Advanced



#### BETH3 - An Approach to Practical Resiliency and Recovery Strategies

David  
Sarabacha

Deloitte  
& Touche  
LLP

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

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

### Information Session 3 Novice/Intermediate/Advanced



#### The DRII Certification Process

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

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

# Breakout Sessions

# Track 4

Choose One Selection Per Track

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

Strategic Session 4  
Intermediate/Advanced



Michael  
Herrera

## Current State Assessment

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

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

Managerial Session 4



Regina  
Phelps

Novice/Intermediate/Advanced

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

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

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

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



Ken  
Hertzler

Technical Session 4  
Novice/Intermediate

## Best Practices for Keeping Your Business' Computer Systems Up and Running 7x24

NEC Corp of America In today's dynamic business environment, organizations of all sizes are finding it more important than ever to maintain access to critical applications and data when hardware or software failures occur, or even in the event of a natural and man-made disaster. All too often, however, failures occur resulting in the non-availability of the application when the computing system stops. Whatever the cause, every computing system is vulnerable to failing at some point. This presentation will focus on best practices for deciding when to use a high availability solution or a continuous availability solution.

Ken Hertzler is director of marketing for volume servers and system software for NEC Corporation of America's IT Platform and Solutions Group (ITPG).

Emergency Response Session 4



Tom  
Serio

Novice/Intermediate/Advanced

## BC/DR Solutions in a Wireless World

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

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

Advanced Session 4  
Advanced



Thomas  
Lee

## Exercise Your Processes, Not Your Applications

Many organizations develop a false sense of security when they conduct IT disaster recovery exercises with alternate site vendors. Many times organizations will exercise individual servers and applications and qualify the drill as a success. An actual disaster will require much more than a few servers or applications. Learn how to let the business owners drive your DR exercise by defining their critical business processes from end to end. You will then learn how to facilitate whiteboard sessions with business owners to define each task within the business processes and map them. Increase the complexity and challenge of your DR exercise to make it as close as possible to an actual recovery.

Tom Lee, president of Trinity Consulting Solutions, has more than 24 years of experience in evaluating, developing and implementing COOP programs.

Information Session 4  
Novice/Intermediate/Advanced



Stephanie  
Balaouras

## The State Of BC, Crisis Communication And Risk Management

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

Stephanie Balaouras is principal analyst, covering business continuity and disaster recovery for Forrester Research.

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

3:00 - 5:30 p.m.

## Tuesday Workshops

### Workshop Session 1 Intermediate/Advanced



Regina  
Phelps

EMS  
Solutions



Lessly  
Field

Pacific  
Gas and  
Electric.

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

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

This workshop will include:

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

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

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

### Workshop Session 2

### Novice/Intermediate/Advanced

#### H1N1 Lessons Learned and Pandemic Exercise



Harlan  
Dolgin

Dolgin  
Consulting



Brandon  
Dempsey

Suite  
Commute

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

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

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

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

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

Workshop Session 3  
Intermediate/Advanced



Stuart  
Weiss,  
CBCP

MedPrep  
Consulting



Angela  
Devlen

Wakefield  
Brunswick

### Comprehensive Healthcare in BC Planning

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

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

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

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

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

Continuity Professionals.

### Workshop Session 5

Novice/Intermediate/Advanced



Barney  
Pelant,  
MBCP

Barney F.  
Pelant &  
Assoc.

### Developing the Recovery Strategy: The Next Step

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

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

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

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

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

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

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

Healthcare Organizations.

### Workshop Session 4

Intermediate/Advanced



Peter Laz,  
MBCP



Deidrich  
Towne,  
CBCP

Forsythe  
Solutions



David  
Ziev,  
MBCP

Business  
Continuity  
Profes-  
sionals

### Incident Management Plan Maturity

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

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

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

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

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

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

Deidrich E. Towne, Jr. CBCP is senior technical consultant for Forsythe Solutions Group.

David Ziev, MBCP, MBCI is the principal of Business

### Workshop Session 6

Novice/Intermediate/Advanced



Dr. Steven  
Goldman

Goldman  
Mgmt.  
Consul-  
tants

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

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

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

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

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

# Venue Information

Find helpful tips on the hotel, amenities, weather, local attractions and much more.



The official conference hotel is:

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

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

## Hotel Reservations

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



## Area Attractions

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

## Walt Disney Theme Park Ticket Discounts

Attendees of DRJ's Spring World 2010 have the option of purchasing Walt Disney Theme Park Tickets at discount prices. For more information, visit [www.drj.com/orl2010](http://www.drj.com/orl2010).

## Magical Express

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

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

## Travel Information

Airlines: American Airlines is DRJ's official airlines for Spring World 2010. For reservations, call 800-433-1790 or visit [www.aa.com](http://www.aa.com). Use file #A8230AD for the discounted rate.

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

# Spring 2010 Registration Form

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

Date \_\_\_\_\_ List Your CBCP, FBCI, CRP# \_\_\_\_\_

Mr/Mrs/Ms \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Mail Stop \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Print Name As It Should Appear On Badge \_\_\_\_\_

List Any Designations For Badge \_\_\_\_\_

Emergency Contact Name/Phone Number \_\_\_\_\_

Check here if you require special needs \_\_\_\_\_ Please specify \_\_\_\_\_

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

## 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 Feb. 22, 2010 without penalty. No refunds or credits will be given for cancellations received after Feb. 22, 2010. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy. \_\_\_\_\_

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

## Session Information

Name: \_\_\_\_\_ Company: \_\_\_\_\_

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

Sunday, March 21						
Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6
Monday, March 22						
Breakout Session 1	SS-1	MS-1	TS-1	ES-1	AS-1	IS-1
Breakout Session 2	SS-2	MS-2	TS-2	ES-2	AS-2	IS-2
Breakout Session 3	SS-3	MS-3	TS-3	ES-3	AS-3	IS-3
Tuesday, March 23						
Breakout Session 4	SS-4	MS-4	TS-4	ES-4	AS-4	IS-4
Workshop Sessions	WS-1	WS-2	WS-3	WS-4	WS-5	WS-6

## Registration Rates

Registration rates for the conference are as follows:

- only \$895.00 through Jan. 12, 2010
- only \$995.00 through Feb. 22, 2010
- only \$1095.00 through March 21, 2010

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](http://www.drj.com)

For information

636-282-5800  
9 am - 5 pm CST  
-or email-  
[mercedes@drj.com](mailto: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

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

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



Sat., March 20, 9:00 a.m. - 5:00 p.m.

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

\$995 per person

Presenter: Regina Phelps

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

The workshop will cover:

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

You will:

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

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

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



Sat., March 20, 9:00 a.m. - 5:00 p.m.

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

\$995 per person

Presenters: Barry Pruitt, Michael Herrera, CBCP

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

18 Samples. Bring any current work and gain personalized feedback to

get you on track for a complete BIA.

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

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

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

## PRC-3: BC Planning Made Simple



Sat., March 20, 9:00 a.m. - 5:00 p.m.

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

\$895 per person

Presenter: Norm Harris, CBCP

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

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

Register early, as this class will sell out quickly. Be sure to bring your lap top and the instructor will work directly with you on your plan during the class. Bonus: All participants receive a DVD "BC Planning Made Simple."

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

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



Sat., March 20, 9:00 a.m. - 5:00 p.m.

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

\$1195 per person

Presenter: Randall Till, CBCP

It's one thing to develop and test business continuity plans. It's quite another to implement an effective and comprehensive business continuity

program. In this class, you will learn how to identify risks, avoid common pitfalls and develop effective business continuity practices. The Seven Steps will cover:

- Step 1 - Understanding and Defining the BC Program
- Step 2 – Establishing the BC Program with Oversight and Governance
- Step 3 – Establishing Emergency Management Plans
- Step 3a – Pandemic Preparation and Planning (bonus)
- Step 4 – Managing Risks and Identifying Business Impacts
- Step 5 – Defining Business Requirements and Strategies
- Step 6 – Developing Business Continuity Plans
- Step 7 – Managing and Maintaining the BC Program

You will learn from the real-life experiences of an industry veteran with 20+ years spent developing and building BC practices. Get practical, proven solutions and learn how to identify risks, avoid roadblocks and build an effective BC Program. Both experienced planners and newcomers to the field will benefit from this class. Bonus: All participants receive a DVD "Mock Disaster."

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

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



Sat., March 20, 9:00 a.m. - 5:00 p.m.  
Sun., March 21, 8:30 a.m. - 11:30 a.m.  
\$1650 per person  
Presenter: Rick Wellman

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

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

Students will learn various recovery techniques, strategies, and practical methods that will help them to build a robust and resilient technology

support infrastructure and critical process recovery capability to ensure a fast and efficient recovery of business operations and mission-critical IT systems, applications, and data.

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

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

For more information on this course and outline, please visit [www.sentryx.com](http://www.sentryx.com) or call 1-800-869-8460.

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

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

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



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

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

Attendees will learn about:

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

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

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

Peter Laz, MBCP, is senior consultant, for Forsythe Solutions Group, Inc.

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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 (\$995)      \_\_\_\_ PRC-4: Seven Steps (\$1195)  
\_\_\_\_ PRC-2: Comprehensive BIA (\$995)      \_\_\_\_ PRC-5: IT/DRP/CBRIT (\$1650)  
\_\_\_\_ PRC-3: BC Planning Made Simple (\$895)      \_\_\_\_ PRC-6: Secrets to Building (\$195)

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

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

# Post-Conference Courses

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

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



Wed., March 24, 1:30 p.m. - 5:00 p.m.  
Thurs., March 25, 8:30 a.m. - 5:00 p.m.  
\$995 per person  
Presenter: Regina Phelps

An Emergency Operations Center (EOC) is critical for effective management of an event. It allows for command, control, and communication, and also helps to prevent the formation of "silos" that commonly develop in an emergency environment.

This workshop covers everything you need to know to design both the command center and the team that manages the event.

- Risk assessment – where to have one?
- Physical design factors
- Incident Command System
- Equipment and tools
- The team - Who should be involved?
- Incident Assessment
- Incident Action Plans
- Communication concerns and solutions
- Role of senior management
- Sustained operations
- Forms and processes
- Virtual EOCs

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

## POC-2: How to Build and Implement Effective Business Continuity Practices



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

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

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

The goal of this two-day session is to provide attendees with an avenue to explore areas of interest, address issues and concerns, and gain valuable insights into proven BC practices.

Randall Till, CBCP, has more than 20 years experience as a BC planner and has learned to navigate the hardships and roadblocks associated with implementing BC strategies and practices within an organization. Class attendance is limited to ensure a valuable learning experience.

## POC-3: CBRA Seminar: Advanced BC Program Audit



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

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

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

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

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

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

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



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

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

- The company politics of your first drill
- Dr. Steve's "First Drill" Planning Checklist
- Using incomplete department plans to your advantage
- Painlessly involve IT, PR, and management

- 100+ Ideas for scenarios
- What's in the drill manual
- Expected problems and their solutions
- Critique the Drill and still keep your job
- Using the leverage from this Drill

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

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

#### POC-5: The Complete Professional



Wed., March 24, 1:30 p.m. - 5:00 p.m.

Thurs., March 25, 8:30 a.m. - 5:00 p.m.

Fri., March 26., 8:00 a.m. - 12:00 p.m.

\$1295 per person

Presenters: Barry Pruitt, Michael Herrera, CBCP

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

Gain the ability through practice to motivate, persuade, negotiate, and hold the attention of senior management. Find yourself off the sidelines and speaking up with confidence and power, even during a crisis, by utilizing specific tips for managing the media – while avoiding the number

one mistake of crisis communication! Leave with personal DVD recording, and the essential steps for negotiating agreement to improve results, gain support, resources, and the cooperation you need. Bring any of your BC/DR docs to utilize for practice.

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

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

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

#### POC-6: Certified Crisis Communications Planner - CMC 2050



Wed., March 24, 1:30 p.m. - 5:00 p.m.

Thurs., March 25, 8:30 a.m. - 5:00 p.m.

Fri., March 26., 8:00 a.m. - 12:00 p.m.

\$1495 per person

Presenter: John Cullen

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

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

For more information, contact [Lynnda@theicor.org](mailto:Lynnda@theicor.org) or to download a brochure visit <http://www.theicor.org/pages/courselisting.html>.

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

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\_\_\_\_ POC-1: EOC: The Critical Tool (\$995)

\_\_\_\_ POC-2: Build BCP Practices (\$1495)

\_\_\_\_ POC-3: CBRA Seminar (\$2900/\$2610)

\_\_\_\_ POC-4: First BCP/DRP Drill (\$995)

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Note: A class will be cancelled if the minimum number of registrants is not met. **21**

## BC Auditor Certification & Training

On July 22, 2009, DRI Intl and the National Fire Protection Association (NFPA) have joined forces to create an education and certification program that will qualify participants to audit disaster/emergency management and business continuity programs against existing standards and regulations. Certifications available are: Certified Business Continuity Auditor (CBCA) or Certified Business Continuity Lead Auditor (CBCLA).

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

For more information, visit the DRI International Web site at [www.drii.org](http://www.drii.org).

# You have the knowledge.

## Post Conference Courses & Exams Available at DRJ's Spring World 2010

### Course & Exam Schedule

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

### Examination Only Schedule

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

### Certifications available through DRI International

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

### **NEW** Certifications available through DRI International

CBCA	Certified Business Continuity Auditor
CBCLA	Certified Business Continuity Lead Auditor

You have the experience.

# Are you Certified?



Extend DRJ's Spring World 2010 and take a step closer to professional certification. Courses and Qualifying Exams are available before and after the conference.

## Build Professional Credentials in the Field of Business Continuity Planning

DRJ's Spring World 2010 is an excellent opportunity to take one of our courses and begin your progress toward validating your experience, skills and commitment through professional certification. These courses fill quickly. Register Today.

### Courses and Exams Available at DRJ's Spring World 2010 in Orlando

Visit our website for complete course descriptions and registration details. All course fees include instruction, materials and Qualifying Exam Fee.

\*Courses are a special DRJ's Spring World 2010 rate and may not be combined with other discounts. Pricing and availability subject to change without notice.



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