# Expand YOUR HORIZONS

**Attend The #1 Conference Dedicated to Business Continuity**

# Fall World 2005

EARTHQUAKE ◆ FIRE ◆ TERRORISM

**Innovative Sessions • Expert Speakers • Advanced Track • Mock Disaster • Most Experienced • Best Value**

## September 18-21

**Sheraton San Diego Hotel and Marina**

**DRJ Presents Its 33rd Conference**

DISASTER RECOVERY JOURNAL
DRJ

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*"DRJ's conferences are backed by more than 17 years of experience and 60,000 subscribers. We continually improve and expand our conference agenda to meet the needs of business continuity planners of all levels."*

*Richard Arnold, CBCP*

*President*

# Why Attend Fall World 2005?

There are many business continuity seminars available. Why choose DRJ's conference? The answer is simple. No other conference can offer the experience, excellence and value of Fall World 2005. It is time to Expand Your Horizons and break out of the ordinary! Whether you are a novice or an advanced planner, you will find more sessions, more networking and more opportunities for learning. Join thousands of contingency planners from around the world and see the benefits you can gain from Fall World 2005! Expand Your Horizons!

# Events and Highlights

The expanded lineup features an impressive array of speakers, topics and sessions. Fall World 2005 is designed to educate, entertain and enlighten. Practitioners and industry experts will offer insight into some of the cutting-edge subjects affecting business continuity planners today. Highlights include:

▶ **Advanced Track:** More sessions geared toward advanced continuity planners. Experienced practitioners can tackle problems, discuss solutions and network with peers during sessions offered in the Advanced breakout track. The NEW Advanced Networking Session is a round-table discussion geared to planners with more than seven years of experience. Share your ideas and expertise with professionals from around the globe.

▶ **Mock Disaster Exercise:** Participate in a real-time disaster simulation during this unique session sponsored by **JS Training Institute**. A limit of 200 participants will interact in this hands-on workshop and experience real-time recovery efforts.

▶ **Exhibit Hall:** Fall World 2005 will feature an expanded 25,000 square foot exhibit hall, showcasing more than 100 booths. Scheduled hours throughout the conference allow for plenty of viewing and networking time.

▶ **Welcome Reception and Hospitality** Enjoy two evenings of fun and networking with the Welcome Reception on Sunday and the Hospitality, sponsored by **Forsythe**, on Monday. Fabulous entertainment, food and fun can be found at both events!

▶ **Cyber City:** The Cyber City, sponsored by **Rentsys**, provides an area where attendees can surf the net or check e-mail. The area will be open during a variety of hours for the convenience of attendees.

▶ **EOC Tour: JS Training Institute** will sponsor a local San Diego EOC tour on Sunday, Sept. 18 from 4:30 - 6:30 pm. Hear lessons learned during recent disasters and discover the methods used during operation. Buses will be available to transport attendees to and from the EOC.

# Groundbreaking Sessions

Fall World 2005's agenda features cutting-edge topics you won't find anywhere else! Find information you can implement now. Our impressive agenda includes coverage of new regulations, new technology and best practices.

**You Will Find Only At Fall World 2005**

**FSTC Debuts New Model:** The Financial Services Technology Consortium will unveil their Resiliency Maturity Model in this session. Learn the importance of the RMM and how it will affect your organization.

**RFID and its Relation to BCP:** This rapidly expanding technology will have a big impact on organizations. Learn how your organization - and IT department - will be impacted.

**Generally Accepted Practices Session:** Be a part of the creation of this document. This joint effort by DRJ/DRII will be recognized as a leading source in the industry.

**Protecing Small-Medium Businesses:** Disaster recovery should be a high priority for businesses of any size. Learn solutions and options that are available and can be implemented to help protect these viable organizations.
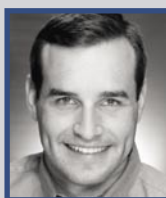


*Brandon Bond*
*U.S. Department*
*of Homeland Security*



*Jeffrey Glick*
*Critical Infrastructure*
*Protection Division*



*Ofer Azoulay*
*SFW, LLC*

# General Sessions

Enjoy an impressive array of speakers who have solid expertise in areas that matter most to continuity planners.

**World Experts Timely Topics**

**Weapons of Mass Destruction** are a hot topic for all industries. For BC planners, awareness can be key in protecting your organization. This enlightening session on weapons, dissemination devices and detection equipment will help you stay informed and aware of today's threats. Presented by Brandon Bond, US DHS.

**National Communications System** Recent world disasters have shown how landlines and wireless networks can be congested. Jeff Glick will present critical information on the National Communications System, which can be implemented in your BC plans.

**The Critical Link: Enhancing DR With Security** Security is an important component for business continuity and disaster recovery planning. In this session, a case study will show how a disaster strategy can be formulated using the security approach of prevention and response. Learn how to prevent security breaches and minimize damage to property and people.

# Expanded Prize Packages Enhance the Fun!

Fabulous daily prize drawings will be held each morning after the second general session. You could win one of several prize packages, including a four-night stay at the Sheraton San Diego Hotel and Marina, dinner at a local restaurant, and a complimentary massage.

Other prizes include tickets to the world-famous San Diego Zoo, tickets to the Wild Animal Park in San Diego and tickets for a one-hour Harbor Boat Cruise.

These popular tourist attractions offer exciting views of the wonderful city of San Diego. You won't want to miss your chance to win! Register for Fall World 2005 and you will also be eligible for a cash prize drawing on Wednesday morning.

You won't find a better conference - or a better chance to win exciting tours and tickets in the beautiful San Diego area.

# Brochure Contents

## Gold Sponsor
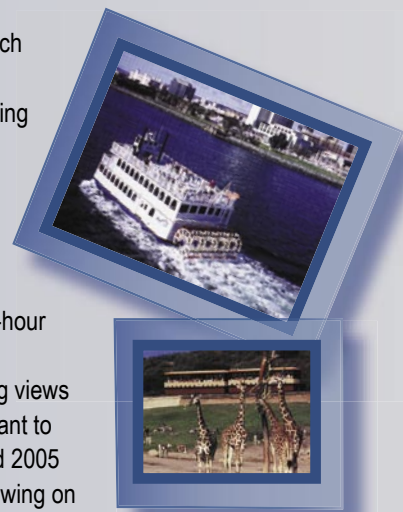
**F O R S Y T H E**
Delivering the business value of IT

Since 1971, Forsythe has served as a national provider of technology infrastructure solutions to organizations nationwide, including many Fortune 1000 companies. A trusted, independent advisor, Forsythe brings cross-platform expertise to its technology consulting, technology leasing, and value added reseller services. While addressing the complete technology lifecycle, including assessment, design, integration, and management, Forsythe offers a single point of contact for managing the cost and risk of information technology infrastructures. **www.forsythe.com**

## Silver Sponsors

BearingPoint provides management consulting to Global 2000 companies, medium-sized businesses, and government organizations with more than 16,000 professionals in 39 countries. Our Enterprise Survival Planning practice provides a unique, holistic approach to complete organizational survival planning, designed through a collaboration of disaster recovery specialists, business process / industry vertical SME's, and organizational psychology / human resource professionals. **www.bearingpoint.com**

Hewlett-Packard Company provides leading-edge technology to support your business continuity and disaster tolerant needs. Through our three-pillar approach of people, process, and technology, a solution can be designed to meet your availability and continuity needs. Our experienced Solution Architects can work with you to design an infrastructure to support your availability and continuity needs. HP offers a full range of high-availability to provide fault-tolerant computing for your environment and data. **www.hp.com**

IBM understands how critical continuous business processes are to your financial viability and success. 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**

## Co-Sponsors

AlarmPoint by Invoq Systems provides interactive alerting in times of disaster. Communicating across all voice and wireless channels, AlarmPoint ensures processes are automated, first responders are informed and personnel are responding in the quickest way possible. Find out why over 700 enterprises now use AlarmPoint to guarantee event resolution. **www.AlarmPoint.com**

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

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. The company's flagship product is EMS (Emergency Messaging System), which provides guaranteed continuity of corporate enterprise messaging and email communications as well as emergency employee notification services. **www.messageone.com**

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

## Cyber City Sponsor

Rentsys Recovery Services is the premier, nationwide continuity provider of recovery and contingency solutions. Our services focus on the recovery of clients' critical business processes through our alternate workspaces, replacement hardware, and restored communications. We have fixed facilities located throughout the U.S., access to a mobile fleet of over 90,000 trailers, and an extensive inventory of tier-one technology available to recover your organization. **www.rentsys.com/recovery**

## Mock Disaster Sponsor

JS Training Institute is a leading training organization, providing training for law enforcement, emergency management, fire and business and industry. A variety of workshops includes: exercise design and implementation, educational programs on disaster and rescue scene management, development of crisis response teams, disaster planning and traumatic stress management programs, terrorism, biological/chemical response, hostage scenarios and negotiations. **www.jstraininginstitute.com**

## 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. With a fleet of 1,500 vehicles, FedEx Custom Critical provides access to remote areas that are inaccessible by aircraft. Other services include our White Glove Services® division and our CharterAir® division. **www.fedexcustomcritical.com**

## Non-Profit Sponsors

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

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**

## Saturday

**PRC-1: Emer. Operations Center**
8:00 am - 5:00 pm
**PRC-2: Conduct Risk Assessment**
8:00 am - 5:00 pm
**PRC-3: Proven Practices in BCP**
8:00 am - 5:00 pm
**PRC-4: Ready, Set, Exercise**
8:00 am - 5:00 pm
**PRC-5: Train the Trainer.**
8:00 am - 5:00 pm
**PRC-6: BC Planning Made Simple**
8:00 am - 5:00 pm

## Sunday

**PRC-1 Continues**
8:00 am - 11:30 am
**PRC-2 Continues**
8:00 am - 11:30 am
**PRC-3 Continues**
8:00 am - 11:30 am
**PRC-4 Continues**
8:00 am - 11:30 am
**PRC-5 Continues**
8:00 am - 11:30 am
**PRC-6 Continues**
8:00 am - 11:30 am
**Onsite Registration**
11:00 am - 8:00 p.m.

**Cyber City**
12:00 pm - 8:00 pm
**Workshops**
1:30 pm - 4:30 pm
**EOC Tour**
4:30 pm - 6:30 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 a.m. - 5:00 p.m.
**General Session 1**
8:15 am - 9:15 am
**General Session 2**
9:30 am - 10:30 am
**General Session 3**
10:45 am - 11:45 am
**Exhibit Hall Opens**
11:00 am
**Lunch/Exhibits/ Product Demos**
11:45 am - 1:30 pm
**Breakout Session 1**
1:30 pm - 2:30 pm
**Break**
2:30 pm - 2:45 pm
**Breakout Session 2**
2:45 pm - 3:45 pm
**Refreshment Break in Exhibit Hall**
3:45 pm - 4:15 pm
**Breakout Session 3**
4:15 pm - 5:15 pm
**Exhibit Hall Closes**
5:00 pm
**Product Demos**
5:30 pm - 6:30 pm
**Hospitality**
6:30 pm - 8:30 pm
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Delivering the business value of IT

## Tuesday

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

# Conference At A Glance

Fall World 2005 features educational sessions, interactive workshops and fun-filled hospitalities. Deluxe breakfasts and lunches are included on Monday, Tuesday and Wednesday.

## 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
**Certification Exams**
1:00 pm
**Post Conference Courses**
1:00 pm

*\* Attendee Cash Prize Drawing will be immediately following General Session 8.*

*Daily prize drawings will be held following the second General Session each day.*

These three-hour workshops offer attendees the chance to intensely study subjects of interest. The Mock Disaster is a hands-on simulated disaster, while the remaining sessions offer a variety of learning opportunities.

*"DRJ conferences continue to, year after year, deliver great content, pertinent information at a very reasonable cost."*

*John Liuzzi*
**Internal Revenue Service**

**Sunday Workshop Session 1**
*Intermediate/Advanced*

*Deidrich Towne, Jr., CBCP*

*Natonal Grid, USA*

### Incident Management Plan Assessment

In this highly interactive workshop you will learn to use the BCP Audit checklist and the Incident Management Plan Maturity Model developed by PPBI from recognized standards and industry best practices. Returning to a workshop format for this venue PPBI has condensed 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, useful immediately and fun!

*Peter Laz, CBCP*

*Forsythe Solutions Group*

*Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.*
*Peter Laz, CBCP, is employed by Forsythe Solutions Group as a business continuity consultant with more than 21 years experience in Information Technology and more than 16 years experience in the field of contingency planning.*

**Sunday Workshop Sesssion 2**
*Novice/Intermediate*

*Geoffrey H. Wold,*

*LBL Tech. Partners*

### An Efficient Approach for Organizing and Developing A Comprehensive Business Continuity Plan

This session will present a practical methodology for organizing and developing a comprehensive enterprise-wide business continuity plan including all phases of the process such as: project initiation/management, business impact analysis, risk assessment, recovery strategies, plan development, and Plan Validation: training and testing. The presentation will address techniques and approaches that can streamline the process and result in timesavings and efficiencies such as software and other tools. It will also describe the roles, responsibilities, and reporting relationships of management, the planning team, the continuity planner and consultants. The handout materials will include useful charts, diagrams, questionnaires, work plans, forms, and other materials that correlate to each phase of the process.

*Geoff Wold specializes in business continuity planning and security planning. He has nearly 20 years of technology related consulting experience including several years as the national consulting director of a national CPA and accounting firm. He has been a featured speaker at industry conferences and has published several books related to these areas.*

**Sunday Workshop Session 3**
*Novice*

*Ed Devlin, CBCP*

*ES Devlin & Assc.*

### BCP–101

*Session limited to 100 participants*

This must-attend workshop has been developed to provide practitioners with the basics of business continuity planning. It is taught by two industry pioneers and is designed to set the stage for attendees to better understand the lessons they will learn during the DRJ conference. This session will explain the changes in the scope of the planning required by the many incidents that have occurred during the last 30 years. It will review what is expected of the disaster recovery/business continuity planner in today's fast pace, ever changing, business world we all live in. You will be exposed to questionnaires and plan development documentation requirements that every DR/BCP needs in order to do their job. The information you will receive during this session will save you time and help guide you through your own plan development cycle.

*Norm Harris CBCP CRP*

*NLH & Assc.*

*Ed Devlin is a consultant, author, instructor and speaker in the field of business continuity. Devlin is a Certified Business Continuity Planner, a member of the*

Executive Council of the Disaster Recovery Journal and a member of the Advisory Board of the National Association of Contingency Planners. From 1973, when he co-founded Devlin Associates, to the present time, Devlin has assisted more than 400 companies throughout the world in the development or enhancement of their business continuity and business resumption programs.

Norm Harris, Certified Recovery Planner, chairman, president and CEO of Norman L. Harris & Assc., is recognized as a leader in information technology management and disaster recovery. Harris co-founded CRISIS Magazine, one of the first disaster recovery publications and HSH, Inc., which became the largest disaster recovery consulting company in the US. For the last 25 years, Harris has consulted with thousands of business clients in every major industry

## Sunday Workshop Session 4
*Novice/Intermediate/Advanced*

### Building a Business Continuity Program Office

*Nancy McAnich, CBCP*

*Ed Beauch-emin, CBCP*

*Bearing Point*

With recent crisis events such as terrorist activity, blackouts, pandemics, workplace violence, and significant natural disaster events resulting in widespread human capital impacts, many companies are realizing the need for a business continuity program to be developed and implemented and the importance of making it a living, breathing part of the company culture. The most effective way to sustain an ongoing continuity program is to first build a business continuity program office, the internal organization, policies, and procedures that manage and evolve the program. This session will show participants how to build and customize a complete program office that meets the needs of their organization. Leading practice examples of BCP organizational structure, policies and procedures, and individual roles and responsibilities will be included in this presentation.

Nancy McAnich is a manager for BearingPoint Consulting and a member of the Enterprise Survival Planning Team. She has more than 10 years experience in many aspects of business continuity/emergency response with a specific focus on the human factor in a crisis.

Ed Beauchemin is a senior consultant for BearingPoint Consulting and a member of the Enterprise Survival Planning Team. He has more than five years experience in business continuity planning and more than 10 years in the technology industry.

## Sunday Workshop Session 5
*Novice/Intermediate/Advanced*

### Planning for the Unthinkable: Workplace Violence

*Regina Phelps*

*Emer. Mgmt. & Safety Solutions*

What does your company do about workplace violence? Nothing you say? Consider this - for the past 10 years, assaults and violent acts have been the second leading cause of workplace fatalities nationwide. Murder is the number one cause of death for women at work; it is number two for men. Two occupational groups, sales and protective service occupations, together account for almost half of the murders! Do you have a workplace violence policy? What can you do to protect yourself and your employees?

- Who is the typical perpetrator?
- OSHA guidelines
- National statistics
- What are the warning signs and signals?
- Develop a Company Threat Response Team
- Employee terminations
- Employee selection
- Dealing with angry and difficult people
- Scenarios and case studies

Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and continuity planning. She is founder of Emergency Management & Safety Solutions.

## Sunday Workshop Session 6
*Novice/Intermediate/Advanced*

*Session limited to 200 participants.*

### Mock Disaster Exercise

*Sponsored by*

**JS Training Institute**
*"Adventures in Education"*

Sometimes Mother Nature gives us advance warning of a disaster; sometimes she doesn't. The destructive forces of nature can be unforgiving. If it hits in your town, are you ready? Can you anticipate the unthinkable?

As a devastating earthquake causes buildings to collapse and severely compromise the local infrastructure, the loss of life increases. Large earthquakes are preceded by many aftershocks, which may persist for days or weeks. Facing this level of devastation, how do you mobilize your crisis team? What are your critical priorities? How do you deal with the loss of employees? What do you communicate to the outside world?

JS Training Institute has teamed up with Disaster Management Solutions and CommCore Consulting Group in providing this reality-based, interactive mock exercise. This exercise will challenge participants to make real-life decisions in dealing with critical issues involving employees, local authorities and the company welfare.

Participants will simulate interface with local responders, EMS personnel and the media. Each person will leave with a scenario playbook and the basic knowledge of how to conduct similar exercises at their facility.

JS Training Institute is a leading training organization and offers a variety of training courses for law enforcement, emergency management, fire and business and industry.

Disaster Management Solutions is a state-of-the-art patient tracking system that utilizes proven technologies to capture, report and distribute vital patient information in a Mass Casualty Incident.

CommCore Consulting Group is one of the largest and most experienced specialty presentation and media coaching firms. CommCore's communication experts offer years of experience in helping clients strategize before, during and after crisis situations.

Some of the nation's leading continuity, security and motivational experts will lead our General Sessions each morning.

These sessions are geared to business continuity planners of all experience levels. Be prepared to discover a wealth of information and solutions that can be implemented across the board.

*"This is my second DRJ conference. I was again impressed with both the content and format of the conference. The information received here is invaluable."*

**Toni Dusek**
**Lee County Clerk**
**of Courts**

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

## Monday

**Mastering Business Continuity Priorities:**
**The Skills Of Personal and Organizational Effectiveness**

*Dr. Rick Brinkman*

Give your business continuity team members the personal skills they need to be the best they can be at their jobs! Learn how to organize for success, establish clear priorities, eliminate procrastination, and fine-tune work habits to get more done in less time. You'll find unique communication strategies that can be implemented in any phase of business continuity planning, as well as learn how to prevent and handle crises and interruptions. This session is the perfect kick-off session to Expand Your Horizons and find solutions that work!
*Dr. Rick Brinkman is best known for his conscious communication expertise conveyed to millions of people via keynotes and trainings.*

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

**Disaster Recovery in an IP-Enabled World**

*David Nolan, Forsythe*
*Rick M. McConnell, Cisco*

IP communications technologies are changing the way businesses operate. The convergence of voice, video and data networks has enabled virtual workforces and globalization to expand exponentially and organizations to become more efficient and agile. While the immediate impact on business continuity and disaster recovery planning involves assessing and accounting for the risks associated with the introduction of IP communications technologies into the IT infrastructure, the long-term benefits can be substantial. Effectively leveraging IP communications technologies can revolutionize the way we approach business continuity and disaster recovery planning. This session will outline an effective approach for addressing new IP communications technologies in your disaster recovery plan and demonstrate these technologies in action in a real-world environment.
*David Nolan joined Forsythe in January 2002. As Forsythe's senior vice president, professional services and network solutions, he oversees all of the company's consulting service practices.*
*Rick M. McConnell joined Cisco in January 2004 as vice president and general manager of the Rich-Media Communications Business Unit, part of Cisco's Voice Technology Group.*

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

**Communicating During a Crisis: Are You Prepared?**

*Jeffrey Glick*
*Department of Homeland Security/National Communications System*

What is your communications backup plan during a disaster? Uninterrupted communications are critical for personnel to effectively respond to crisis; however, disasters can trigger congestion on wire line and wireless networks. These incidents often force National Security and Emergency Preparedness (NS/EP) personnel to compete with the public for landline and wireless resources. The National Communications System (NCS) offers important priority telecommunication programs to NS/EP personnel to Federal, state, local agencies as well as critical infrastructures. Learn about the NCS and the available communications you may be able to integrate into your agency's emergency plans.
*Jeffrey Glick is the Chief of the Critical Infrastructure Protection Division in the National Communications System within the Department of Homeland Security managing operations for the NCS.*

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

### It's Hard To Plan If You Don't Know What You Are Facing!

*Regina Phelps*
*Emergency Management & Safety Solutions*

The old adage, "I can't describe a risk but I will know it when I see it," is not the best way to plan! We all know that you can't plan unless you know what you are facing and yet most companies do very little in the way of a formal hazard risk assessment. This lively session will review the basics of hazard assessment and will focus on the five basic threat areas: natural disasters, human risks, your hazardous neighbors, community dangers and geo-political fallout. You will look at your current plans in a completely different way when you really know your risks! You will have a template to take back to your company to assess your risks and then plan accordingly!

*Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and continuity planning. She has received numerous awards including Women Entrepreneur of the Year 1986 San Francisco Chamber of Commerce; and the Champion of Small Business 1988, SBA.*

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

### The Journey to Continuous Business Operations

*John A. Jackson*
*IBM Business Resilience and Recovery Services*

A bank needs to establish trust with its customers. A manufacturer needs to maintain an operational supply chain. In order to achieve these objectives, organizations need to make adjustments. Various regulatory, boardroom, and shareholder pressures are forcing organizations to re-evaluate their approach to BC, security, risk management and regulatory compliance. The IT organization needs to offer cost effective solutions to help the business meet its objectives. This session will discuss ways to help your organization rapidly adapt and respond to opportunities, regulations and risks. We will share some of the trends that we are seeing in the marketplace and discuss some suggestions to help you determine the best solution for your business.

*John Jackson is vice president, business resilience and continuity services, for IBM in the United States. This includes more than 700 professionals and 16 recovery facilities which support customers in a broad cross section of industries.*

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

### Introduction to Weapons of Mass Destruction

*Brandon Bond, CBCP*
*U.S. Department of Homeland Security*

This presentation will provide an overview of Weapons of Mass Destruction (Chemical - Biological - Radiological) materials that may be deployed as a terrorist weapon. The discussion will include possible dissemination devices as well as a demonstration of monitoring and detection equipment that is deployed by specialized response teams. Participants will also have an opportunity to view Chemical Warfare Agent Simulants developed at Aberdeen Proving Grounds.

*Brandon Bond is a Certified Business Continuity Professional. He has more than 10 years of experience in fire and emergency medical services, and serves as a hazardous materials specialist and EMT on the U.S. Department of Homeland Security's Bay Area Disaster Medical Assistance Team.*

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

### Business Continuity BIA and Risk Assessment: Fast Practices to Get Results!

*Barry Pruitt*
*PruSpeak, Inc.*

When your BCP is in the functional requirements stage, preparing risk assessments and BIAs is the least of your worries. It has been proven time and again that getting it done on time (and within budget) while avoiding political pitfalls enhances your credibility. Have you ever been misunderstood? Hung up on the politics of moving to design and development? Discover why appropriate communication is considered one of the most valued skills in the workplace and why it's essential to BCP success. If you conduct risk or BIA interviews, present findings to committees and upper management, request funding for design, development or implementation, or manage projects then you need these skills! Leave this session with purposeful ideas preparing you for a variety of BCP issues.

*Barry Pruitt is president of PruSpeak Incorporated, a global training and consulting organization, and teaches at the USC School of Business.*

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

### Indian Ocean Tsunami

*Brent Woodworth*
*IBM Crisis Response Team*

The tsunami that struck Indonesia, Thailand, Sri Lanka, and other Indian Ocean countries on December 26, 2004, was one of the worst natural disasters in history. In a few short hours, the earthquake-triggered waves transformed a beautiful tropical morning into a horrific scene of death and destruction. As news of the disaster spread, governments, humanitarian organizations, non-governmental organizations, foundations, corporations and individuals began to ask the same question: What can we do to help? The relief effort that grew out of that simple desire was unprecedented. Hear the details on the latest status of the recovery and rebuilding efforts in Southern Asia.

*Brent Woodworth is the manager of IBM's Worldwide Crisis Response Team. Woodworth and his team have responded to more than 70 major global disasters in 40 countries.*

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

### The Critical Link: Enhancing DR With Security

*Ofer Azoulay*
*SFW, LLC*

DR professionals most attuned to their facility's emergency preparedness know that security is an important component. In this session former Israeli military professionals trained in disaster responsiveness and security will relate their experience to a corporate mindset. Using a case study about shopping malls and commercial real estate sites, attendees will learn to formulate a comprehensive disaster strategy based on the security approach of prevention and response. The session will closely link the objectives of a security department to those of disaster recovery teams, showing how the right tactics can bridge gaps between these entities. When disaster does strike, this analysis will reveal how to respond efficiently and effectively to minimize damage.

*Ofer Azoulay is founder and chief executive officer of SFW, one of the leading innovators in computer-aided facility management. Azoulay is the former West Coast deputy director of security for the Israeli government at the Israeli Consulate in Los Angeles.*

## Strategic Session 1
*Novice/Intermediate/Advanced*

### Continuity Planning at a Strategic Level: A Cross-CBK Domain Approach

*Dawn Jones*

*Booz Allen Hamilton*

Given today's volatile environment, security has become almost a mantra for management. Events like 9-11, the recent tsunamis, the advent of zero day exploits and mass infections of worms like Slammer and Lovebug have driven home the necessity of designing and implementing resilient systems and processes. However, despite the new focus on security, approaches are still fragmented. IT managers are concentrating on their networks, business managers on key business process and bottom line costs, and facility and personnel managers on the physical elements. Learn how the risk management process crosses multiple security domains.

*Dawn Jones is an associate with Booz Allen Hamilton's Risk Management Team. She holds a MS in Information and Telecommunications Systems Management, a BS in Business Management, and is currently pursuing a Ph.D. in Information Security.*

## Managerial Session 1
*Novice/Intermediate/Advanced*

### Life Safety in a Big Way

*Michael Schroeder CBCP*

*CB Richard Ellis*

This presentation covers the issues related to protecting the lives of 10,500 occupants in the tallest building in North America, the Sears Tower. Chicago has recently experienced two severe high-rise fires; one at the Cook County building (where 6 people died) in 2003 and LaSalle Bank fire in 2005. These fires have re-emphasized the need for all buildings to be well equipped and prepared for fires. From training with the fire and police departments to conducting exhaustive monthly life safety audits, the life safety manager and the Sears Tower Team ensures that this American icon lives up to its reputation as best in class.

*Michael Schroeder currently works for CB Richard Ellis, the Sears Tower's building management company, as the life safety manager, where he oversees a 24/7 life safety operation.*

## Technical Session 1
*Novice/Intermediate*

### GIS Usage in Business Continuity

*Chris Pruchnic*

*Qwest Comm.*

A Geographic Information System (GIS) is a collection of hardware, software, data and personnel that together help people represent and analyze geographic data. A GIS references spatial data or feature elements to coordinate a system. Applying the power of spatial analysis to a BCP program allows for both proactive and reactive usage. It can be used to model "what if scenarios" for exercise planning or to provide visualization of data in response to an actual event. It is invaluable in disaster recovery as it allows an immediate assessment of the impact. Additional uses, besides incident mapping to a BCP program, could be facilities management, weather tracking, evacuation routing and risk assessment.

*Chris Pruchnic is a disaster preparedness manager with Qwest Communications in Denver Colorado. He is responsible for program support of the disaster preparedness group through system administration, training and GIS management in addition to business continuity and emergency response roles.*

## Emergency Response Session 1
*Intermediate/Advanced*

### CERT: Corporate Emergency Response Teams

*Tim Bonno*

*SBC Svcs. Inc.*

*Ron Megert*

*SBC Svcs. Inc.*

Following a major disaster, first responders who provide fire and medical services may not be able to meet the demand for these services. People will have to rely on each other for help in order to meet their immediate life saving and life sustaining needs. CERT (Community Emergency Response Teams) is a positive and realistic approach to emergency and disaster situations where individuals will initially be on their own and their actions can make a difference. Discover how you can adapt CERT to the corporate environment .

*In his current position as technical director - IT business continuity Tim Bonno manages a team responsible for all business continuity and emergency preparedness activities.*

*Ron Megert is employed by SBC Services Inc. and leads the emergency preparedness initiatives within the company's data processing organization.*

## Advanced Session 1
*Advanced*

### Resiliency – A Yardstick and a Roadmap

*Charles Wallen*

*FSTC*

The term "resiliency" has increasingly become part of the business continuity dialogue as organizations have endeavored to strengthen their ability to effectively respond to business disruptions. This session will review a project being coordinated by the FSTC Business Continuity Standing Committee to develop a Resiliency Maturity Model (RMM). The vision of the RMM is to provide organizations with a tool to measure the maturity of an organization's BCP program against a common benchmark targeted on resiliency. The initiative focuses on defining the key processes and capabilities generally considered crucial to resiliency in areas such as technology, work-space, people, security and crisis management. The RMM tool will provide a clear roadmap for any organization interested in measuring and enhancing the resiliency of their business continuity program.

*Charles Wallen is the managing executive of the Financial Services Technology Consortium's Business Continuity Standing Committee, which is actively working to address shared business continuity and technology recovery opportunities.*

## Information Session 1
*Novice/Intermediate*

### How to Create an Effective Testing Program

*Doug Siwik, CBCP*

*Aetna, Inc.*

Testing is one of if not the most important components of a successful program, as we all know that just having written plans does not mean anything unless they have been fully exercised. The presentation will cover the various steps towards developing a testing program from start to finish. Topics discussed will be; Testing notification, lining up test participants, including local authorities, plan reviews/updates with key stakeholders, various testing documentation materials including an exercise prep guide, exercise controllers guide, CMP/BCP worksheet, simulation exercise formal pre meeting set up, layout of the key aspects of the "Simulation Day," and the exercise debrief "Critique."

*Douglas Siwik, CBCP is currently a business continuity consultant in the business solutions delivery organization for Aetna, Inc. based in Hartford, CT. He has been with the company for four years.*

## Strategic Session 2
*Intermediate/Advanced*

### How Will RFID Technology Impact Your Supply Chain BCP?

*Ron Megasko*

*Virtual Corp.*

The rapidly expanding use of Radio Frequency Identification Tags is revolutionizing the supply chain network of many large suppliers and consumers. Driven by two of the worlds' largest distributors, the Department of Defense and retail giants, technology suppliers are scrambling to become the industry standard with respect to hardware, software, and processes. As with any new technology, the BC / DR professional is faced with another new challenge: new IT applications, data storage requirements, and possibly entire business units, each requiring recovery. RFID is rapidly expanding in service volume and range of applications. This discussion will outline the state of the art in RFID technology, and offer suggestions as to how it will impact the business continuity / business recovery planning for many industries.

*Ron Megasko has 25 years of risk assessment experience, having performed numerous global evaluations of Fortune 100 corporations as well as working with modest to small privately held organizations.*

## Managerial Session 2
*Novice/Intermediate*

### Reputation Management: The Importance of Crisis Communication

*Michael W. Janko, CBCP*

*Goodyear*

Crisis communications is critical for your company's reputation management. Learn how what you say and what you do not say during a crisis can cause irreparable damage. This valuable session will focus on preparing a crisis communications plan, evaluating adequacy of present plans and training key associates in your organization for a unified response. You will also learn how to establish internal and external relationships with various media outlets and useful techniques on how to go on the offense when crises occur.

*Michael W. Janko CBCP, ARM is the global business continuity process coordinator for Goodyear Tire & Rubber Company. He has more than 20 years experience in emergency response and crisis management planning and training.*

## Technical Session 2
*Novice/Intermediate*

### The New Disaster Recovery: Protecting SMBs

*Jason Buffington, CBCP*

*NSI Software*

It is a false myth that only large IT environments can afford disaster protection and high availability. In addition, there are many instances where small businesses should place an even higher priority on disaster recovery. Although they may not realize it, small businesses can afford contingency planning and back up solutions for their important data and applications. In many cases, they do not see how important adopting one of these solutions can be to their business. Attendees of this session will learn about the risks that small businesses face, and hear about the many solutions within their reach.

*Jason Buffington has been working in the networking industry since 1989, with a majority of that time being focused on data protection. He currently serves as the director of business continuity for NSI Software, the leading manufacturer of high availability and disaster recovery software, where he has worked since 1996.*

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

### Best Practices for Mitigating IT Systems Vulnerabilities at the PC Level

*Jon Murphy*

*Hotels.com*

Most corporations and other organizations' IT professionals are generally aware they need to safeguard the mission critical information and data on their servers. However, more and more PCs are in the hands of typical users and are a "trusted" part of the network infrastructure. Users can inadvertently or deliberately circumvent these measures and subject their machines to all sorts of harms. What steps are being taken to ensure an efficient recovery of these vital PC systems? What is there available to IT professionals? Those options, Best Practices, are precisely what we shall explore.

*Jon Murphy is manager, disaster response and business continuity, for Hotels.com. He is the author of the Biowatch Consequence Management Plan and the initiating project manager of the DRP for the largest coastal city in the US and co-author of the nation's first Unified Command Plan under NIMS for Super Bowl XXXIX.*

## Advanced Session 2
*Advanced*

### Managing Corporate Dynamics: The BIA Challenge

*Cheryl Bieson, CBCP*

*Expedia, Inc.*

This session will explore the processes, methods and tools that have been developed and used within Expedia to maintain a current and accurate picture of the corporation for BCP/DRP purposes. Discussion points will include the ability to maintain currency of BIA information in regards to corporate and functional organizational structure; Identification/confirmation of critical business functions/processes; and IT systems and application recovery requirements, priorities as well as recovery time objectives.

*Cheryl Bieson has more than 15 years DRP/BCP experience and has held her CBCP designation since 1994. Bieson accepted a position with Expedia, Inc. in 2004 to lead DRP/BCP initiatives on a global basis. She moved to Seattle, WA last year and is chapter president for the Washington State ACP organization.*

## Information Session 2
*Intermediate/Advanced*

### Table Top Testing: Tips and Suggestions

*Joseph Flach*

*Eagle Rock Alliance*

*Jerry Brouillette*

*Met Life Ins. Co.*

This session is designed to share proven ideas and field-tested suggestions for preparing and conducting successful table top test exercises and structured walkthroughs. Suggestions for establishing the test goals and objectives; deciding on the appropriate target audience; selecting the right scenario(s); preparing the session material; room setup; facilitation techniques; after action reporting; and more, will be presented and discussed. Several techniques that have been successful in different environments will be shared.

*Joseph Flach is the practice manager of the business continuity planning group for Eagle Rock Alliance, Ltd. He is responsible for all aspects of the performance of Eagle Rock's crisis management, business resilience, emergency response and business resumption practice areas.*

*Jerry Brouillette is director, IT risk and business recovery for MetLife. He is responsible for all aspects of the business resumption program at MetLife. As part of his duties he oversees the disaster recovery and business continuity programs, and has been involved in these programs since the 1990s.*

## Strategic Session 3
*Novice/Intermediate/Advanced*

### What is Risk Management and What Do They Do?

*Ellen Pfeiffer, CBCP*

*Hewlett-Packard*

Within each of your companies there is a function responsible for corporate risk management and insurance. With today's focus on governance and compliance, it is highly likely that you are or will be engaging with this function on a regular basis. Given this, it would be highly beneficial for you to better understand what this function does. By attending this session you will not only learn about risk management's organization, responsibilities, and processes you will have the opportunity to pose questions to a CBCP who worked in risk management organizations for more than 15 years.

*Ellen Pfeiffer is senior business continuity consultant, Business Continuity & Available Services, Hewlett-Packard. She provides her expertise in risk management and business continuity for HP as a BC consultant.*

## Managerial Session 3
*Novice/Intermediate/Advanced*

### Anticipating and Avoiding Common Communication Failures During Crises, Emergencies, and Disasters

*Bob Chandler*

*Pepperdine Univ.*

All too often crises and disasters are not managed effectively despite having a well-developed plan. The most common factor (after not having a plan or not having a well designed plan) that leads to crisis management failures are breakdowns in communication at one or more levels. Effective crisis communication is essential to successful management of crises, disasters, and emergencies. One must go beyond a review of available communication modalities and technical systems to sustain successful communication. It is critical to anticipate and recognize the common vulnerabilities to sustaining effective communication. The conclusions of a year-long research study are presented in this non-technical session that should prove invaluable to planners of all levels and types. Learn the most common and typical categories of communication breakdowns, failures, and misunderstandings that tend to occur with alarming frequency during crisis, emergency, and disaster management.

*Robert C. Chandler, Ph.D. is the Blanche E. Seaver Professor and Chair of the Communication Division in the Center for Communication and Business at Pepperdine University.*

## Technical Session 3
*Novice/Intermediate*

### Wireless LAN Security Overview

*Jeremy Stieglitz*

*Cisco Systems, Inc.*

Wireless security continues to be "top-of-mind" with organizations and is one area of networking where one is never truly "done". From LEAP to PEAP to EAP-Fast and Wireless IDS and rogues, wireless security technologies are fast-changing. This presentation will present an in-depth technical review of various wireless security threats and protective measures you can take against them. Learn what you'll need to do to protect your wireless network, and how to minimize the effort involved in maintaining security on your wireless LAN.

*Jeremy Stieglitz is group product manager for the software feature set of Cisco's Wireless Networking Business Unit, where he manages the integrated SWAN wireless capabilities.*

## Emergency Response Session 3
*Novice/Intermediate/Advanced*

### Covering Your Apps: Are Your Mission Critical Applications Truly Protected?

*Paul D'Arcy*

*Message One, Inc.*

Explore the pros and cons for replication and failover solutions: learn about new approaches to replication and failure. As data and applications have become more critical to a company's ability to operate, companies are investing millions of dollars to protect these assets. This presentation will explore current replication solutions applied to the problem of delivering high availability for mission critical applications and will discuss the risks and five most common causes of failure that can occur. Additionally, key methods will be presented for mitigating the risk of failure due to replication and new industry alternatives to provide highly available applications will be described.

*As vice president of marketing, Paul D'Arcy brings more than 10 years of technology marketing experience to MessageOne. D'Arcy's key responsibility in this role is to oversee the company's overall marketing program.*

## Advanced Session 3
*Advanced*

### Generally Accepted Practices – Networking Session

*Session registration is limited to 200*
*Designed for BC professionals with seven years minimum experience*

Would you like to contribute to the creation of the DRJ/DRII Generally Accepted Business Continuity Practices document? The mission of the DRJ/DRII effort is "to be recognized as a leading source of 'sound' Generally Accepted Practices by providing a depository of knowledge and recommendations offered by skilled business continuity practitioners. This session will allow you to provide feedback on the first draft of the Generally Accepted Business Continuity Practices document. This document is being written by practitioners from the public and private sectors as well as partner organizations (ARMA, DRII, FSTC and NFPA). The DRJ's Editorial Advisory Board Generally Accepted Practices Sub Committee have dedicated extensive time and research to developing this draft document. Join in this ground breaking initiative and gain the insights that will be shared during this session. Be prepared to communicate your questions and/or answers in an interactive roundtable environment. Your expertise will be invaluable to this effort.

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

## Information Session 3
*Novice/ Intermediate*

### Professionalism in BCP

This session features an overview of the certification and education programs available from DRI International. DRII has been providing instruction in business continuity planning (BCP) methodology since 1988. Staff and leaders will be on hand to describe course objectives, the process for attaining certification in BCP and other services.

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

## Strategic Session 4
*Novice/Intermediate*

*Lori Broache*

Continuity Mgmt. Solutions Inc.

*Evan Sicle*

Commercebank, NA

### Auditors and Regulators are Your Friends!

In today's fast-paced and interconnected world, an organization's business continuity program may be the difference between going out of business and staying in business should a disaster occur. This high intensity, interactive session will focus on how you can partner with your Industry Regulators and Internal Auditors to drive your BCP program to the next level. Learn the tools you need to create internal BCP awareness campaigns that include all five phases of BCP planning.

Lori Broache, an internationally recognized speaker and strategist in the areas of risk management and brand strategy, is a principal with Continuity Management Solutions.

Evan Sicle, PMP is the operational risk officer for Commercebank, N.A providing professional, specialized skills relating to the development and coordination of the bank's BCP and Sarbanes-Oxley internal control attestation.

## Managerial Session 4
*Intermediate/Advanced*

*Denis Binder*

Chapman Univ. School of Law

### The Legal Effect of Statutes, Regulations and NFPA 1600

NFPA 1600 plays a critical role in determining your professional duty. Sarbanes-Oxley, as a statute, may impose even higher standards. However, neither statutes nor professional codes necessarily establish a legal duty. Under Tort Law (the law of personal injury), conduct is normally measured by the flexible standard of reasonable care under the circumstances. Statutes, administrative regulations, and professional codes play a large, but often misunderstood, role in establishing legal standards of care. The courts decide the legal weight accorded professional codes, such as NFPA 1600, and usually adopt them in imposing civil liability. This presentation will address these varying issues.

Professor Binder has taught law for more than three decades, with degrees from the University of San Francisco and the University of Michigan. He is a legal expert on the issues of infrastructure and professional standards.

## Technical Session 4
*Intermediate*

*Frank Leonetti*

StorageTek

### Recovery, Continuity & Resiliency Planning for Information Lifecycle Management

As companies continue to see terrorism, power outages and natural disasters as the greatest threat to business continuity, they are failing to plan for more mundane disruptions. Even low-profile disruptions such as data loss can drastically alter or threaten a company's business continuity. Storage environments protect companies from likely internal disasters by providing cost-effective and time-efficient solution plans that effectively support business capabilities under any adverse, fast changing, or unexpected event. Such plans help companies reduce the risk of business interruption, shorten recovery time, maintain public confidence and increase likelihood of compliance with regulations. This session will focus on the importance of assessing, designing, testing, implemententing and managing data through its lifecycle for business continuity.

Frank Leonetti is professional services practice manager, business continuity and education services at StorageTek. He has more than 20 years of experience.

## Emergency Response Session 4
*Advanced*

*Glen Curole, CBCP*

Int'l Paper

### Reporting and Monitoring Tools for BC Projects and Programs

Get senior management's attention with clear, easy to understand at a glance, status reports. Learn about a non-proprietary project management tool that has been specifically adapted for use in the business continuity field. Track plan development, BIA progress, compliance across the enterprise and even significant components required for recovery of data centers. This tool is simple to adapt, easy to use and scalable.

Glen Curole is the business continuity manager for International Paper. He is a Certified Business Continuity Professional and has more than 15 years experience in the business continuity/disaster recovery field.

## Advanced Session 4
*Advanced*

*Randy Till*

MasterCard Intl.

### Moving Towards the Next "Higher Level" of BCP In Today's Changing Business Environment

This session will review the evolving face of BCP in today's changing business climate. Learn how today's business dynamics and demands require the reinvention of the BCP program in order to move towards the next "Higher Level". This approach will require companies to revisit the BCP function to gain a strategic focus and perspective within the organization. The key challenge will be to develop and design a strong BCP program that can be integrated into an organization's value proposition while aligning with the overall mission of the company. The move towards organizational sustainability and resiliency places a new emphasis on the evolution of business continuity that requires a holistic approach to protect the future viability of an organization.

Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.

## Information Session 4
*Intermediate/Advanced*

*Gregg Jacobsen CBCP*

### Double Whammy

Worst-case scenarios are hard enough to plan for as it is. What if you gave a disaster and no one came? It's your basic "double whammy." Hidden beneath the surface of many well-managed programs is a true challenge to one of our most basic assumptions: when a disaster is declared, response teams will report when contacted. The contingency planner's focus is always on "what to do when bad things happen," but the best of exercise scenarios isn't likely to catch this one. Almost anyone will support a plan walk-through or respond to a call tree exercise. But other issues (personal & family safety, for one) arise when "it's real." This session will consider organizational factors of enterprise operations, and how they are impacted by culture personal values and other factors. Attendees will be encouraged to raise questions and issues for further discussion and come away with tips on how to apply organization theory to manage this risk practically.

Gregg Jacobsen, CBCP is president of the Los Angeles Chapter of the Association of Contingency Planners. He has more than eight years' experience as a business continuity professional.

Tuesday workshops offer indepth learning and networking opportunities. *Expand Your Horizons* by delving into one of these high-intensity workshops. Each session is led by an expert speaker who can provide insight into today's top BC topics!

"The conference is a good source of keeping abreast of disaster recovery planning and technology. I highly recommend attendance!"

*Clyde John CSC*

**Workshop Session 1**
*Novice/Intermediate/Advanced*

*Phil Lambert*

*The Center for Continuity Leadership*

*Cheyene Haase*

*BC Mgmt.*

### Staffing Smart: How to Profile, Select, Keep and Develop the Best Continuity Staff

When resources are limited it is critically important that the continuity staff you have in place can deliver set objectives within your company's culture. A staffing miscalculation will cause a continuity program to fail. Learn how to intelligently profile your staffing needs, develop a definitive job description, and what talents, skills and competencies are mandatory to ensure success. How can you evaluate and measure your current staff to identify strengths and weaknesses? How can you leverage the HR department, professional coaching organizations and local training companies to support and compliment your staff? Your search for the perfect continuity planner is over. Come and meet Continuity Sam, the perfect continuity planner who can do anything and everything, just how you think it should be done!

*Phil Lambert was recently the director of business continuity services for Safeco Insurance and manager of business continuity services for Option One Mortgage and H&R Block Mortgage Corporation before launching The Center for Continuity Leadership.*

*Cheyene Haase is the president of BC Management, Inc, an executive search firm dedicated to placing BC/DR professionals worldwide. She has served as an executive recruiter for more than 10 years with seven of those years specializing in the BC/DR field.*

**Workshop Session 2**
*Novice/Intermediate/Advanced*

*Steven Goldman*

*Goldman Mgmt. Consultants LLC*

### Ready, Set, Exercise! How to Develop and Conduct a Successful Crisis Plan Exercise

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

- The scenario team
- Scope and Objectives
- Extent of play
- Scheduling and coordination
- Resources and props
- Scenario ideas
- Critiques
- Imagination, creativity, and leadership
- Goldman's acclaimed Exercise Planning Checklist

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

*Steve Goldman is a leading crisis management, business continuity, and crisis communications consultant. He has more than 25 years experience in all aspects of crisis management, including BCP program management, plan development, crisis communications, training, exercises, and audits.*

**Workshop Session 3**
*Novice/Intermediate/Advanced*

*Regina Phelps*

*Emer. Mgmt. & Safety Solutions*

### Emergency Management: The Basics!

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

the necessary planning that must be done for a smooth transition from preparedness to response and finally recovery.

- Hazard analysis – match the planning to the risk
- Bringing together the silos – Emergency Response, Business Continuity, Disaster Response, Crisis Communications and Event Management
- Event management
- Training and Exercises

*Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and continuity planning. With more than 23 years of experience, she has provided consultation and speaking services to clients in four continents. She is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.*

## Workshop Session 4
*Novice/Intermediate/Advanced*

### Developing the Recovery Strategy: The Next Step

*Barney Pelant*

*Barney F. Pelant & Assc.*

Once the business impact analysis (BIA) has been completed, the next logical step in the development of a business continuity program is the formation of the business recovery strategy. The results of this effort provide us the infrastructure for carrying out the successful recovery of the organization in case of a disastrous event or business interruption. This infrastructure is also the foundation for the procedures that we develop next, a.k.a. our business recovery plan. This session is a former breakout session that has been expanded by popular request to a workshop. During the workshop we will examine a proven methodology for taking the findings of the BIA and developing successful strategies. Learn important and logical steps to take when structuring the business recovery strategy. You'll take home answers and solutions that you can implement immediately.

*Barney Pelant holds the certification of Master Business Continuity Professional, with more than 25 years experience in this profession. He is owner and managing director of Barney F. Pelant & Associates, a consulting practice dedicated to business continuity planning since 1991. Pelant serves on the Board of Directors of the Canadian Centre for Emergency Preparedness. He is the past executive director, chair of the Certification Board and member of the Board of Directors of the Disaster Recovery Institute International.*
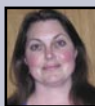
## Workshop Session 5
*Intermediate/Advanced*

### Engaging Employees in Disaster Preparedness

*Theresa Smalley*

*Wells Fargo Bank Group*

*Marie Weller*

*Chevron-Texaco*

*Chris Wimmer*

*Genentech, Inc.*

A major area of failure for even the best-written disaster plans is in the inability to bring that plan to each desk in the organization. Although a plan can look pretty sitting on a shelf, if the employees have no knowledge that it exists and do not carry out their emergency responsibilities, all the effort and expense are lost. Since the plan is in place to ensure that the business survives an emergency, it is possible the business could even go under- all due to lack of an engaging employee-training program. This session will focus on specific ways to bring these themes to your employees in a lively, engaging and entertaining way. Using techniques such as a game show format for informational review, hands on assembly projects to illustrate the importance of communication and need for plan building and ways to reinforce emergency preparedness after students leave the classroom, participants will have the opportunity to actually participate in unique activities and learn how to implement them at their own companies.

*Theresa M. Smalley is the manager of BCP for Wells Fargo Bank Consumer Credit Group. She has been involved with disaster planning, management, response and recovery for more than 20 years.*

*Maria E. Weller has been an emergency pre-paredness specialist for ChevronTexaco for 13 years. Her responsibilities include the development and maintenance of office building emergency management plans.*

*Chris Wimmer is facilities recovery program manager for Genentech, Inc.*

## Workshop Session 6
*Advanced*

### Advanced Networking Workshop

*Session limited to 150 participants. Designed for planners with 7+ years of experience.*

This interactive session will focus on issues relevant to continuity professionals with seven or more years of experience. Issues that affect experienced planners will be discussed.

Topics to be covered will include - but are not limited to:

- Pandemics
- Terrorism
- Program Management
- Crisis Management
- Program Governance & Regulatory Compliance
- BC/DR/CRM Plan Integration
- High Availability / Advanced Technology Solutions
- Global Recovery Techniques
- Event Management
- Enterprise Risk Management
- Call Centers
- Off Shore Risks

Join this lively interactive session. Be prepared for an in-depth study of the critical topics affecting advanced BC professionals today. Get in on this ground breaking opportunity to network with your peers.

*Members of DRJ's Editorial Advisory Board will facilitate this session.*

15

# Venue Information







**Sheraton San Diego Hotel & Marina**
**1380 Harbor Island Drive**
**San Diego, CA  92101-1092**
**(619) 692-2265**

## Hotel Reservations

Attendees are responsible for making their own hotel reservations by calling (619) 692-2265.

Be advised to make your reservations early. **Ask for DRJ's special room rates. A block of rooms has been reserved at the Sheraton San Diego Hotel and Marina.** 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.

## Area Attractions

San Diego and the surrounding areas are home to numerous attractions, shops, museums, golf courses and other recreational sites. Balboa Park houses over 1,000 acres of museums, galleries, theatres, a golf course and the San Diego Zoo. Gaslamp Quarter houses Victorian architecture, restaurants and shops, while Mission Bay Park has facilities for boating, fishing, swimming, water and jet skiing and bicycling. Other sites include Old Town, Sea World and a  Wild Animal Park.

## Conference Attire & 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. No shorts or jeans please.

## Conference Registration Fee

For one low fee you receive: admission to all sessions, including workshop sessions; conference material for sessions on CD and book format; networking breakfasts and  lunches; and admission to all hospitalities and welcome receptions.

## Conference Hours

The seminar session hours:

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

*Additional events are held before and after the sessions.*

## Conference Desk Hours

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

## Travel Information

*Airlines:* American Airlines is DRJ's official airlines for Fall World 2005. For reservations, call (800) 433-1790. Use file #A06955AA for the discounted rate.

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

*Local Transportation:* The Sheraton San Diego Hotel & Marina provides free shuttle service to and from the airport, from 5:30 a.m. to midnight. Shuttles run every 15 minutes. Local cab service is also available for a fee.

## Attendees Night Out Program

After conference hours on Tuesday, DRJ has arranged for tours to enjoy the wonderful sights of San Diego and the surrounding area. These tours require separate registration and payment. Details will be mailed with your conference registration confirmation.

# Fall World 2005 Registration Form

Date_____List Your CBCP, FBCI, CRP#_____

Mr/Mrs/Ms_____ First Name_____ Last Name _____

Company_____

Title_____Mail Stop _____

Address_____

City_____E-Mail_____

State_____ Country_____ Zip_____

Telephone_____ Fax _____

Print Name As It Should Appear On Badge_____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number_____

Check here if you require special needs _____ • Please specify_____

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

## Industry Information

**Please Indicate Your Industry:** ____ Banking/Financial ____ Public Utilities ____ Transportation ____ Insurance

____ Communications ____ Manufacturing ____ Government ____ Education ____ Computer Services

____ Wholesale ____ Health Care ____ Petroleum ____ Other:_____

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

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

## Payment Information

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

_____ Bill my company, Attn: _____

_____ Purchase order attached, P.O. #_____

_____ Bill my MasterCard _____ Bill my VISA _____ Bill my AMEX _____ Bill my **DISCOVER**

Account #_____Exp. Date_____

Signature_____

## Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 18 without penalty. No refunds or credits will be given for cancellations received after Aug. 18. 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. Circle your session preference. Choose only one session per time slot.

**Sunday, Sept. 18**

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

**Monday, Sept. 19**

| | | | | | | |
|---|---|---|---|---|---|---|
| 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. 20**

| | | | | | | |
|---|---|---|---|---|---|---|
| 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 |

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### Registration Rates

Registration rates for the conference are as follows:

**• save $50 through June 24**
• only $795.00 through July 18
• only $895.00 through Aug. 18
• only $995.00 through Sept. 18

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: 314-894-7474
24-hours a day

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

Web: www.drj.com

### For information

(314) 894-0276
9 am - 5 pm CST
*-or email-*
mercedes@drj.com

### Early Registration Bonus

Register by June 24 and receive an additional $50 discount. This bonus applies regardless of any other discounts that have been taken as long as the form reaches our office by June 24, 2005.

### Registration Discounts

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

# Pre-Conference Courses

## PRC–1: Emergency Operations Center:
**The Critical Tool for Event Management**
Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.
Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.
$695 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 so commonly develop in an emergency environment. This workshop covers everything you need to know to design both the center and the management concept.

- Physical design factors
- Incident Command System
- Equipment and tools
- Who should be involved?
- Sustained Operations
- Communication concerns and solutions
- Role of Senior Management
- Forms and Processes
- Virtual EOC's

*Regina Phelps, CEM, RN, BSN, MPA is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.*

## PRC–2: Conduct a Successful Risk Assessment: Assess, Mitigate and Protect as a Cornerstone of the BCP
Saturday, Sept. 17, 8:00 a.m.- 5:00 p.m.
Sunday, Sept. 18, 8:00 a.m.- 11:30 a.m.
$595 per person
Presenters: Barry Pruitt
              Michael Herrera, CBCP

Risk Assessment is the foundation of a "working" BCP. Learn to assess threats to your organization; know your level of mitigation, and when/where to spend limited monies for protection. You'll learn the pitfalls – and gain insight – for presenting the risk assessment to executives.
  **Identify the Relevant Threats**
  Man-made, natural, technology
  **The Probability of Threats**
  How to prepare for executive questions
  **Interviewing**
  Be organized and save time by asking the right questions

**18**

**Site Analysis**
Know how, and why to prepare for future updates
**Level Of Mitigation**
Identify/evaluate mitigating controls, document findings and make recommendations.
**Management Report**
Prioritize threats, report status of mitigating controls, present the findings/recommendations, and implement an action plan.
**Sample Exercise**
Participants will conduct an interview and write an executive summary based on the findings.
**Workbook includes** threat assessment template, sample surveys, sample executive summary, and disk of all materials and presentation.

This comprehensive session provides tested and proven principles and practices for identifying and managing risk -- don't be caught without the necessary skills to protect your organization.
All participants will receive the DVD set: "Conduct a Successful Risk Assessment" at the conclusion of the class.

*Barry Pruitt has 22 years experience managing major projects, teaches at USC school of business, has more than 14 years consulting and training experience.*
*Michael Herrera, CBCP, is the managing principal of MH & Associates, has more than 16 years technology, business, and recovery experience, and knows risk – he has first hand experience with four major disasters.*

## PRC–3: Proven Practices in Business Continuity Planning
Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.
Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.
$695 per person
Presenter: Randy Till, CBCP

This class will provide the attendees with a comprehensive review of the components, processes and practices required to implement a successful BCP Program. Till will provide examples, solutions to roadblocks and proven techniques for improving business continuity planning within your organization. Some of the topics included will be:
- Gaining management commitment and participation as a key success factor
- Assessing risks and defining business impacts associated with disruptions
- Defining processes and practices for effective emergency response and crisis management
- Reviewing strong practices and techniques associated with successful business continuity

and disaster recovery plans
- Presenting advanced recovery techniques and strategies
- Exercising recovery plans and capabilities
- Evaluating recovery readiness and effectively reporting results to management.

This class promises to provide immediately useful and applicable strategies and techniques through class interaction and instructor feedback. Both experienced and new business continuity planners will benefit.
In addition, each student will receive a free copy of the educational film "Best Practices in BCP."

*Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.*

## PRC–4: Ready, Set, Exercise:
**The Full Monty!**
Saturday, Sept. 17, 8:00 a.m. to 5:00 p.m.
Sunday, Sept. 18, 8:00 a.m. to 11:30 a.m.
$695 per person
Presenter: Steven B. Goldman

This workshop is the comprehensive version of Steve Goldman's "Ready, Set, Exercise!" seminar. During this hands-on workshop, you will learn the details of how to set up and conduct a successful crisis plan exercise.

- Where to begin
- Types of Exercises
- Getting Management support
- The Exercise Planning Checklist
- The Exercise Design Dream Team
- Scope, objectives, and extent of play
- Developing your Exercise Manual
- Resources, data, and props
- Controllers, evaluators, observers and players
- How to conduct and critique the Exercise
- Leveraging for your next Exercise
- Includes CD of all forms and templates presented in class.

The class will become skilled at the exercise development process; we will also develop a basic exercise scenario. Then we will practice what you learned as we participate in a table top drill and a simulated exercise.

*Steven Goldman, Goldman Mgmt. Consultants, LLC, is a leading crisis management, business continuity, and crisis communications consultant. He has developed, conducted, and evaluated more than 100 drills and exercises .*

## PRC–5: Train the Trainer: Fundamentals of BCP and Emergency Mgmt. Practices

Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.
Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.
$595 per person
Presenter: Deidrich Towne, Jr., CBCP
         Dr. Tom Phelan

This is the ultimate "take home" course for new or experienced BCP professionals.  With the tools and expert instruction PPBI will provide, you will be able to train other members of your organization.  PPBI will provide take home Power Point slides, handouts, and reference material for you to conduct a BCP/EM orientation course back home.  The course will include basic plan design, vulnerability and capability assessment, exercise design, training principles, and an easy to follow workshop outline.  This is the ultimate "keeper" for adding value to your DRJ conference investment.

*Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.*

*Dr. Thomas D. Phelan, President, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security. He has recently consulted for USDA, FDIC, IBM, the American Institutes for Research, and several counties.*

## PRC–6: BC Planning Made Simple

Saturday, Sept. 17, 8:00 a.m. - 5:00 p.m.
Sunday, Sept. 18, 8:00 a.m. - 11:30 a.m.
$595 per person
Presenter: Norman Harris, CRP
         Tracy Cowan, CBCP

Since 9/11 what are we most worried about? Network Security? Physical Security?  Terrorist Threats? Loss of Critical Staff? Power Outages? Natural Disasters? This interactive class will teach the student everything he/she needs to know to get started on their DR/BCP.  Bring your laptop to this class and we will provide you with a CD full of resources, forms and questionnaires to utilize. Harris will cover the following:

- Risk Assessments Questionnaires
- Network Security Questionnaires
- Development of Business Processes
- Recovery Time Objectives
- Time Lines for Recovery
- Development of DR/BCP Teams
- Impact on Operations

This unique class is taught by Norm Harris and during the class he will personally assist you with your SR/BC Plan and insure that you have all the tools you need.
All participants receive a complete four-DVD set of "BCP Planning Made Simple" at the conclusion of the class.  Come to this class for one on one training, but register early. Space is limited.

*Norman Harris is recognized as a leader in IT management and as founder of the DRP industry. He is the former chairman and CEO of Harris Recovery Solutions LLC.*

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

# Post-Conference Courses

## POC–1: Everything You Need To Know To Design The Successful Exercise

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.
Thursday, Sept. 22, 8:00 a.m. - 5:00 p.m.
$695 per person
Presenter: Regina Phelps

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

- Five types of exercises
- Exercise Design Team
- The development of the Exercise Plan
- Selecting & Training a Sim Team
- Rules of exercise facilitation
- Participate in two advanced tabletop exercises
- Develop the outline for your own tabletop exercise

*Regina Phelps, CEM, RN, BSN, MPA is an internationally recognized expert in the field of emergency management and continuity planning. She is founder of Emergency Management & Safety Solutions, a training and consulting company specializing in emergency management, continuity planning and safety.*

## POC–2: Best Practices and the BIA

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 22, 8:00 a.m. - 5:00 p.m.
Friday, Sept. 23, 8:00 a.m. - 12:00 p.m.
        (private consultations)
$695 per person
Presenters:  Barry Pruitt,
              Michael Herrera, CBCP

This technical workshop is a hands-on consultative approach of leading participants through the BIA process.
   You'll gain cutting edge material including best practices from around the world. Learn:
   ● Through BIA interview, data collection, & executive summary exercises

- How to complete a BIA – start to finish!
- Tips, traps, and pitfalls in a BIA
- Suggested BIA tools and approaches
- How to identify risks and leverage results
- Advice on how to best "sell" the BIA
- How to identify your audience
- Where the BIA "fits" in the BCP process

   Take home participant workbook, BIA sample questionnaire, sample executive summary, and all presentation materials on disk. Participants also get consultation on their personal BIA – and each participant gets a free DVD copy of interview samples for the BIA.
   The workshop concludes Thursday at 5:00 p.m. Bring your personal BIA and/or questions to schedule a FREE private consultation on Friday morning. You'll receive personal and specific feedback and advice on your BIA.

*Barry Pruitt has 22 years experience managing projects, teaches train the trainer for project managers and has 12 years of project and BCP consulting and teaching experience.*
*Michael Herrera, CBCP, is the managing principal of MH & Associates Consulting. He has more than 15 years technology, business, and recovery experience*

## POC–3: Proven Practices in Business Continuity Planning

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 22,  8:00 a.m. - 5:00 p.m.
$695 per person
Presenter: Randy Till, CBCP

To meet the demand for this class, it is being offered as both a pre- and post-conference course. It provides the attendees with a comprehensive review of the components, processes and practices required to implement a successful BCP Program. Till will provide examples, solutions to roadblocks and proven techniques for improving business continuity planning within your organization. Some of the topics included will be:

- Gaining management commitment and participation as a key success factor
- Assessing risks and defining business impacts associated with disruptions
- Defining processes and practices for effective emergency response and crisis management
- Reviewing strong practices and techniques associated with successful business continuity and disaster recovery plans
- Presenting advanced recovery techniques and strategies
- Exercising recovery plans and capabilities
- Evaluating recovery readiness and effectively reporting results to management.

   This class promises to provide immediately useful and applicable strategies and techniques through class interaction and instructor feedback. Both experienced and new business continuity planners will benefit.
   In addition, each student will receive a free copy of the educational film "Best Practices in BCP."

*Randy Till, CBCP, is vice president, global business continuity management for MasterCard International. He has been implementing BC programs within several organizations during his 18-year career.*

## POC–4: NIMS ICS for Business and Industry

Wed., Sept. 21, 1:30 p.m. - 5:00 p.m.
Thurs.,Sept. 22, 8:00 a.m. - 5:00 p.m.
$595  per person
Presenters:  Dr. Tom Phelan
              Deidrich Towne, Jr. CBCP

PPBI has combined the NFPA 1600 Standard with NIMS Incident Command principles to create an easy to adapt ICS model for business and industry. Compliance with the Department of Homeland Security's National Incident Management System (NIMS), and the categories of the National Fire Protection Association 1600 Standard as revised in 2004 serve as the basis for this simplified critical incident management course. PPBI's instructors have experience in both public and private sector disaster recovery. The course is highly interactive and easily adaptable to your organization's needs. Learn to use ICS to improve incident management.

*Dr. Thomas D. Phelan, President, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security. He has recently consulted for USDA, FDIC, I.B.M., the American Institutes for Research, and several counties.*
*Deidrich Towne, CBCP, is security and disaster recovery manager for NationalGrid, USA and serves as chairman, PPBI Board of Directors.*

## POC–5: Crisis Communication: Precision Planning, Preparing, and Performing

Wed. Sept. 21 1:30 p.m. – 5:00 p.m.
Thurs. Sept. 22 8:00 a.m. -5:00 p.m.
Friday Sept. 23 8:00 a.m. -11:30 a.m.
$795.00 per person
Presenter: Robert C. Chandler, Ph.D.

This interactive course enables participants to review the essential components of a complete crisis communication plan for disasters, emergencies, and crisis events. The course is appropriate for BC managers, DR planners, professionals in the crisis management field, and anyone who is responsible for coordination and strategic planning for communicating during crises and disasters. This course covers communication concerns ranging from intelligence gathering and information analysis, C3 (command, control, and coordination) communication, emergency notification protocols, interaction with news media, and a variety of communication failure points.

The content of the course includes a review of critical aspects of crisis communication planning This course focuses on the communication processes, human factor systems, and the knowledge, skills, and abilities essential to sustain effective communication .

Participants are encouraged to bring copies of existing crisis communication plans for review. In addition to numerous examples, discussion of challenging situations and a review of crisis communication planning this course will include a Mock Disaster Press Conference/Media Briefing Simulation Exercise (with university news reporters and TV broadcast news journalists participating in actual coverage as well as post exercise debriefing with the participants), self-assessed measurement of your crisis communication effectiveness capability, and highly helpful table top exercises.

Participants will also receive a DVD containing filmed interviews with crisis communication experts conducted by Dr. Chandler. Pre-paid early registrants will be mailed their DVD in advance. This video is an invaluable resource to raise awareness and urgency among fellow workers, senior management, and top executives.

*Robert C. Chandler, Ph.D. is the Blanche E. Seaver Professor and Chair of the Communication Division in the Center for Communication and Business at Pepperdine University.*

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## POC–6: Outrageously Easy Recovery Planning

Wed., Sept 21, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 22, 8:00 a.m. - 5:00 p.m.
Friday, Sept. 23, 8:00 a.m. - 11:30 a.m.
$795 per person
Presenter: Jeffrey Williams

This workshop is a special presentation of the very popular seminar that normally costs $2,091 and has been given around the world. Topics include the reasons for planning; the parameters of recovery planning; security; how to do a TRA, a BIA and a Risk Analysis; how to determine critical processes; what alternate methods are available; how to select recovery strategies; the importance of records management; offsite storage; and much more.

Included is a fully-registered copy of the Phoenix Disaster Recovery Planning System. At this workshop, you will develop the first draft of a recovery plan for your own company. This is a seminar for those who must develop the skills to manage their Disaster Recovery Plan.

You will learn how to prepare an in-depth emergency response plan and by the end of the seminar, you will have a draft of your first plan to take back to your office.

*Jeffrey Williams is president and chief strategist for Binomial International Inc. and DisasterRecovery.com Inc.*

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## Post-Conference Course Registration Form

Complete this form and mail to: Systems Support Inc., PO Box 510110, St. Louis, MO 63151 or fax to (314) 894-7474. Make check payable to Systems Support Inc. or provide credit card information.

_____ POC-1: Everything You Need to Know ($695)
_____ POC-2: Best Practices and the BIA ($695)
_____ POC-3: Proven Practices in BCP ($695)
_____ POC-4: NIMS ICS for Business & Industry ($595)
_____ POC-5: Crisis Communication ($795)
_____ POC-6: Outrageously Easy Recovery Planning ($795)

Check enclosed for $ _____ Check #_____

_____ Bill my Visa          _____ Bill my American Express
_____ Bill my MasterCard    _____ Bill my Discover

Account #_____
Exp. Date_____
Signature_____

First Name_____Last Name_____
Company_____
Address_____ Mail Stop_____
City_____ State_____ Zip_____
Telephone_____ Fax_____ Email_____

*Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 18 without penalty. No refunds or credits will be given for cancellations received after Aug. 18, 2005. All no shows will be charged the full amount. All cancellations must be received in writing.*

*Registration in a course is non-transferable to a different course. Once on site, students must remain in the course in which they are enrolled.*

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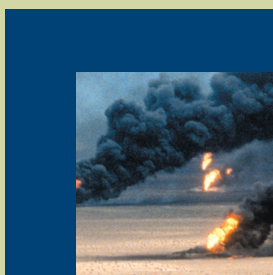
You can do it all by extending your stay at DRJ Fall World 2005 and participating in business continuity courses offered by DRI International.

Select from DRI International courses following the DRJ Conference. Plus, register for a course and take your certification exam. Both the CBCP exam and the MBCP exam (for advanced practitioners) will be offered in San Diego.

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- Programs that prepare you for professional certification — your key to career growth and higher earnings

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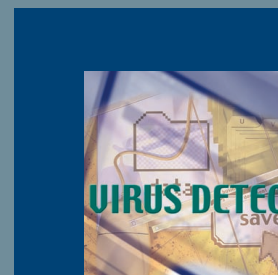
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## Pre-Conference Courses September 15-17

**BCLE-400: Developing Business Continuity Recovery Strategies (Sept 15)**
This introductory-level course introduces the student to the challenges of selecting the appropriate strategies for particular situations. The course defines alternative strategies, assesses the strengths and weaknesses of strategies and methodologies for possible presentation to management.

**BCLE 500: Emergency Preparedness and Response (Sept 16)**
This course covers the challenges of reviewing and coordinating emergency evacuation programs in place at organizations, as well as working with the responsible areas to develop or enhance existing programs.

**BCLE-501: Business Continuity Management, Preparatory Course\* (Sept 15-17)**
**EXPERIENCED** This is the up-dated and improved replacement to DRII's most popular course over the past decade (BCP 501). The two-day course leads you through a review of the Professional Practices and their application, drawing on your experience and knowledge, and preparing you for the CBCP exam. The course covers all 10 PP subject areas, and most elements of the contingency and recovery plan. This course is highly recommended for persons with five years or more experience in BCM.

**BCLE 600: Developing and Implementing Business Continuity (Sept 17)**
This course is designed for the novice/intermediate student and covers the application of skills and information gathered in putting the BCP program into action.

## Post-Conference Courses September 21-23

**BCLE-350: Business Impact Analysis (Sept 21-23)**
This course builds upon the previous Business Impact Analysis methodologies offering a higher level of expertise in processes and the importance of this the BIA in the functional requirements phase of corporate contingency planning. Participants learn how to develop and successfully conduct a BIA project.

**BCLE-501: Business Continuity Management, Preparatory Course\*(Sept 21-23)**
**EXPERIENCED** See description under pre-conference workshops.

**BCLE-601: Master-Level Case Study Preparatory Course\*\*(Sept 21-23)**
**EXPERIENCED PROFESSIONALS** This course addresses all 10 areas of professional practice for business continuity planners and prepares the candidate for the most coveted of certifications, the Master Business Continuity Professional (MBCP) certification. See DRII web site for registration prerequisites.

**(NEW) BCLE-930: Reputation Recovery Workshop (Sept 21-23)**
This course is designed for BCM professionals who have to develop, manage, or execute crisis communication activities within their business continuity program. This workshop will look specifically at the concept of reputation—its evolution and risk factors. It teaches how to plan to preserve the organization's reputation before a disaster strikes and also how to rebuild it after a disaster strikes. Key messages are developed, crisis plans are evaluated, and participants investigate the basics of public relations as well as dealing with the news media in good times and bad.

\*includes CBCP Exam        \*\* includes MBCP Exam

## Examinations

### Don't limit your career. Get your CBCP certification — the critical credential the best employers are requiring.

Both the CBCP and the MBCP exams will be offered at DRJ Fall World 2005. There is no additional exam fee for attendees taking the BCLE 501, or the BCLE 601 courses at the conference. For attendees taking the examination only, there is a $250 registration fee, payable directly to DRI International.

*\*Visit the DRII Web site to review experience requirements for CBCP or MBCP Certification*

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For full descriptions and course outlines or to register, visit the DRII web site at:
**www.drii.org**

*Can't attend DRJ Fall World 2005?*
Visit the DRII Web site to see all DRII courses offered at **www.drii.org**

## Class Schedule

| Courses: | | 350 | 400 | 500 | 501 | 600 | 601 | 930 |
|---|---|---|---|---|---|---|---|---|
| Sept 15 | morning | | ■ | | ■ | | | |
| | afternoon | | ■ | | ■ | | | |
| Sept 16 | morning | | | ■ | ■ | | | |
| | afternoon | | | ■ | ■ | | | |
| Sept 17 | morning | | | | ■ | | ■ | |
| | afternoon | | | | CBCP Exam | | ■ | |
| Sept 21 | morning | | | | | | | |
| | afternoon | ■ | | | ■ | | ■ | ■ |
| Sept 22 | morning | ■ | | | ■ | | ■ | ■ |
| | afternoon | ■ | | | ■ | | ■ | ■ |
| Sept 23 | morning | ■ | | | ■ | | ■ | ■ |
| | afternoon | | | | CBCP Exam | | MBCP Exam | |

## Examination Schedule

| | | |
|---|---|---|
| CBCP: | Saturday, Sept 17 | 8:30 a.m. – 12:00 p.m. |
| CBCP: | Wednesday, Sept 21 | 1:30 p.m. – 5:00 p.m. |
| CBCP: | Friday, Sept 23 | 1:30 p.m. – 5:00 p.m. |
| MBCP: | Friday, Sept 23 | 1:30 p.m. – 5:00 p.m. |

## Fees

$395 for BCLE-400, 500, 600
$795 for BCLE 350, 930
$1,225 for BCLE-501 *(special, reduced DRJ conference price)*
$1,295 for BCLE-601
$250 for Examination without DRI International Courses

### To register, please visit us online at:
www.drii.org/calendar.cfm

DRI International • 201 Park Washington Court • Falls Church VA 22046

DRI International is an independent organization, not affiliated with Disaster Recovery Journal magazine.

-or- Disaster Recovery Coordinator

# EXPAND YOUR HORIZONS

**Register by June 24 and save.  See page 17 for registration and discount information.**

## Fall World 2005

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### • Mock Disaster Exercise
Unique interactive session providing real-time experience

### • Networking Opportunities
Welcome Reception • Hospitalities • Breakfasts • Lunches

### • Daily Prize Drawings
Win tour tickets, hotel stays, dinners and more. Plus qualified attendees are eligible for a cash drawing

### • Expanded Exhibition Hall
Fall World 2005 features an all new 25,000 sq. ft. exhibit hall, housing more than 100 booths