



Disaster Recovery Journal

FALL WORLD

San Diego, California ➡ 2015

Sept. 27-30, 2015

Business Resiliency Today, Tomorrow and Beyond



DRJ Presents Our 53rd Conference — www.drj.com/fallworld



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RIPCORD

SUSTAINABLE PLANNER
VIRTUAL

Mock Disaster

Institute of Emergency Training
"Real World, Real Knowledge, Real Tools"



Build Your Industry Connections

The stronger the industry connections you have — the stronger your knowledge and resources. At DRJ Fall World 2015, we want to connect you with your peers and leaders, innovators and experts in business resilience. Take advantage of the **packed Exhibit Hall** where you can see the latest products and innovations in business continuity.

We make it easy for you to network and connect with those who can help you expand your knowledge and bring further expertise to your organization. The Sunday evening **Welcome Reception** hosted by **DRJ** and **Monday Night Hospitality** sponsored by **Fusion and MIR3** give you a chance to mingle, relax and to make some lasting contacts.

Focused and Specialized Learning

With a packed agenda, workshops and break-out tracks you can

customize your Fall World 2015 learning experience. Gain the knowledge and hands-on education that you need to strengthen your business continuity skills.

With sessions appropriate for all knowledge levels and aspects of industry — whether you're new to business continuity or a high-level manager — you're guaranteed to learn. We bring together only the best experts in the industry to share their experiences and knowledge with you.

DRJ Fall World 2015

Business Resiliency Today,
Tomorrow and Beyond



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Business Resiliency Today, Tomorrow and Beyond

Fall World 2015 is the premier business continuity conference in the world. We bring together the best in business continuity education, technology, and research to give you three packed days of learning and networking.

We can't predict the future but with comprehensive business continuity planning and knowledge we can equip you to be ready and prepared. Fall World 2015 is focused on giving you the best possible business continuity education and connections that matter.

DRJ is your leader in all things business continuity — we're backed with more than 25 years of real industry experience and knowledge.



Live Learning Center

As a DRJ Fall World 2015 Conference attendee you receive access to DRJ's Live Learning Center at no charge! Explore the sessions to gain deeper insight into the trends shaping the industry- all on demand. You can only get this "Perk" at the world's largest conference dedicated to Business Continuity.

Sunday Workshops

1:00 - 3:30 pm

Sunday Workshop Session 1 Novice/Intermediate/Advanced



David
Smith

PWI

10 Steps to Reduce Your Risk

Far too often, there is misunderstanding about what organizations can or should do to reduce and manage the risk of violence in the workplace. The good news is that much can be done to reduce the risk. Research on workplace violence has shown that warning signs and detectable inappropriate behaviors usually precede acts of violence.

This workshop will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate. Participants will receive proven methods to combat the rising tide of workplace violence and proactive steps that can dramatically reduce the risk of litigation and future legal claims.

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

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

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

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

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

Sunday Workshop Session 2 Novice/Intermediate/Advanced



Ken
Schroeder

Corporate
One

This Time the Threat is Different

This workshop focuses on the new reality of terrorism threats to public and private entities, and personal safety. Discover the differences between the conventional view of terrorism, and how the threat has evolved. Learn:

- The purpose of terrorism
- Targets of opportunity versus highly visible, recognized targets
- Homegrown versus foreign terror
- Events that signal escalating



Deidrich
Towne, Jr.

Hewlett
Packard



David Ziev

PPBI

Attendees will be using generally accepted incident command system tools and techniques to evaluate and manage the threats throughout the workshop.

Understanding the threat is one thing, but establishing mitigations pre-emptively, recognizing its evolving realization and escalating activities in a deliberate and controlled manner will help organizations effectively respond.

Exposure to the practical experience of the facilitators in addition to recognized industry standards benefits both the public and private sectors. Utilize the ICS checklist to assess your capability to assemble, coordinate, collect and channel the resources required for critical incident management. The tools are free, the simulation authentic and the class is practical, immediately useful and fun!

Ken Schroeder, MBCEP is director for business continuity at Corporate One FCU.

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

David Ziev, MBCEP, MBCI, ITILv3 is the PPBI training director.



Sunday Workshop Session 3 Novice/Intermediate/Advanced



Phil
Lambert

Ripcord

Continuity Awareness and Training: The Right Way

Our industry for years has promoted continuity in such a way as to minimize our importance and our ability to establish significance. This has got to stop.

A new paradigm is upon us that demonstrates clearly the value a continuity program brings to an organization.

Having plans on-the-shelf does not save lives or minimize impacts. Successful continuity planning and disaster management boils down to two primary assets: "simple, accurate and viable plans" and "knowledgeable, trained and ready people." Both are required to achieve a resilient organization.

Training is the building block of preparedness. Education is the shoulders that hold an organization up when rapid change is needed.

Join us in this hands-on workshop and be armed with a well-organized approach to the diversity of training types and delivery models for an effective and efficient training strategy.

Learn what a training strategy looks like, how content will drive what type of training works best and learn to make training stick by delivering engaging content with just the right balance of information, instruction and entertainment.

Attendees will understand:

- How to develop great content
- Fantastic facilitation techniques
- Exercise design and facilitation
- How to measure training & exercises

Phil Lambert, MBCEP, CBCP is the president and founder of Ripcord. He has more than 20 years of experience with management positions at two Fortune 500 companies. Lambert is a well-regarded advocate and thought-leader in the disaster planning community.



These interactive sessions allow attendees to explore topics in-depth.

Sessions are rated according to experience levels.

Sunday Workshop Session 4

Novice/Intermediate/Advanced



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

*Dr. Steve
Goldman*

*Goldman
Mgmt.
Consult.*

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

How do you do that properly?

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

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

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

Attendees will receive electronic files of all the forms and templates presented in class.

Dr. Steve Goldman is a leading crisis management and BCP consultant and former global BCP manager for a Fortune 500 company. Goldman has developed, conducted, and evaluated drills and exercises ranging from one-hour tabletops to massive multi-organizational three-day full-scale exercises.

Sunday Workshop Session 5

Intermediate/Advanced



Crisis Chaos Management: When Data Breach Strikes!

*Jack
Healey*

Firestorm

When a Cyber-Risk, Data Breach occurs, the company's profits, people, brand, and reputations are at stake. Understanding how business crisis-risk evolves, how to identify the onset of the data breach, what steps should be taken and when are imperative. Many times this includes what not to do or say. BCP's are uniquely qualified to lead their management team through the consequence management of the event. During crisis, events cascade into 'mini-crises'. Knowing how to identify the 'real' crisis at hand, avoiding noise and distractions requires training. BCP's are experienced in making decisions with incomplete information. Using the techniques learned in this session they will be able to provide clarity in crisis chaos, and more important, provide the leadership needed to end the crisis.

Attendees will learn: the four types of Business Crisis-Risk, attributes, the Business Crisis-Risk Indicators for Data Breach and how to use them to spot a breach, the key development stages of a Business Crisis-Risk Management Plan, effective tools to monitor and measure the impact of a crisis, including social media risk intelligence, how to determine the Crisis is over, and what to do next.

Jack Healey is the managing director business crisis practice at Firestorm. His unique background as a trained operation and financial expert, fraud examiner, audit partner, negotiator and former COO/CFO of a publicly traded company brings a unique perspective which addresses the operational, governance and human behavior which lead to crisis events.

Sunday Workshop Session 6

Novice/Intermediate/Advanced

Mock Disaster Exercise



What if your company is breaking news? Is your team ready to respond? Active threat incidents have called attention to the need to be prepared for a wide range of emergencies. Are we prepared to handle an on-going hostage explosive situation that can take place over a longer period of time? Is your Incident Management Team ready to collaborate with Law Enforcement? Are you ready to deal with employees in danger, unfolding business interruption, and the impact media will have on your organization. If an organized group took employees hostage and locked down part of your company are you ready?

This mock exercise will challenge participants to deal with life safety decisions, fiscal impact control, crisis media intervention and inter-facing with Law Enforcement. As the hostage scenario evolves, and the hostage takers make demands, you will be tasked with evaluating the impact such as; responding to media rumors and leaks, global business interruption threats, interfacing with Police SWAT and family outreach for employees involved. This exercise will be presented with hands-on interaction challenging critical thinking and decision making under pressure. At certain times you will interface with onsite Law Enforcement experts, negotiators and media personnel.

Join this exciting action packed Mock Exercise for an afternoon of challenges, solutions, and entertainment. Session limited to 200 participants.

Institute of Emergency Training, LLC has been conducting live action exercises for 25 years, including full-scale hostage scenarios, active threat, bomb explosions, business takeover and natural disaster/mass casualty exercises.

General Sessions

General Session 1

8:15 a.m. - 9:15 a.m.



Solving Problems, Managing Frustration & Taking Action In Chaotic Times

Steve
Bedwell
MD, B.Sc

Perspective
Power

Regardless of our education and experience, we're prone to tackling problems and making decisions as if all the information outside our current viewpoint doesn't exist. Dr. Bedwell will outline a science-smart approach for efficiently sweeping the attention spotlight across the entire landscape of a problem or decision. He'll also introduce the Emotion Equation; a powerful way to understand emotion that saves us a truckload of anxiety, frustration and stress. Expect a session that's riveting, provocative and entertaining.

Steve Bedwell, B.Sc is a medical doctor, a research scientist and the founder/owner of Perspective Power LLC

General Session 2

9:30 a.m. - 10:30 a.m.



David Nolan

Fusion



Ann Pickren

MIR3



Andy Witts

CSC

Flourish, Flounder or Fail? The relationships you Cultivate can Make or Break You!

This session will be introduced and moderated by David Nolan and Ann Pickren and will feature leading senior level practitioners who will share their experiences on identifying, building and cultivating relationships that matter. The most successful BCMs are resourceful and know how to leverage strong relationships to deliver better outcomes.



Melanie
Lucht
Carnegie
Mellon



Tonya York
McKesson



Joe Miner
P&G

David Nolan, founder/CEO of Fusion Risk Management; Ann Pickren, COO at MIR3; Andy Witts, global administrator - CSC; Tonya York VP IT service continuity office - McKesson; Melanie Lucht - MBCP, MPCl, CIC, CCM - Carnegie Mellon University; Joe Miner MBCP, MBCl, CISA - P&G

General Session 3

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



Carole Loop
Bank of
Canada



Regina
Phelps
EMSS

How Do You Build Company Readiness for a Possible Cyber Attack? Practice!

Cyber security has become one of the most pressing issues in our field today. Bank of Canada wanted to do a robust exercise to help build readiness from their mission-critical business departments all the way to the Governor and bank senior management.

Discover the value of conducting such an exercise to improve your company's overall readiness. This session will describe in detail how the exercise was designed over 15 months, and some of the key findings that the Bank discovered.

Carole Loop, CBCP, manager COOP at the Bank of Canada.

Regina Phelps, CEM, RN, BSN, MPA, president, EMSS.

General Session 4

8:15 a.m. - 9:15 a.m.



Robert
Chandler
Ph.D.

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

Decision making capabilities and decision quality tends to decrease as stress and situational intensity increases. Understanding some of the dynamics of decision making under austere environments is an important aspect of disaster management and recovery. This session reviews recent behavioral & psychometric theories and research findings that identify challenges and problems with decision making during crises, including the physiological, psychological, and cognitive diminishment which occurs during peak periods of a crisis situation. The session focuses on how to anticipate and mitigate these barriers to quality decision making and a number of applications for improving decision making quality during disasters and emergencies.

Robert C. Chandler, Ph.D. is an internationally recognized expert on communication topics related to disaster, crisis and emergency contexts.

General Session 5

9:30 a.m. - 10:30 a.m.



Jim
Satterfield

Firestorm

While You Were Sleeping - Earthquakes, Monkeys, and Mergers, Oh My!

Global events are happening literally while management is sleeping. For example, we awake to find out AOL and Verizon are merging, Nepal had another 7.4 earthquake, and 17 monkeys were stolen from a French zoo. The approach that managers use to each of these events is based on how the people on the scene were trained to handle it. Social media is the fastest growing risk organizations face. Organizations need to be aware of what is occurring in social media, including the ever increasing body of case law emanating from social media risk. We'll discuss current events with a focus on consequence management - what worked, what didn't work, and why; critical decision support, intelligence monitoring, and messaging with an Intelligent Network.

Jim Satterfield, president/COO, Firestorm Solutions, LLC.

General Session 6

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



Mike Errity

IBM

Business Transformation is Driving Tomorrow's Considerations for Resiliency

Enterprises are developing new strategic approaches to create hybrid IT environments to be agile, innovate faster, improve competitive posture, while maintaining focus on operational risk. With the advent of cloud, mobile, and predictive analytics, systems of engagement are driving business to be 'always on'. We will discuss how these current IT trends are forcing businesses to fundamentally re-evaluate their risk management and how they plan, test and execute their resiliency strategy.

Mike Errity is vice president for IBM Business Resiliency Services.

The morning General Sessions are tailored to a broad audience covering topics that appeal to all conference attendees. Learn and network with sessions that focus on the best business continuity strategies, trends and topics in the industry.

General Session 7

8:15 a.m. - 9:15 a.m.



Workplace Violence – Prevention through Early Intervention

David Smith

PWI No one wants their company to be headline news about a workplace violence incident. This session will prepare participants to recognize the basic danger signals, enabling them to provide intervention or seek assistance before problems escalate. Prevention through early intervention is the key to avoid dealing with the aftermath of a situation. This session is applicable to everyone concerned for their personal, organizational, and public safety.

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

General Session 8

9:30 a.m. - 10:30 a.m.



Walgreens Case Study: Crisis Planning During the Civil Disturbance in Ferguson, Missouri

Rich Dodd

Walgreens



Troy McAlpin

xMatters

To prepare their potential civil disturbances, Walgreens mapped out a contingency plan and revisited technology solutions for Ferguson area stores. When the Grand Jury decided not to indict Officer Wilson, protests broke out in the area, however, Walgreens was ready with a solid plan and proven communications that not only kept the business operational and functional to serve community needs during these unstable times, but also kept employees and citizens out of harm's way.

Richard Dodd, director of business continuity occupational safety and health for Walgreens.

Troy McAlpin, CEO of xMatters.

General Session 9

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



Differentiate, Execute, and Win!

Barry Pruitt

PBC, Inc.

There are three ways for companies to improve: eliminate mistakes, shorten cycle times and improve business models. What part will you play in the improvement? In this session, learn the importance of articulating personal and departmental value related to core values and purpose. Gain tips to make sure that you're the right person in the right job.

See how and why your strategy and execution plan should fit on one page, gain insight on how to formulate the right goals, and why you need leading indicators. Attendees walk out with clarity on how to align and focus for quick, masterful results week after week. There's not enough time to be wrong – learn to differentiate, execute, and win.

Barry Pruitt serves as the managing partner with Pinnacle Business Concepts, Inc.

Conference Schedule

Sunday

Pre Conference Courses - Continue	8:30 AM - 11:30 AM
Onsite Registration Opens	10:00 AM - 7:00 PM
Cyber City	12:00 PM - 7:00 PM
Sunday Workshops	1:00 PM - 3:30 PM
Solutions Track	4:00 PM - 5:00 PM
Exhibit Hall Opens	5:00 PM - 7:00 PM
Welcome Reception	5:00 PM - 7:00 PM
Product Demos	5:30 PM - 7:00 PM

Monday

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

Tuesday

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

Wednesday

Cyber City	6:45 AM - 12:00 PM
Networking Breakfast	6:45 AM - 8:00 AM
Information Desk Open	7:00 AM - 12:00 PM
General Session 7	8:15 AM - 9:15 AM
General Session 8	9:30 AM - 10:30 AM
General Session 9	10:45 AM - 11:45 AM
Lunch	11:45 AM - 1:00 PM
Post Conference Courses	1:30 PM

Sponsored by

Breakout Track 1

— Monday 1:30 - 2:30 pm —

Strategic Session 1

Novice/Intermediate/Advanced



Richard
Cooper



Jose
Sanchez

Case Study: BIA from Inception through Delivering a Final Report to Management

Learn from first-hand experience how the the largest wholesale public water utility in the U.S., selected a framework, created BIA questions, assessed and analyzed impacts and recovery priorities of business functions, and enlisted support for the initiative from the initial kick off through presenting a final findings report to management. Hear how the presenters managed and organized this process to ensure a successful effort. This session will help companies trying to decide on the framework and approach for a new BIA or to refresh an existing BIA.

Jose Sanchez is the business continuity program manager at the Metropolitan Water District of Southern California.

Richard Cooper, is the CEO of Arbor Continuity Inc.

Arbor
Continuity

MWD

Managerial Session 1

Novice/Intermediate



Mark
Stinson

Where did the Central Business District go?

The Central Business District (CBD) of any large city is the location where the bulk of businesses, organizations, and financial institutions are located. When there is a threat or disaster that puts the CBD at risk, many have a lot to lose. For Beca, an international company with a location in the Christchurch, New Zealand CBD, the 2011 earthquake was an instrumental experience. Learn how Beca responded to this disaster and the lessons learned from its response and recovery processes. Also gain insight on how Beca has enhanced and improved its continuity processes as a result of this disaster.

Mark Stinson is director of corporate and commercial services for BECA a consulting firm in Asia, Pacific, Australia, and New Zealand.

BECA

Technical Session 1

Intermediate/Advanced



Johnny
Blair



Britt
Corra

Using Scorecards & BI Tools to Drive BCM Program Improvements

Discover how you can use Microsoft's approach and experiences with BI tools to create compelling statements for your enterprise. Learn from two experts about Microsoft's Readiness 2 Recover measurement. Learn how with just a few clicks, program owners and recovery teams can get real-time analysis of their program capability and highlight areas that require attention.

Johnny Blair, CBCP, is a senior operational risk manager at Microsoft's.

Britt Corra, MBA, CBCP, PMP, is an operational risk manager at Microsoft.

Microsoft

Microsoft

Emergency Session 1

Novice/Intermediate/Advanced



Roger
Stearns

Plan X

Have you ever thought about Plan X? Likely you're only thinking about Plan A, Plan B and maybe Plan C... Well, it's time to start thinking about Plan X. Since 2010 we've seen an evolution and divergence of multi-event compound disasters. This requires a stronger focus on business resilience and how we can better view disasters. Using real-life examples, you'll understand the divergence of compound disasters. You'll understand how these disasters evolve and how you need to prepare now. This process will help you see the value in the evolution from Plan A to Plan X.

Roger Stearns, MBCI, CBCP, is the service continuity/EHS/compliance manager for Phillips Monitoring.

Phillips
Home
Monitoring

Advanced Session 1

Advanced



Nancy
Welch

The Workplace as an Incubator for Infectious Disease

Most continuity plans focus on preparation for the unthinkable, the worst case scenarios. Infectious diseases, though often overlooked, have a predictable economic and operational impact on businesses. The annual national economic burden from influenza in the 18-64 years of age population is approximately 200 million days of diminished productivity and about 75 million lost work days. Norovirus sickens 20 million Americans each year and results in \$777 million in healthcare costs. This presentation establishes the case for continuity plans to also address infectious diseases in the workplace and offers practical solutions.

Dr. Nancy Welch is currently public health director of the Chesapeake District and interim director of Western Tidewater District serving Virginia since 1976.

Virginia
Depart-
ment of
Health

Information Session 1

Novice/Intermediate



Charlie
Capek

Are We On Schedule? How to Measure Recovery Event Progress

During a Recovery or Continuity event, will senior management ask "Are we on schedule?" In the DR/BC industry, we regularly hear "you need to have good plans, because with the stress and chaos of a real event people need to know exactly what to do." This session will start with a basic event timeline, walk through common aspects of a recovery event effort, while building on the knowledge and experience of lessons learned.

Charlie Capek is disaster recovery analyst of Progressive Insurance.

Progressive
Insurance

Breakout Track 2

— Monday 2:45 - 3:45 pm —

Strategic Session 2

Novice/Intermediate/Advanced



Jason
Zimmerman

Mission
Mode

Incident Management Systems – A Business Continuity Program Game Changer

This session will attempt to dispel confusion about incident management systems addressing some basic information gaps among business continuity managers: What is the difference between incident management and emergency notification systems? Would an incident management system require me to re-write all my business continuity plans?

What types of organizations benefit most from an incident management system? This session will provide extensive cross-sector examples of how incident management software is used in healthcare, financial services, manufacturing, transportation and public agencies applications.

Jason Zimmerman is vice president at MissionMode.

Managerial Session 2

Intermediate/Advanced



Dave
Morgan

Delta
Dental

Plan Maintenance: Boring But Critical

You've just built your BCP plan documents and everyone sighs a breath of relief, we're finally done! Change is constantly going on and what was once a completed plan is soon an out of date plan. If you don't plan for on-going plan maintenance, you'll be starting all over again. This session will unfold a maintenance program developed by Delta Dental. Keeping plans current is just as important as building the plan in the first place. Managing the change in your organization is difficult at any level, but by implementing a few simple accountabilities, checkpoints and processes you can have a long running, effective and current set of plans for business continuity in your organization.

Dave Morgan, MBCI, MBCP is senior business continuity manager for Delta Dental.

Technical Session 2

Novice/Intermediate



Robert
Martinez

Center-
Point
Energy

Gain Efficiency by Centralizing your Corporate Business Resilience Process

Get first-hand knowledge on how CenterPoint Energy centralized the oversight of their various business continuity plans to ensure regular updates and testing. Learn from their experience in rolling out the Incident Command Structure across the company, and hear some lessons learned from their tabletop and mock drill exercises.

Robert Martinez is the corporate business continuity coordinator for CenterPoint Energy's Risk Control group.

Emergency Session 2

Intermediate/Advanced



Frank
Perlmutter

SBCP



Michael
Lazcano

Gap



Keith
Cantando

CISCO

Managing Global BC Programs as THE Lone Planner

Are you managing a BC program by yourself or with a compact BC department? BC pros face a great challenge today, especially as THE lone planner that manages an enterprise-wide program. Attendees will learn strategies and current practices, including how to: gain executive support, manage your time and create frugal innovation, leverage your organization for amazing results. To get the most from this peer-to-peer exchange, participants are encouraged to bring real-world questions/challenges for our experts to address.

Frank Perlmutter (CBCP, MBCI), is president at Strategic BCP®.

Keith Cantando (MBCP, CBCLA), manager of global business Resiliency at Cisco.

Michael Lazcano, director of global business continuity services at Gap Inc.

Advanced Session 2

Advanced



Barney
Pelant

Barney F.
Pelant
& Assoc.

Risk Focus and Continuous Review Provides True Preparedness

Many corporations have established business continuity programs that meet prevailing standards and regulatory requirements. Does this mean you are really prepared and are providing your organization a true state of readiness at all times? The introduction of risks and changes in our organizations are not on the same timetable we manage our business continuity programs. This session will look at each of the development and maintenance components of the business continuity program to explore ways to achieve this goal and provide a more proactive means of ensuring our preparedness for tomorrow.

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

Information Session 2

Novice/Intermediate/Advanced



Regina
Phelps

EMSS

Dust Off That Pandemic Plan and Turn it Into an Infectious Disease AND Pandemic Plan

Diseases seem to be popping up everywhere you turn, but they're not the catastrophic, once-in-a-lifetime outbreaks we had been planning for. They're common illnesses we thought were long gone. Now is the time to modify your pandemic plan to include these common diseases and illnesses, as well as provide guidance for the once in a lifetime pandemic.

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

Breakout Track 3

— Monday 4:15 - 5:15 pm —

Strategic Session 3

Novice/Intermediate



William
Simmons

BMO
Harris

How to Build a Better BCM Program: Hint it Involves Pressure

With the potential of large scale power outages, natural disasters such as hurricanes and floods, and looming terrorist attacks; BMO Financial has improved its preparedness and planning, and will continue to enhance its processes and procedures to provide the heightened level of recovery that is required for key financial institutions. Learn how BMO Financial Corporation has changed their view of business recovery. This conceptual change allowed the BCM initiative to gain support, funding, and resource commitment.

William Simmons, CBCP is vice president and senior manager in BMO Harris's Business Continuity Program Office.

Managerial Session 3

Novice/Intermediate/Advanced



Stephanie
Balaouras

Forrester

The State of Business Continuity Management

Learn the results from DRJ and Forrester's Annual Market Study. Discover fascinating facts about how the industry has evolved over the years. Specific sections include a discussion of how firms organize and manage their BC programs, how they execute on the BC planning lifestyle, the most common causes of BC plan invocations and the lessons learned from past invocations. There will be an overall assessment of BC management efforts and recommendations and suggestions for improvement provided.

Stephanie Balaouras leads a team of analysts at Forrester who provide research and advisory services.

Technical Session 3

Novice/Intermediate/Advanced



Joe
Starzyk

IBM

Resiliency in the Cloud is Far More Than an a Simple IT, Cost Based Decision

Leveraging the cloud for resiliency is something that, on the surface, provides all of the answers to the challenges being faced by traditional continuity and recovery designs. However, designing a true resiliency capability is more than infrastructure and facilities (IaaS), it is about managing to business expectations. Explore in detail the requirements, benefits, and considerations for moving resiliency to the cloud. Learn about what has really changed, and what benefits cloud capabilities offer to enable more effective Business and IT resiliency.

Joe Starzyk is senior business development executive with IBM Resiliency Services.

Emergency Session 3

Novice/Intermediate/Advanced



Michael
Harding

ARI

It's Time to Dissect Your BIA

There have been a myriad of opinions regarding the methods used to collect BIA data and whether certain information is even necessary. While intricate charts and graphs may look appealing, they are not necessary to provide an overview of the most critical processes and resource requirements. Learn about a simplified approach that maximizes business unit participation with a focus on 'real world' experiences. Discover how simplifying your approach could minimize the administrative burden of performing a BIA.

Michael Harding, AFBCI, CBCP is the BCM program lead at Automotive Resources International.

Advanced Session 3

Advanced



Barbara
McAvenia

AON



Carey
Loukides

AON

Going Global – A Globally Led, Regionally Delivered BCP

Moving from business continuity plans to a global continuity program - Aon's challenges and triumphs of going global. We will share our journey through story-telling, tips and thought leadership to help you take your business continuity program from local to global. Learn how Aon's program has grown and changed over the years. Discover how to develop unified global program strategies that translate into actionable local delivery plans. Learn insights into proven metrics, meaningful reporting, maturity modeling and efficiency initiatives.

Barbara McAvenia, CBCP, CBRA, is senior manager in Aon's internal Global Business Continuity team.

Carey Loukides, ARM, CBCP, MBCI, is senior consultant at AON Business Continuity Management.

Information Session 3

Novice/Intermediate/Advanced



Certification is Just the Beginning

Discover a complete understanding of the globally recognized CBCI certification and the professional levels of BCI membership. Designed for those just beginning a career in the field of business continuity or related discipline, and for experienced professionals in business continuity or a related field, BCI certification and membership demonstrates a level of competency in the subject that is known around the world. Attending this session will be useful for everyone, even if you already hold a certification from other awarding bodies. We welcome all BC professionals to become members of the BCI and enjoy the benefits.

The Business Continuity Institute (BCI) is the world's most eminent BCM institute and our name is instantly recognized as standing for good practices and professionalism. www.thebci.org

Breakout Track 4

— Tuesday 1:30 - 2:30 pm —

Strategic Session 4

Intermediate/Advanced



Emergency Session 4

Intermediate/Advanced



Jill Frater

USC



Steve Goldfarb

USC

Mission Continuity and Resiliency in Higher Education

The complex environment in higher education differs extensively from other organizations. As such, contingency planning often requires a customized approach. This session will demonstrate how USC created a culture of resilience by building successful response, recovery and continuity programs using industry best practices. Join us to learn how using modified techniques and methodologies can be adopted by any organization where a traditional approach to planning might not be as effective. In addition, learn how plans have been validated through actual incidents.

Jill Frater, MBCI is the business continuity specialist for the University of Southern California.

Steve Goldfarb is the emergency manager for the University of Southern California.

Managerial Session 4

Novice/Intermediate/Advanced



Ramesh Warrior

eBRP

Is Resiliency an Achievable Objective?

Depending on your approach, there are multiple ways to achieve resiliency. Starting with conceptualizing what your resiliency objectives are, to creating a program that can deliver a resilient organization, the presenter will build a case based upon real experience, using real scenarios.

Ramesh M. Warrior, director, is the chief visionary and conceptualist behind the eBRP brand.

Technical Session 4

Intermediate/Advanced



Rob Rae

Datto

True Business Continuity: Let's Look Under the Hood, And Then Light it on Fire

In this session, you will learn the most recent innovations in the business continuity technology field, and the best ways in which you can protect your business data. Discover the most common and unexpected types of disasters impacting your businesses uptime and the true hard cost of that time. The average small-medium business will experience 17.82 hours of down time per year - do you know how much money that will cost you? Using our eight question calculator (which is yours to keep) we'll run through real examples in order to show you how to monetize these risks.

Rob Rae is vice president of Business Development at Datto. With more than 25 years of sales and B2B activities, Rae has extensive experience in IT hardware and software sales.



Andy Mercker

Fusion



Allison Duncan

ICAP America



Robert Roberts

Coca-Cola



Don Daigler

South California Edison

Thriving In The Hot Seat! It's All About Being Prepared – But What Does “Being Prepared” Really Mean?

Thrive in the hot seat when seconds count, executives demand answers, and when everyone looks to you for leadership. Learn how leading business continuity practitioners organize and manage their programs, resources, and relationships to survive and even thrive in the “hot seat” as leaders of comprehensive business continuity management programs in this interactive panel session moderated by Andy Mercker, vice president, Fusion Risk Management.

Moderator: Andy Mercker, vice president, Fusion Risk Management. Panelists: Don Daigler, Southern California Edison; Allison Duncan, ICAP Americas; Robert Roberts, CBCP, The Coca-Cola Company.

Advanced Session 4

Intermediate/Advanced



Michael Redmond

Redmond Worldwide

Are You Willing To Stake Your Reputation on your Cyber Security Incident Response Program?

It must be robust yet flexible. Unfortunately in spite of all of the Cyber Events, many companies are taking a long time to respond. Teams must be trained and have written procedures. Time is critical in responding to an incident. Every incident costs the organization, money and reputation. In this session you will learn: Best practices and the standards that make up a great Cyber Incident Response Program. Learn what teams should be part of your CSIRT Team. Get insight into how to create CSIRT Playbooks and Management Plans. Learn how to conduct inexpensive tests of the CSIRT Teams and Programs. This program will help you determine your current Gaps and provide milestones for correcting the Gaps.

Dr. Michael C. Redmond is CEO & Lead Consultant for Redmond Worldwide.

Information Session 4

Novice/Intermediate



Joan Landry

Abbott Labs

Lessons from the Past

The stories of past disasters and crisis events help teach others “why” it is important to be prepared prior to anything happening. This session focuses on some trends I discovered over the past 5 years while teaching our senior leaders globally to prepare for disaster events. It is the stories that convinces them to own their program. These same stories can help your management own their program to become more resilient in the face of disruption.

Joan Landry has been at Abbott Laboratories for more than 17 years.

Tuesday Workshop Sessions

— Tuesday 3:00 - 5:30 pm —

Tuesday Workshop Session 1

Intermediate/Advanced



Engage Your Incident Management Team and Business Units in the Cyber Threat. How? Perform a Cybersecurity Exercise

Regina Phelps

EMSS Just a few years ago, a cybersecurity event, information security incident, or data breach seemed like a fluke or something a bit more unusual. Fast-forward to today and it seems like these incidents have turned into “a breach-a-day.” Target, Home Depot, Anthem, Apple, and Chase are just a few of the recent big-name data breaches. It appears this trend is unlikely to abate any time soon.

One of the ways you can prepare and advance the thinking on managing this type of incident is to conduct a cybersecurity exercise. Attend this session and learn how to go about developing a realistic cybersecurity exercise that will challenge the Incident (Crisis) Management Team, the technology staff, and the business units. Leave this workshop with a draft of a cybersecurity tabletop exercise in your hands, feeling better prepared (and perhaps a bit more paranoid).

Topics Covered

- What do you need to consider when designing a cybersecurity exercise?
- Who should be involved in the planning?
- What should be in your exercise plan?
- How can you challenge everyone, not just the “techies”?

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

Tuesday Workshop Session2

Novice/Intermediate



Birds of a Feather: Business Continuity Roundtable Discussions

This is a great session to fast-track your networking efforts during the conference. The session provides a platform for you to address concerns, ask questions, explore solutions, and dialogue about BC planning strategies and practices being used at other organizations.

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

So come and participate in dynamic dialogue with fellow conference participants and expand your network!

Potential Topics:

Recent Events – Planning and Response

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

Moderator: Robbie Atabaigi, MBCI, MBCP, CISA, ITIL Foundation – KPMG LLP

Industry Roundtable Facilitators:

- Barney Pelant, MBCP
– Barney F. Pelant & Associates
- Frank Lady, MBCI, MBCP, CISSP, CRISC, PMP, ITIL – Bank of America
- Lisa Smallwood, MBCI, MBCP, CBCLA, ITIL – HP



Tuesday Workshop Session 3

Intermediate/Advanced



Measuring Organizational Resilience

Frank Lady

Bank of America

Improving organizational resilience must be an essential objective of business continuity programs. But how do organizations identify their baseline resilience levels and measure progress toward achieving this goal? Do you know your company's resilience levels? Are these levels improving or getting worse over time? Have you communicated them to management?

This workshop provides a methodology for tracking two components of resilience: preemptive (avoiding the impact of a potential disruption) and reactive (responding to the impact of an actual disruption).

Bring an open mind to this session. Come prepared to learn how to assess where your organization stands on the continuum of resilience. We'll discuss the components and concepts of resilience, and use role-playing activities to reinforce your command of the material.

Frank Lady, MBCI, CBCP, CISSP, CRISC, PMP, currently serves as a senior vice president of business continuity for Bank of America's Global Corporate Services organization. He chairs the Disaster Recovery Journal's Editorial Advisory Board and its Glossary of Terms Committee.

"This is my 5th conference and every one of them has been great!
I always leave with useful, relevant information."

These interactive sessions allow attendees to explore topics in-depth.

Choose one session and mark your preference on page 17.

Sessions are rated according to experience levels.

Tuesday Workshop Session 4

Intermediate/Advanced



Build an ISO 22301 Management System to Capture Executive Attention

Brian Zawada

Avalution

Management systems concepts have been included in nearly every business continuity standard written in the last six years – including ISO 22301 – but remain relatively unknown in our profession.

This workshop will introduce management systems processes and their unique benefit of forcing/enabling alignment with your executives' and customers' expectations.

Management systems processes include defining scope and objectives, engaging management and other interested parties, identifying business continuity obligations, documenting a policy, establishing personnel competencies, performing recurring internal audits and management reviews, managing corrective actions – and above all, continual improvement.

Workshop attendees will come away with an understanding of management systems principles and processes, as well as the value of management system standards. Each management system component and process will be introduced using examples and case study content, as well as specific, practical ways to implement these processes in any environment.

Brian Zawada, MBCI, MBCP, is the director of consulting for Avalution and the vice president and executive director of the USA Chapter of the Business Continuity Institute.

Tuesday Workshop Session 5

Intermediate/Advanced



Rip Off the Bandaid ... Assess Your BCM Compliance Now

Michael Herrera

MHA

Ripping off a bandaid is painful but its over with quicker than you think. So, why are you waiting to assess your BCM compliance?

This workshop will take you through the steps to assess your BCM compliance and generate metrics. The session will review BCM standards and how using only one standard may not be the way to go as one size does not fit all. Additionally, the workshop will cover how to develop a set of questions based on the standards and score them on importance and level of compliance. Attendees will learn how to develop a BCM roadmap based on the findings in your assessment. And finally, it will address management reporting and presentation.

Michael Herrera is the chief executive officer of MHA. In his role, Herrera provides global leadership to the entire set of industry practices and horizontal capabilities within MHA.

Tuesday Workshop Session 6

Novice/Intermediate/Advanced



Creating an Emergency Response Team (ERT)

Joe Layman

Molina Healthcare



Ralph Davis

Molina Healthcare

This session is for anyone that needs emergency procedures and help with emergency response teams. Ralph and Joe will share how they created emergency procedures and a standard but flexible emergency response team program for their fortune 400 company with 100 locations and 12,000 employees in eighteen states. They use the principles of the National Incident Management System (NIMS) Incident Command System (ICS) to design the structure of the ERT's. The ERT's manage the first few minutes of an emergency incident. The ERT's provide for accountability, communications and span of control for staff. They have developed these teams in buildings with as many as 1500 people and as few as 20 people. They will share simple forms they created and information on supplies and equipment. They will share statutory requirements (OSHA) and sample emergency procedures that reflect the use of the ERT's. They will provide examples of presentations they created for their employee learning management system (LMS) to achieve compliance for their company.

Joe Layman, MIS, CPCP, ITIL, CRISC, is the director, business continuity management for Molina Healthcare.

Ralph Davis is the business continuity program manager for Molina Healthcare.

"I've been coming to these conferences for 20 years. I still learn something new every time I come! Thanks!"

Solutions Track

— Sunday 4:00 - 5:00 pm. —

Discover solutions to key problems affecting business continuity practitioners. Seasoned industry veterans will discuss products, case studies, research findings and much more. Sessions are targeted to all experience levels.



Lorin
Bristow
Send Word
Now

Solutions Track 1: Emergency Notification: Why it's Essential and Where it's Headed

Emergency notification technology continues to grow as an essential tool for business resiliency. Yet, many professionals still do not fully understand its capabilities, or how it is transforming to meet new needs. This session will cover key capabilities of emergency notification, along with major trends impacting its future.

Lorin Bristow is the senior vice president, marketing for Send Word Now.



Neil Smith
CSC

Solutions Track 2: BCM Maturity: How Mature Is Your Organization?

A variety of benefits present themselves from a BCM Maturity program, including its use as a proven framework to assess Business Continuity capabilities. This session will discuss how the BCM assessment when aligned with comprehensive processes will ensure continual governance and control over the sustainability of the organization against all possible threats. You'll find the answers to those rhetorical questions: "Where are we now in terms of business continuity?", "Where are we going?", "How will we get there?" & finally "How do we communicate the progress?"

Neil Smith, MBCP, is a principal manager in CSC's Cybersecurity Business Continuity Services (BCS) organization.



Anne Marie
DeBoard
C.H.
Robinson
quality data



Aaron
Callaway
Fairchild
Consulting
Services

Solutions Track 3: How I Operationalized My Business Continuity Program and Why It Is A Game Changer

What does "Operationalizing" BC really mean? Incorporating your BC programs into daily corporate life helps you earn BC adoption. People in your organization need multiple reasons to access your BC program on a daily/weekly basis. By collecting and being able to visualize that data, we have been able to drive people to our program. During this session we will discuss how C.H. Robinson has implemented strategies to operationalize their resiliency program.

Anne Marie DeBoard is business continuity manager at C.H. Robinson.

Aaron Callaway is the managing director for Fairchild Consulting.



Peter
Laz
Forsythe



Chris
Johnson
Veritas

Solutions Track 4: Protect Your Business

As the complexity and scale of IT infrastructures grow, ensuring enterprise service availability is becoming increasingly difficult. A single undetected configuration error can undermine even the best-designed DR and HA environments. Traditional DR testing is necessary, but not enough to ensure your failover and/or recovery will succeed. IT organizations must adopt predictive capabilities that enable them to eliminate risks before they impact the business.

Peter Laz, MBCP, MBI, is a managing consultant in Forsythe's IT risk management division.

Chris Johnson is technical product specialist at Veritas.



Tejas
Katwala
Continuity
Logic



Jim
Holt
Continuity
Logic

Solutions Track 5: Engagement: The Path to Business Continuity and Risk ROI

Engaging everyone in advanced business continuity and operational risk management like any transformational change is still difficult. But a focus on communicating, easy to use tools, and leadership will engage administrators, employees, management and executives. Discover the five must haves for engaging everyone in advanced BCMP and GRC convergence and how you can triple the odds of success.

Tejas Katwala is the CEO and co-founder at Continuity Logic.

Jim Holt, executive vice president, sales and marketing at Continuity Logic.



Frank
Trovato
Info-Tech
Research
Group

Solutions Track 6: Why "5 9s" is a Myth, and How to Establish Appropriate Uptime Targets

Google Apps, AWS, Microsoft Azure fail to achieve even close to five 9s, so why do executives continue to ask for this goal? Do they even know how much downtime is represented by five 9s? It's time to move away from the abstract and mythical goal of five 9s and set appropriate targets based on real business impact. Strategies include using previous incidents as a measuring stick for establishing MTO, and measuring availability based on hours and minutes of downtime – something everyone can relate to rather than annual uptime percentages.

Frank Trovato is manager of infrastructure research at Info-Tech Research Group.



Dru Ullery
BC in the
Cloud

Solutions Track 7: Effects of Social Media on Incident Management: Are You Prepared?

In today's always connected world, information is communicated quickly, and usually in less than 140 characters. When an incident occurs and you are knee-deep in response, do you know what information is being communicated by the public? Is the damage during an incident not only physical but also brand reputation because of social media misinformation? Do you have a social media strategy as part of your risk resiliency and incident management? This session will explore the burgeoning influence of social media, inclusion of social media in testing regimens; and building strategies as part of response and incident management.

Dru Ullery is a member of the core creative team at BC in the Cloud.



Jared
Gouldy
McKesson

Solutions Track 8: Ready or Not?

Is your Organization Prepared for your DR Program?

Learn why an excellent technical solution and good intentions are not enough to ensure the success of a BC/DR project. Whether you are responsible for developing a new BC/DR program or just trying to make changes to an existing one, ensuring your technical objectives are in harmony with and accepted by the organizational culture will be key to ensuring lasting success. Attendees will receive a quick reference worksheet and practical tips to help ensure the success of your DR/BC projects.

Jared Gouldy, CBCP, ITILv3, ACMP, SCO is manager of change leadership program for McKesson.



Joe
Sullivan
Regus



Dan
Perrin
Regus

Solutions Track 9: Dynamic, Static or Work from Home - What is the right Workplace Recovery Solution for You?

Learn why an excellent technical solution and good intentions are not enough to ensure the success of a BC/DR project. Whether you are responsible for developing a new BC/DR program or just trying to make changes to an existing one, ensuring your technical objectives are in harmony with and accepted by the organizational culture will be key to ensuring lasting success. Attendees will receive a quick reference worksheet and practical tips to help ensure the success of your DR/BC projects.

Joe Sullivan is managing director for the IT and workplace recovery business practices at Regus.

Dan Perrin is the global solutions director at Regus.

Sponsor Spotlight

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

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The Fusion Framework Risk Management & Contingency Planning System is the most advanced and easy-to-use system for comprehensive contingency planning. www.fusionrm.com



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Firestorm is a nationally recognized leader in Crisis Management, Continuity Planning, Critical Decision Support, Crisis Response, Crisis Communications, Crisis Public Relations and Consequence Management. www.firestorm.com



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Partners



The Business Continuity Institute (BCI) is the world's most eminent BCM institute and our name is instantly recognized as standing for good practice/professionalism. www.thebci.org



Forrester Research is a technology and market research company and are the only company that creates forward-thinking research specifically for your role. www.forrester.com



The International Consortium for Organizational Resilience provides access to the many offerings of education and credentialing expertise. www.theicor.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. www.ppbi.org

Mock Disaster Sponsor



"Real World, Real Knowledge, Real Tools", we provide real world training expertise for Hospitals, Public Health, Government Agencies and Business & Industry. Our core mission is to provide interactive simulated reality based training by leading real world training cadre. Our training incorporates lessons learned from recent natural disasters, pandemics, active threats and current issues on dealing with terrorism. We challenge organizations to enhance their readiness and their ability to respond to unplanned events. www.iemtrain.com

Co-Sponsors



Continuity Logic's FrontLine Live 5 platform addresses the growing need for enterprise-wide governance, risk management and business continuity. Architected by industry leaders who are taking cloud based, usability focus and self configuration to a new level. www.continuitylogic.com



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Involuta is a provider of data center, technical and managed technical services nationwide. We offer clients the ability to focus on their core business instead of on IT infrastructure. For more information, visit www.involuta.com.



Quantivate is an industry-leading provider of web-based Governance, Risk, and Compliance (GRC) software solutions. Quantivate's Business Continuity module enables an organization to easily develop and implement plans, keep plans up-to-date, perform exercises, manage incidents, and increase the enterprise wide availability. www.quantivate.com



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Sustainable Planner® does it all; takes less than 20 minutes of user training, adapts to your business, even as needs change, and can assist you with every component of your resilience program. Plus, our SP Analytics offers amazing data visualization. www.virtual-corp.net



VOLO Recovery was designed to enable businesses to stabilize internal/ external communications when faced with outages due to disaster or failure. www.volorecovery.com



Hilton San Diego Bayfront Hotel

— Hotel and Travel Information —

Hotel Reservations:

A block of rooms is reserved for Fall World 2015. Once filled, reservations are made based on the available hotel space, with the rate subject to change at the discretion of the hotel. We recommend you make your reservation early to guarantee the best rate possible! Attendees are responsible for making their own hotel reservations. Call **1.800.445.8667** and ask for the DRJ special room rate.



Or reserve your hotel room online visit www.drj.com/fallworld for the direct link to the hotel with DRJ's special room rate. For government room rate contact Conference Director Patti Fitzgerald at patti@drj.com.

Guest Rooms:

Each room has a large work desk, high speed Internet and a 37" flat panel LCD HD television. Enjoy the heated saltwater pool and a walk in the 4.3-acre park and waterfront promenade.

Transportation to the Hotel:

You have a few options including arranging a car rental service in advance with Terramoto, www.terramoto.net. Use the Terramoto website to book with this environmentally friendly shuttle service. You have additional options with a taxi service or the San Diego Super Shuttle, www.supershuttle.com.

Car Rental:

A partnership with Budget and Avis ensures a discounted rate on rental cars for Fall World 2015 attendees. Call **800.842.5628** to make your reservation or use the link found at www.drj.com/fallworld. Use file #U404172 to take advantage of the special discounted rates.

Pre/Post Conference Classes:

We have partnered with a number of leading experts to provide you with additional learning opportunities. These courses will require separate registration, see page 18 - 23 for more information.



Hotel

Hilton San Diego
Bayfront
1 Park Blvd.
San Diego, CA
92101
800.445.8667

DRJ Fall World 2015 Registration Form

Personal Information

Mr/Mrs/Ms	First Name	Last Name
Title		
List Your FBCI, CRP, CBCP#		
Company		
Address		
City	State/Zip Code	Country

Phone	Email
Print Name As It Should Appear On Badge	
List Any Designations for Badge	
Emergency Contact Name/Phone Number	
<input type="checkbox"/> Check if you require special needs. Specify below.	
Notify conference personnel during onsite registration of your arrival and special needs.	

Indicate Your Industry:

- | | |
|--|--|
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| <input type="checkbox"/> Communications | <input type="checkbox"/> Petroleum |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Mgmt. Consultant |
| <input type="checkbox"/> Government | <input type="checkbox"/> Other |

Rank Your Experience Level

- ☐ Novice (less than 2 yrs.)
☐ Intermediate (2-5 yrs.)
☐ Advanced (5+ yrs.)

Is This Your First Conference at DRJ?

- ☐ Yes
☐ No

Payment Information

Check Enclosed for (\$)
Registration Discounts* (if any)
Signature

Bill my company, (Attn.)
Credit Card Type (MasterCard, Visa, etc.)
Credit Card Number Security Code* Exp. Date

*3-digit number found on back of card, 4 digits on front for AMEX

Policy Information

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 27, 2015 without penalty. No refunds or credits will be given for cancellations received after Aug. 27, 2015.

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.

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

Sunday, Sept. 27

Workshop Sessions	SWS-1	SWS-2	SWS-3	SWS-4	SWS-5	SWS-6	ST-7	ST-8
Solutions Track	ST-1	ST-2	ST-3	ST-4	ST-5	ST-6		

Monday, Sept. 28

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. 29

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

Registration Rates

Registration rates for the conference are as follows:

- ~~only \$1095.00~~ through July 27, 2015
- ~~only \$1195.00~~ through Aug. 27, 2015
- ~~only \$1295.00~~ through Sept. 27, 2015

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

Three Easy Ways To Register

Fax: 636.282.5802 (all day)

Mail: DRJ Registrar
1862 Old Lemay Ferry Rd
Arnold, MO 63010

Website: www.drj.com/fallworld

For Information

Call: 636.282.5800
(9 am - 5 pm CST)

Email: rose@drj.com

*Registration Discounts

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

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

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

Pre-Conference Courses

PRC-1: IT/DRP/Certified Business Resilience IT Professional



Sat., Sept. 26, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 27, 8:30 a.m. - 11:30 a.m.
\$1695 per person
Presenter: Rick Wellman

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

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

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

Students will learn various recovery techniques, strategies, and practical methods that will help them to build a robust and resilient technology support infrastructure and critical process recovery capability to ensure a fast and efficient recovery of business operations and mission-critical IT systems, applications, and data. Students will receive a workbook and take-home disaster recovery plan templates. Students may also take the optional multiple-choice CBRITP (Certified Business Resilience IT Professional) certification exam.

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

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

PRC-2: Business Impact Assessment: The Foundation of a Highly Effective BC/DR Program



Sat., Sept. 26, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 27, 8:30 a.m. - 11:30 a.m.
\$1195 per person
Presenter: Doug Cassell



The Business Impact Assessment (BIA) is an essential component of any solid Business Continuity or Disaster Recovery program. It lays the foundation for all of the components that follow in the creation or update of a comprehensive program, and there is no tool that provides a better view of what needs to be included in your strategies and plans, as well as what does not need to be included.

This course will take you through the fundamentals of a solid BIA. It includes "What are the MUST have components", "The Art of getting accurate, useful information", and "How to interpret the information you get", and much more. We will finish with a review of a BIA Report and its key components.

Participants will leave with an understanding of how the BIA is used, essential components, potential traps and how to avoid them, and what to do next to get your BIA, and your BC/DR program up and running fast.

This session is intended for beginners getting ready to create a new program, as well as professionals that are looking to improve their skills and understanding of the BIA and related processes.

For more information on this course outline please contact: continuityseminars@gmail.com

Doug Cassell, CBCP, MBCI, ITIL is a certified BC/DR professional with more than 20 years of experience in the field. He has worked in both consulting and program management roles in multiple industries, including Healthcare, Manufacturing, Banking/Finance and Telecommunications among others.



These courses require separate registration and fees
Earn up to 16 CEAPs by attending a Pre-Conference Course

NOTICE: REGISTRATION FOR THIS COURSE IS CLOSED

PRC-3: ISO 22301 Self-Assessment Workshop



Sat. Sept. 26, 9:00 a.m. – 5:00 p.m.
Sun. Sept. 27, 8:30 a.m. – 11:30 a.m.
Cost: \$995.00
Presenter: Lynnda Nelson

Attend this one and a half day workshop and learn how to align your BCM program to the requirements of ISO 22301. Gain an understanding of the key practices of a business continuity management system for organizations of all sizes and the essential elements of the following standards: ISO 22301, ISO 22313, ISO 19011, ISO 17022.

Using the ISO 22301 Maturity Model as a tool for measuring alignment to ISO 22301, attendees receive an electronic copy of the self-assessment tool as part of the workshop fee. The workshop also includes a review of the ISO 22301 self-declaration of conformity process. The ISO 22301 Maturity Model sells for \$995.00 and is included in the workshop fee. The workshop reviews the following topics:

- Part 1: Requirements for a Business Continuity Management System, the Role of the Auditor and the Audit Process
- Part 2: Developing Strategies to Mitigate Risk and Continue Operations
- Part 3: BCM Program Implementation
- Part 4: Developing a BCM Culture
- Part 5: Program Maintenance and Improvement

For more information regarding this course contact ICOR at:

education@theicor.org • phone: 1-866-765-8321 or +1-630-705-0910

Lynnda Nelson is the president of the board of The International Consortium for Organizational Resilience, (ICOR).

PRC-4: Successfully Conduct Your FIRST BCP/DRP Drill!



Sat., Sept. 26, 9:00 a.m. – 5:00 p.m.
Sun., Sept. 27, 8:30 a.m. – 11:30 a.m.
\$1495 per person
Presenter: Steve Goldman

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

- The company politics of your first Drill
- "First Drill" Planning Checklist
- Using incomplete department plans to your advantage
- Painlessly involve IT, PR, and management
- 100+ Ideas for scenarios
- Develop a timeline for your company!
- Documents you will need
- Expected problems and their solutions
- Critique the Drill and still keep your job
- Using the leverage from this Drill to move onward and upward!

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

Pre-Conference Course Registration Form

Mail form to:

Disaster Recovery Journal,
1862 Old Lemay Ferry Road, Arnold, MO 63010
or fax to (636) 282-5802.

Make check payable to Disaster Recovery Journal
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- ___ PRC-1: IT/DRP/Certified Business Resilience IT Professional (\$1695)
___ PRC-2: BIA: The Foundation of a Highly Effective BC/DR Program (\$1195)
___ PRC-3: ISO 22301 Self-Assessment Workshop (\$995)
___ PRC-4: Successfully Conduct Your FIRST BCP/DRP Drill! (\$1495)

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

Post-Conference Courses

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



Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.

Thurs., Oct. 1, 8:30 a.m. – 5:00 p.m.

\$1595 per person

Presenter: Regina Phelps

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

The workshop will cover:

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

You will:

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

For more information regarding this course:

emsinfo@ems-solutionsinc.com or go to www.ems-solutionsinc.com

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

POC-2: Certified Business Resilience Auditor



Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.

Thurs., Oct. 1, 8:30 a.m. – 5:00 p.m.

\$1695 per person

Presenter: Rick Wellman

The CBRA (Certified Business Resilience Auditor) Seminar teaches students how to conduct a business continuity program audit. It provides a comprehensive and in-depth audit methodology to help you

determine the effectiveness, adequacy, and quality of an organization's business continuity program and is designed for anyone who wants to:

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

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

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

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

POC-3: Preparing for Bioterrorism Events & Public Health Emergencies



Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.

Thurs., Oct. 1, 8:30 a.m. – 5:00 p.m.

\$1295 per person

Presenters: Harlan Dolgin, Meg Nash

NOTICE: REGISTRATION FOR THIS COURSE IS CLOSED

This class will enlighten you on how to plan and prepare for threats related to bioterrorism events, such as an Anthrax release in their community. Attendees will learn how to identify their immediate operational needs and dependencies, critical staff, and infrastructure and evaluate their response plans to ensure continuity during an extended public health emergency.

Learn how to plan and implement a federal program to receive life-saving medications to their employees and families in the event of an attack. A Closed Point of Dispensing (Closed POD) program can be adapted in all locations. Attendees will also learn how to logistically structure this program across locations in multiple jurisdictions and strategies to manage the complexity of a national implementation.

Identify the advantages to partnering with local public health departments, and the common language in a Memoranda of Understanding, as well as the many resources businesses will need to plan and implement a Closed POD. The class will include sessions on the essential contents of a Closed POD plan, and receive templates and all documents needed to create the plan;

- employee notification and communication considerations
- aspects of the federal legal liability shield called the PREP Act
- telecommuting and remote work during public health emergencies;
- ethical considerations
- best practices from other corporations
- training and exercise requirements
- A simulated tabletop exercise will be included.

By the time you leave this session, you will have the information you need to effectively and efficiently plan for a bioterrorism event

and maintain business continuity during an extended public health emergency. Gain in depth knowledge of how to implement this federal program, stand up a Closed POD at your facility, and protect your staff and their families. All tools discussed during the workshop will be provided to you electronically to utilize at your company.

Any questions about the course outline contact:
mnash@biodefensenetwork.com, or text or call (540) 454-9560.

Harlan Dolgin is the co-owner of Bio-Defense Network with more than 15 years of experience and co-founder of PandemicPrep.org.

Meg Nash is a seasoned business continuity professional with a unique background in management consulting, emergency response, disaster preparedness and public health.

POC-4: ICOR Critical Environments Technology Professional



Wed., Sept. 30, 1:30 p.m. – 5:00 p.m.

Thur., Oct. 1, 8:30 a.m. – 5:00 p.m.

Fri., Oct. 2, 8:30 a.m. – 5:00 p.m.

\$1495 per person

Presenter: Jim Nelson

NOTICE: REGISTRATION FOR THIS COURSE IS CLOSED

When it comes to meeting the challenges of preserving, protecting, and recovering data and infrastructure, organizations today need to control IT expenditures and reduce business risk while improving operational efficiency and increasing resilience. The focus of TI 2050: Critical Environments Technology Professional, is on how to align IT resources with business objectives, deliver relevant and reliable IT service, manage risk, and optimize operational efficiency.

In addition, the course focuses on computing resources, data and data storage resources, and network & communication resources. The course concludes by exploring key infrastructure initiatives for organizations today such as virtualization, clustering, cloud computing, mobility, big data, resiliency, green IT, and resource commoditization.

1. Critical Environments Concepts
2. Understanding Storage Management
3. Availability Concepts, Challenges, & Solutions
4. Addressing IT Risk: ICT Continuity & Disaster Recovery
5. Understanding & Protecting Against Security Breaches

For more information regarding this class contact ICOR at:
education@theicor.org • phone: 1-866-765-8321 or +1-630-705-0910.

Jim Nelson is the president of Business Continuity Services, Inc. and is the founder and currently serves as the Chairman of the Board of Directors for The International Consortium for Organizational Resilience.

**"Great Conference! Well organized
& very well managed."**

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_____ POC-2: Certified Business Resilience Auditor (\$1695)
_____ POC-3: Preparing for Bioterrorism Events & Public Health... (\$1295)
_____ POC-4: ICOR Critical Environments Technology Professional (\$1495)

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Membership

The World's Leading Institute for Business Continuity and Resilience

Established in 1994, the BCI has established itself as the leading membership and certifying organization for Business Continuity (BC) and Resilience professionals worldwide. With circa 8,000 members in more than 100 countries, working in an estimated 3,000 organizations in private, public and third sectors, the BCI truly is the world's leading institute in this industry. The BCI stands for excellence in the business continuity profession and its certified grades provide assurance of technical and professional competence in BC. The BCI offers a wide range of resources for business continuity professionals concerned with raising levels of resilience within their organization or considering a career in business continuity.

More than certification

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