Fall World 2007

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Sept. 16-19, 2007

Sheraton San Diego Hotel and Marina
San Diego, Calif.

Building A Better Business Continuity Program

The World's Largest Conference Dedicated to Business Continuity

Celebrate 20 Years With DRJ!

20th ANNIVERSARY DISASTER RECOVERY JOURNAL

DRJ — DISASTER RECOVERY JOURNAL

Fall World 2007

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The World's Largest Conference Dedicated to Business Continuity

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Why are DRJ's conferences #1 in the industry?

Our attendees know the answer.

"This is my fourth DRJ conference and I continue to be delighted with the experience."

"This was my first time at DRJ, and I really got a lot of valuable, usable info from all of the presenters."

"Always the best annual source of information for our profession!"

"The conference is an excellent opportunity to network and stay abreast of new topics/issues/solutions in the world of BCP/DRP/ERP."

"Speakers have been wonderful. They know their topics and their communication skills are phenomenal. My first DRJ conference. I will be back!"

Welcome to Fall World 2007.

This is the 37th conference sponsored by Disaster Recovery Journal! Our record of presenting comprehensive, educational and enlightening shows continues with this conference! We are celebrating our 20th anniversary by putting all our knowledge into building one of the best conferences ever.

Let our experience work for you! With our history, we are able to attract top speakers and experts on the challenges facing today's continuity planners. As our industry grows, the challenges continue to mount.

Building a Better Business Continuity Program is vital in today's world. At Fall World 2007, you will find a variety of sessions to address concerns from every aspect of business continuity, emergency response, risk management and much more!

Browse through our brochure and find the sessions that meet your needs. Sign up quickly to take advantage of our registration discounts!

You won't find a better conference for a better price. See page 17 for registration information.

Strengthen your plans with the tools available at Fall World 2007. We can help you with **Building A Better Business Continuity Program**.

Join us and find out why DRJ's conferences are number one in the industry!

Richard Arnold, CBCP

DRJ President

New For Fall 2007!

Find answers to today's tough problems. Fall World 2007 is bringing you leading experts to help in **Building a Better Business Continuity Program**. Expand your knowledge with these exciting educational opportunities.

Compliance

Paul Sarbanes, co-author of the industry-changing Sarbanes-Oxley Act, will share the story behind the reform act and how it affects continuity planners!

Sponsored by Forsythe.

Crisis Planning

Leading airline crisis management expert Joseph DesPlaines will give us an inside look into the complicated world of crisis planning. Discover how to apply the lessons learned to your industry!

Availability

In today's competitive world, downtime is no longer acceptable. Is 24/7/365 availability an attainable goal? IBM's Richard Cocchiara will share solutions!

Budgets

Maintaining a balanced budget is a continual struggle. How do you get what your department needs? Experienced executive Damian Walch has the answers!

Table of Contents

Conference Favorites Are Back!

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

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

Welcome Reception
On Sunday evening all attendees, exhibitors and speakers are invited to a fun-filled reception in the expansive exhibit hall. Networking and refreshments are available in a relaxing, fun atmosphere.

Advanced Track
Our advanced breakout track provides a spot for experienced practitioners to share their knowledge as they tackle tough problems that plague the industry.

Breakouts, Workshops
Learn to *Build A Better Business Continuity Plan* in our breakout sessions. You will find specialized tracks that meet your needs! All sessions are rated for advanced, intermediate and novice.

Exhibition Hall
You will have many opportunities to view products, technologies and services! More than 100 exhibitors will be at Fall World 2007. Remember to register for DRJ's exhibit hall prize!

Cyber City
Sponsored by **Rentsys**, the Cyber City provides an area where attendees can check websites or e-mail. It is open during a variety of hours for the convenience of attendees. Keep in touch with the office and in contact with clients.

Sponsor Information

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

Gold Sponsor

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**

Silver Sponsors

Citrix Systems, Inc. is the global leader and most trusted name in on-demand access. More than 180,000 organizations around the world rely on Citrix to provide the best possible access experience to any application for any users, even when those employees are disbursed due to uncontrollable circumstances. **www.citrix.com**

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

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

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**

Bronze Sponsors

eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services for business continuity management. ESN develops tools and utilities focused on core requirements: flexibility, scalability, objectivity and ease of use. ESN's core product is eBRP Toolkit. **www.eBRP.net**

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

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). **www.messageone.com**

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

Mock Disaster Sponsor

Sentigy simplifies complex problems by providing methodology, training, and professional services in information protection and technology. Sentigy is a trusted business advisor focusing on providing business-driven technology solutions that have a high return on investment and offer vendor-neutral solutions using proven methods, practices and Sentigy Pathways. **www.sentigy.com**

Co-Sponsors

Avalution Consulting specializes in business continuity strategy design, development, implementation and long-term solution maintenance. We excel at rapidly designing BC strategies and enabling in-house personnel to execute and maintain continuity plans. **www.avalution consulting.com**

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

Deloitte & Touche LLP's Security & Privacy Services offers a portfolio of services to help companies with their information security risk management, business continuity, privacy and data protection initiatives. We work with clients to improve enterprise security and value, shape the advancement and evolution of effective solutions, and develop risk aware programs and processes. **www.deloitte.com/us/security**

EVault, Inc., a wholly-owned subsidiary of Seagate Technology, is the trusted expert in complete data protection solutions that answer today's demand for high availability, secure backup, and immediate recovery of business-critical data to help meet regulatory compliance requirements. **www.evault.com**

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

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

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**

Conference At A Glance

Sunday

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

Monday

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

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

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

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

Pre- And Post-Conference Events

Saturday and Sunday

PRC-1: EOC: The Critical Tool
PRC-2: Ready, Set, Exercise
PRC-3: Outrageously Easy Rec. Planning
PRC-4: Current State Assessment
PRC-5: BC Basics: One Size/Not Fit All
PRC-6: NIMS ICS for Business/Industry
PRC-7: BC Planning Made Simple

Wednesday and Thursday

POC-1: Everything You Need to Know
POC-2: Six Steps to BC Program
POC-4: Sell Your Program to Executives
POC-5: BC Planning for Avian Flu
POC-6: Public/Private Partnership
POC-7: The Command Center

Wednesday, Thursday and Friday

POC-3: Advanced BC Program Audit
DRII Certification Courses

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

DRJ is offering an exciting lineup of sessions on Sunday afternoon. These interactive workshops allow in-depth study of cutting-edge topics. Mark your selection on page 17.

Sunday Workshop Session 1
Novice/Intermediate/Advanced

Tabletop Exercise Creation Workshop

Session limited to 200 participants.

Jim Kotowski, CBCP

J. Kotowski Ent. LLC

This hands on interactive workshop will lead participants through the entire process of creating a tabletop exercise. The primary goal of all exercises is the improvement of business continuity plans, strategies, and/or programs.

The focus of the workshop includes a detailed discussion of the three main phases of a successful tabletop exercise: 1) planning, 2) execution, and 3) results.

Good planning leads to great exercises. Learn why exercises need a solid project management approach and how to define scope, objectives, and assumptions.

Examine resources and skill sets needed for the exercise and obtain management buy-in to ensure maximum participation.

In addition, participants will learn how to effectively facilitate, manage, and move the exercise forward.

Examples of presentations, charts, and other visual aids will be included.

At the end of the workshop, participants will receive an example project plan and timeline; a draft outline of an exercise script and presentation, and an assessment report template ready to take back to their offices to be used for a real live exercise.

Jim Kotowski, owner and principal BCM consultant for J. Kotowski Enterprises, LLC, is a Certified Business Continuity Professional (CBCP) who has passed the Master certification exam. He has 18 years experience in the business continuity and disaster recovery profession. This includes both the public and private sector. His diversified experience covers all business continuity management domains, including mitigation, incident management, emergency response, risk analysis, business impact analysis, disaster recovery, business resumption, COOP / COG, and Pandemic response planning.

Sunday Workshop Session 2
Novice/Intermediate

Business Impact Analysis Beginning to End

Barney Pelant, MBCP

Barney F. Pelant & Assc.

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

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

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

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

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

We will cover asking the right questions to learn:

- What is most important?
- Why?

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

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

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

Pelant's technical experience ranges from the design and development of domestic and international business centers, to the development of contingency plans to ensure their ongoing viability.

Sunday Workshop Session 3
Novice/Intermediate/Advanced

Workshop on Building a Business Continuity Organization

Tonya York, CBCP

eVault

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

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

When participants complete the workshop, they will have the tools to implement when they return to their organizations.

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

Tonya T. York, CBCP is business continuity management practice director for eVault Professional Services. She has 20 years of senior-level experience. As senior consultant at Symantec/VERITAS, York was responsible for creation, sales, and delivery of business continuity services to Fortune 500 customers.

Sunday Workshop Session 4
Novice/Intermediate

Vali Hawkins Mitchell, PhD'

Inner Directions

Best Practices: Self-Care Protocols for BCP and Career Longevity

The necessity of self-care protocols continues to be marginalized when they should be made primary. Maintaining motivation while managing the daily concerns of work and life for the "long-haul" of a career in disaster planning and BCP requires essential self-care tools and practices. Learn the basic tools to recognize and manage predictable and unpredictable workplace issues, from small to catastrophic, for use during daily life or critical incidents.

As a result of this session the outcomes for the participant should be able to:

1. Recognize emotional management styles and self-identify themselves and others
2. Monitor their own motivators for success
3. Explore and develop tools toward business and emotional skills mastery through interactive activities
4. Define and expand self-care protocols
5. Have an outcome of being able to utilize their work experience more fully while protecting emotions and essential bottom-line issues

Vali J. Hawkins Mitchell, Ph.D., LMHC, is a certified traumatologist, and holds a Doctorate in Health Education and a Master's degree in Psychology. A Licensed Mental Health Counselor, national business consultant and executive coach, she is also an author, workshop facilitator, and adjunct faculty member at Washington State University in the Tri-Cities. Dr. Mitchell is a national diversity instructor and disaster mental health counselor for the American Red Cross and responds to local and national disasters.

Sunday Workshop Session 5
Novice/Intermediate/Advanced

Deidrich Towne, Jr. CBCP

PPBI

Peter Laz, MBCP

PPBI

The Incident Management Maturity Model

PPBI has created the Incident Management Maturity Model as an assessment tool to measure the extent to which your incident management system provides for four dimensions.

These dimensions are:

- assemble
- collect
- coordinate, and
- channel resources during an incident.

The workshop has been rated highly by more than 60 participants at earlier DRJ conferences.

It is highly interactive and the assessment is available to take home.

Attendees will walk away with extensive knowledge of the Incident Management Maturity Model.

Peter Laz, MBCP, is employed by Forsythe Solutions Group as a business continuity consultant. He has 19 years experience designing and implementing business continuity, disaster recovery and incident management programs.

He is a member of the DRJ Editorial Advisory Board, PPBI Board of Directors and program director of the New York-Capital Region Chapter ACP.

Deidrich E. Towne, Jr. CBCP is senior technical consultant for Forsythe. He has more than 35 years experience in Information Technology. He is Chairman of the Board for PPBI.

Sunday Workshop Session 6
Novice/Intermediate/Advanced

Mock Disaster Exercise

Sponsored by **SENTIGY** Experience That Counts

Session limited to 200 participants.

Attendees will learn how to conduct an exercise to validate their company's business continuity plan and to improve their plan by collecting the all-important GAPS highlighted by the exercise. As new business continuity planners enter the business continuity field, it is very important that they understand how to exercise their plans. This Mock Disaster will allow attendees to see the process required to develop an exercise based on natural disaster scenarios.

The three-hour session will focus on the disaster organization, teams, participants, script writing and on the information and actions required to exercise a company's business continuity plan. Exercises should be designed to put pressure on the participating team members to make decisions and produce solutions in a timely manner while under pressure. They will be under far more pressure during a real disaster.

This session provides seasoned business continuity professionals with some refresher information or even some new ideas when taking their company through the plan testing process. It will also give the new person just entering the business continuity field a process to follow and some ideas for creating their own scripted exercise.

Presenters will be Dee V. Halbrook, CBCP and Sean M. Ferguson, director of marketing. Sentigy simplifies complex problems by providing methodology, training, and professional services in information protection and technology. Sentigy is a trusted business advisor focusing on providing business-driven technology solutions that have a high return on investment and offer vendor-neutral solutions using proven methods, practices and Sentigy Pathways.

General Sessions are held each morning for all attendees. Whether you are an experienced planner or new to the industry, you will find the information to help you Build A Better Business Continuity Program.

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

Monday

Reduce Stress With New Techniques

Michael Anthony

Risks. Budgets. Disasters. Outages. Challenges. The business continuity world is a stressful one. Planners are faced with tough decisions everyday. How can you deal with these stressful tasks on a daily basis and not have them take a toll on you? In this enlightening and fun session, learn to take control of stressful situations and improve your physical, mental and emotional states. Learn innovative ways to view stressful environments and create a new and powerful outlook. Conquer the stress and have fun at work again!

Michael C. Anthony is recognized as one of the most successful stage performers in the world today. He has been seen on ABC, NBC, CBS and FOX. He was also voted Male Performer of the Year by CA Magazine.

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

The Economic Impact of Being a Highly Available Organization

Richard Cocchiara, IBM

With increased reliance on technology, organizations must manage against downtime-related revenue and employee productivity losses during a disaster or unplanned outage. How do you ensure that your human capital, processes, systems, and data are quickly recoverable and readily available to continue normal business operations in the case of an unanticipated compromise to your business? Learn how high-impact outages affect your service levels and your ongoing business operations. Discussion will include the availability and scalability of your organization's most critical business processes. Learn what risks pose the greatest threat and identify the real costs of downtime to your business.

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

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

This session sponsored by Forsythe.

The Sarbanes-Oxley Act and the Strength of American Business

Paul Sarbanes

The passage of the Sarbanes-Oxley Act ushered in a new world of compliancy for corporations. This comprehensive reforms act was co-authored by Senator Paul Sarbanes. In this session, he will discuss the Sarbanes-Oxley Act, and what it means for American business. Learn how business continuity planning plays an important role in meeting the compliancy regulations. This enlightening session will provide an inside look at the Sarbanes-Oxley Act and what it means to our industry.

Paul Sarbanes, Maryland's senior senator, led the charge to reform the business world. His work in creating the Sarbanes-Oxley Act has transformed the business world. He served five terms in the U.S. Senate and was honored in June 2003 with the prestigious Paul H. Douglas Ethics in Government Award from the University of Illinois.

Pandemic Planning – Department Store Style!

Regina Phelps, EMS Solutions
Jim Hedrick, CBCP, Federated Department Stores

The world is planning for a global pandemic but what are large, global companies doing to get ready? How does a company with 900 stores, 16 operating divisions and an extensive global supply chain go about building a comprehensive pandemic plan? Federated Department Stores (FDS), better known to us as Macy's and Bloomingdales Department Stores, started off its planning process with significant senior management support and a mandate to build a program that would meet its pandemic needs and at that same time invigorate its "everyday" business continuity plans. Learn how this global plan was developed, the approach, the unexpected outcomes, the trials and tribulations.

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

Jim Hedrick, CBCP, ARM, ALCM is the senior manager of business continuity and enterprise resiliency at Federated Department Stores (FDS).

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

Achieving Information Availability with Virtualization

Don Norbeck, SunGard Availability Services

Virtualization, the latest technology buzz word. But what does it mean to your organization and its ability to meet ever-reducing recovery time objectives? Never before has the relationship between business and IT been more important. More and more, companies need not just to recover faster from IT interruptions or disasters but to avoid them altogether. Explore the use of virtualization in business continuity. Learn how the right planning and architecture can help simplify recovery, testing and production applications for those striving to achieve information availability at all times.

Don Norbeck is the director of product development for SunGard Availability Services.   He is currently responsible for setting SunGard's strategy for virtualization, grid and on-demand computing.

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

Lessons Learned From Aviation Crisis Management:
How One Airline Expanded Its Vision of Disaster Response

Joseph DesPlaines, Frontier Airlines

The commercial airline industry has had their human factors disaster response plans and actions regulated since 1996, when the Aviation Disaster Family Assistance Act was passed into law. As a result of this legislation and the nature of the commercial passenger airline business, no one is more prepared for managing a mass casualty disaster than the airline industry. The presentation will identify and explain the 10 most important lessons learned from commercial aviation disaster management work. In addition, learn how the management of one major airline used the industry lessons learned to develop the vision of moving from a single focus emergency response plan to a full, comprehensive business continuity approach to anticipate, respond to, manage and recover from a variety of crisis that could cause a business interruption. The information presented will help participants identify "real world" post crisis issues and offer examples of practical strategies to address these concerns.

Joe DesPlaines is director, business continuity and emergency management for Frontier Airlines. He is one of a small number of professionals nationally who has extensive direct experience and expertise in both airline crisis management and business continuity.

Empirical Research Findings Regarding Risk Communication: Improving the Effectiveness of Your Danger Warning Messages

Robert C. Chandler, Ph.D, Pepperdine University

Risk communication messages are an important aspect for any response. They are designed to communicate warnings, threats, consequences, dangers, and specific/general behavioral guidelines/requests to key audiences. These messages typically seek comprehension, understanding, and some level of behavioral compliance from the individuals targeted. This session should be of great interest to those who want greater understanding into the key aspects of risk communication messages, how to evaluate them, and specifically how to improve the effectiveness of risk communication messages for applications in their own companies, businesses, organizations, and agencies.

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

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

Are You Spending Too Much?

Damian Walch, Deloitte

The age-old question in our industry is "how much should you spend on the BC/DR program"? Isn't it time we stop defaulting to 2-4% of the IT budget? This presentation will provide rationale for staffing size, hotsite subscriptions, hardware acquisitions and even offsite storage. Learn the formulas and benchmarks that can be applied to different sized companies in different industries. Discussion will also include how divisional growth can impact a company's target spending. This session will finally give you what your executives have been asking for all these years.

Damian Walch is a director for Deloitte with responsibility for delivering disaster recovery, business continuity, information security and risk-related services. He has more than 18 years of experience in the field of information systems.

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

Plan, Prepare, and Mitigate Workplace Violence

Barry Pruitt, PruSpeak

You can logically understand the violence associated with high-risk occupations, but how can you explain the recent emerging pattern where seemingly safe locations, such as private office buildings and college campuses are used to seek revenge? So, what's your plan to avoid workplace violence? In high-risk occupations and locations, the business is usually the target and an employee becomes victimized during the commission of a criminal act. In the office setting the targets *are* the employees (regardless of the nature of the business). Experts agree that there are "triggers" in the workplace that sometimes will seemingly push a person "over the edge." How your organization handles the triggering event can make a difference in the escalation of a potentially violent situation. Organizations are often ill equipped to handle violent situations and the emotional needs that follow. Learn the warning signs of workplace violence, how to recognize the three types of threats, the types of violence, and how to make certain you practice sound, victim-friendly strategies.

Barry Pruitt is president of PruSpeak Incorporated and suffered workplace violence in 1987. Barry offers the workplace violence prevention seminar of choice for the National Safety Council and teaches at the USC School of Business.

Sessions in each breakout track run concurrently.
Choose one session from each track.

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

Breakout Sessions Track 1

Strategic Session 1
Novice/Intermediate

Protecting Your Brand in a Crisis

Colin Ive

Nokia UK

Protecting a company's brand is vital. This session will demonstrate the importance of crisis management with properly prepared crisis management teams. The focus is on protecting a company's brand through well thought out and exercised policies and procedures for both internal and external communications. Learn why call trees don't work and the alternative approach taken at Nokia UK. Good and bad examples of external communications will be given. The dangers of "perceptions of truth" will be explored as well. Personal experiences will be shared from incidents in the UK: the Windsor Castle fire, aircraft crashes, serious fires, flooding and storm damage; and the many terrorist bombings London has suffered. The presentation is both informative and entertaining.

Following the completion of his MBA in 2001 Colin Ive became a senior business continuity specialist with global responsibility at Nokia. A member of the Business Continuity Institute he has presented at UK and European business continuity conferences and was a contributor to the BCI Good Practice Guide for Business Continuity Planning 2005.

Managerial Session 1
Intermediate/Advanced

Migrating a BCP from Function to Process Model Organization

Robert Crockett

Cisco Systems Inc.

Learn how one organization took a functional BCP model and migrated the BCP plan to a process model. Discussion will include function vs. process: drivers and outcomes and advantages for BCP planning. Participants will gain an understanding of the relationships and learn to build support and sponsorship. Also covered will be distributed program ownership, building plans, integrating crisis and response plans, and reporting and metrics for program implementation and success.

Robert Crockett is manager of business continuity at Cisco Systems and has been with Cisco for nine years in business continuity, crisis management, and risk management, where he has focused on business continuity management and supply chain management.

Technical Session 1
Novice/Intermediate/Advanced

Technical Recovery Planning and Disaster Recovery for SAP

Scott Bisciglia

S.C. Johnson

In this session, learn the differences of technical recovery planning, disaster recovery planning and processes for implementing these in a SAP environment. Discussion will include how the two should be used in conjunction with; BIA, applications recover strategies, emergency response and problem notification, developing and implementing the overall plan, maintaining and exercising the overall technical/business recovery plan.

Scott Bisciglia has more than 20 years experience in the IT profession. He currently manages technical recovery planning and is a member of the architecture team at S. C. Johnson, a family company. He is responsible for creating, maintaining and testing global technical recovery plans. He also works with Global BRP and TRP leads to insure plans are tested and documented in alignment to North American BRP and TRP.

Emergency Response Session 1
Novice/Intermediate/Advanced

Public/Private Alliance: Why It Is Important?

Liz Granger CBCP

VISA

In the wake of recent natural disasters and the possibility of a pandemic flu, many public agencies have spent a good deal of time planning for emergency response. However, there are still a variety of gaps in our planning. There is also a lack of shared understanding about the resources and expertise resident in the private sector. The private sector can be a tremendous resource in information exchange, technology, and expertise, but is too often an untapped resource. Discover how San Mateo County, Visa and the local agencies have developed the San Mateo County Corporate Emergency Preparedness Forum to ensure the county can respond and recover efficiently and effectively in the event of a disaster.

Liz Granger, CBCP, leads the enterprise resiliency program for all U.S.-based Visa facilities. She is responsible for the development and implementation of the work area recovery program, crisis management teams and related emergency operations centers.

Advanced Session 1
Advanced

Case Study: Workspace Recovery at Constellation Energy

Daniel Sadler, CBCP

Constellation Energy

Organizations need to pre-plan loss of facility scenarios and establish alternate business sites to house their critical operations during a disaster. Discussion will include planning, selection, negotiation, construction, management, testing, and usage of various options. Depending on recovery time objectives, security philosophies, available resources, and budgets, organizations may build and manage an internal hot-site or warm-site, designate existing conference and training rooms as recovery sites, select a vendor's retainer-based workspace recovery solution, choose the flexibility of a mobile recovery unit, or develop mutual aid agreements with other organizations to share resources. The costs, advantages, disadvantages, and logistics involved with these solutions will be highlighted.

Daniel Sadler, CBCP, senior business continuity analyst for Constellation Energy, is lead coordinator for corporate Pandemic preparedness, emergency response planning, project manager - business recovery site construction and management, and lead planner for BC in various company divisions.

Information Session 1
Intermediate

Incident Command Structures Help To Assure Post-Disaster Business Survival

Dave Newsom MBCP

Alcatel-Lucent

Most companies develop business recovery/continuity plans independent of a formalized Incident Command Structure (ICS), causing confusion during activations. An organized disaster management structure can be implemented before, during, or after a disaster or other natural, man-made, or technological event, providing organized response and management in key areas. We'll examine the planning templates required to support each of these ICS tiers and how defined plans, processes, and trained teams can implement the ICS process before or after events, whether anticipated or unanticipated. Learn best practices in assessing the damage that occurred due to an event in order to organize and prioritize resources required to return (restore) the business to normal operations.

Dave Newsom, MBCP, brings more than 17 years of experience in the business continuity and disaster recovery field to his current role as a distinguished member of the consulting staff in the security and business continuity practice of Alcatel-Lucent's Services Business Group.

Sessions in each breakout track run concurrently.
Choose one session from each track.

Monday, 2:45 - 3:45 a.m.

Strategic Session 2
Intermediate

Sandesh Sheth

Joe McHugh

Satyam Comp. Svcs. Ltd.

Judiciary Info. Systems

BCMS Capability Maturity Model

Learn an approach for developing a Business Continuity Management System (BCMS) Maturity Model (MM). The development of a Maturity Model for BCMS would ensure the ability to measure the present maturity level, ability to benchmark and hence track improvement. The prerequisites for such a model would be that it be based on the three major building blocks of BCMS and that the maturity levels are SMART – specific, measurable, achievable, realistic and time-bound. This session addresses the needs of professionals who are entrusted with developing, implementing and validating the BC and DR plans for their organizations.

Sandesh Sheth, PMP, CISA, Six Sigma Black Belt, is a business continuity consultant. He represents Enterprise Risk Management Consulting Group of Satyam Computer Services Limited.

Joseph McHugh is the executive deputy director operations for Judiciary Information Systems (JIS) of the State of Maryland Judiciary, US. He is the project champion for BC management system implementation project at JIS.

Managerial Session 2
Intermediate/Advanced

Dave Morgan, MBCP

The Changing Face of Risk Management

Risk management is undergoing a metamorphosis in the business world. Compliance issues raised from the Sarbanes-Oxley (SOX) legislation and other recent regulatory requirements are motivating companies to more formally organize risk management departments. This session will present an overview of risk management principles and how they relate to business continuity planning methodologies. You will learn about the standard and accepted practices of risk control and risk financing and see how they relate to what we do as business continuity practitioners. You will also learn how you can become more proficient in the principles of risk management and what the connection is between compliance and risk.

David Morgan has been a business continuity professional since 1990 where he worked for a national insurance company as their BC manager before opening up a business continuity consulting practice. He serves as president of the Northern California Business Recovery Managers Association.

Technical Session 2
Novice/Intermediate/Advanced

Tim Woerther

AT&T

Incorporating BCP into Your ITIL Efforts

We all know that project management plays a significant role in our business continuity and disaster recovery programs. How does an organization ensure that the program stays in sync with the rest of the business? This presentation recognizes that getting continuity planning into every aspect of the organization has always been a struggle. Aligning your BC program with ITIL efforts of the rest of the organization provides a way to further the BCP program and ensure that the program is meeting the needs of the business. IT Infrastructure Library (ITIL) provides comprehensive guidelines that bring together the 'best practices' for service management and touches all parts of an organization. ITIL has a framework of areas that address unique services provided to support the business.

Tim Woerther is a senior business manager with AT&T, supporting the business continuity and disaster recovery requirements of the Information Technology organization. He is co-chair of the St. Louis Area Pandemic Preparedness (SLAPP) organization.

Emergency Response Session 2
Novice/Intermediate/Advanced

Steve Zirkel

Varolii

Ensuring Workforce Continuity During a Pandemic: Communications Best Practices

After a series of major events over the past few years and a growing recognition of associated downtime costs, many organizations have become aware of the need to implement resilient capabilities within their communications and IT systems. Managing IT systems outages is critical, but failure to effectively plan for management of your human capital can be even more expensive. A recent Forrester study of NA and European BC planners and decision makers showed that while almost 70% of their organizations have plans in place to recover data centers and communications, less than 25% of them feel that they have planned to support and recover their workforces. Improvements in workforce continuity planning can yield significant benefits, not only to staff morale and safety, but to organizational resilience during a crisis.

Steve Zirkel has more than 18 years of CRM and contact center industry experience. As GM of the BC segment, he drives the growth, knowledge and innovation, as well as directing the overall operations for the company.

Advanced Session 2
Advanced

Randy Till CBCP

Master Card

Effective Management Of The Business Continuity Program Through Oversight And Reporting

A successful business continuity program in today's ever-changing global business climate is dependent on gaining executive management participation. To succeed in this endeavor, executive management will require measurements and reports in order to effectively set the direction and expectations for the BC program. This involvement by management will help to drive the business continuity within the organization based on the strategic direction and mission of the corporation. BCP as a core business function has continued to evolve within organizations and is today becoming a formal program in many companies. The success of a strong BCP has always required the management commitment towards resources and funding.

Randall Till, CBCP, is a senior business leader at MasterCard Worldwide where he is responsible for developing and implementing an enterprise-wide business continuity management program.

Information Session 2
Intermediate/Advanced

Kathryn McKee

Human Resource Consortia

Leading People Through Disasters: The People Side of Planning

In putting your emergency preparedness, response and continuity plans together, how much thought have you given to the people side? First Interstate Bancorp has implemented a comprehensive human resources plan and program. Learn what role the HR function plays in your BCP, the HR policy contingencies, and how to equip managers to deal with traumatized employees. A review of employee communications plans will be included. In addition, learn about the extensive use of critical incident stress debriefing and a comprehensive manager-training program to help managers and supervisors recognize behavior that may be caused by trauma. You'll come away with an enhanced understanding of how a high degree of care had a powerful impact on employee morale and productivity.

Kathryn McKee, SPHR, is president of Human Resources Consortia where she offers consulting on human resources strategy, leadership and executive coaching.

Breakout Sessions Track 2

11

Sessions in each breakout track run concurrently.
Choose one session from each track.

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

Breakout Sessions Track 3

Strategic Session 3
Novice/Intermediate/Advanced

Laura Mallet CBCP

Citrix

Developing a Solution-Based Global Business Continuity Program

Be ready and responsive. That's the service you need to provide your organization, no matter how large or small. The ability to effectively respond to a major incident is an even more compelling issue in today's complex business environment. Ensuring that the demand for continuous customer service is met in a global environment creates even more challenges. Learn important factors for developing and managing a global business continuity and disaster recovery program. Building the program takes teamwork, cultural and regulatory awareness, knowledge of a wide range of global risks and a tremendous amount of leadership and planning. This session will focus on these and many more areas of consideration when building a successful global program that will address your organization's challenges and meet your needs.

Laura Mallet, CRP, CBCP, is responsible for Citrix's Global Business Continuity and Disaster Recovery Program. She has been actively involved in the areas of Information Technology, DR and BC for 24 years.

Managerial Session 3
Novice

Walt Thomasson

Rentsys Recovery Svcs.

Recovering People: The Most Critical Part of Your Recovery Plan

It is becoming increasingly difficult for key employees to travel to distant recovery centers in the event of a business disruption. However there are many new, fast growing and changing strategies focused on recovering people, both remotely and locally to businesses. These strategies are scenario based with many options available to accommodate many business needs. In most cases, the most crucial part of recovering your business is recovering your people. Without your people, your business will come to a stop. Learn some of the key strategies available in the market today, with the primary focus on recovering people. A review of the pro's and con's involved in the strategies will be included.

Walt Thomasson, managing director of Rentsys Recovery Services, has more than a decade of experience in the BCP/DR industry. He is a leading expert on mobile communications and temporary facilities for regional recovery strategies.

Technical Session 3
Novice/Intermediate/Advanced

Damon Harley CBCP

Hewlett-Packard

Best Practices in Electronic Vaulting and Backup Strategies

This session will focus on electronic vaulting, which provides an efficient, assured and secure backup of your data to an offsite location. The key concepts you will learn are: how to restore vital business data from anywhere across an enterprise, anytime it is needed; determine how to gain immediate access to the most accurate data, even after a disaster; and review the electronic vaulting architecture, design details, best practices, and backup strategies.

Damon Harley, CBCP, is the solution program manager for HP's BCRS within HP Outsourcing Services that provides a complete range of end-to-end outsourcing solutions for IT infrastructure, applications and business process for enterprise organizations. Harley is responsible for managing the rollout of HP's complex & high-end business continuity solutions.

Emergency Response Session 3
Novice/Intermediate/Advanced

Paul D'Arcy

Message One

Protecting Communications: Real World Lessons from the Fortune 500

Mark Twain said there were two certainties in life – death and taxes. Much like the old adage, when disaster strikes, there are two things businesses can consider certain: you can't plan for everything and you'll never know which communications channels will be viable. So it is critical that IT managers understand the importance of establishing an effective communication infrastructure. Learn everything IT executives need to know about protecting communications, including the leading causes of downtime for email and other communications and the effects of crises and disasters on an organization's communications infrastructure. An historical analysis of downtime based on incidents will be given, as well as case studies of global industry leaders.

Paul D'Arcy is vice president of worldwide marketing for MessageOne and an expert on email and crisis communication infrastructure. With more than 15 years of technology marketing experience, he is a published author and a frequent speaker at industry conferences.

Advanced Session 3
Advanced

Robert Giffin

Avalution Consulting

Achieve Your BC Goals With Little Or No Resources

An executive manager at Company X (a $1+ billion dollar company) recognizes the need for a business continuity program, and that person assigns the "task" to you. You may or may not have a background in business continuity management (BCM), but regardless, everyone mentioned you need to start with a business impact analysis. You also understand the need for strategies, plan documentation and testing. But with no staff and barely a budget, where do you begin? Start here! During this session, you will learn how other companies are tackling this challenge, and their lessons learned, including: Key activities, processes and content that deliver, how to influence management's expectations and shortcuts you shouldn't take.

Robert Giffin is a managing consultant for Avalution Consulting, a firm specializing in event risk management and business continuity solution design, development, implementation and long-term maintenance.

Information Session 3
Novice/Intermediate/Advanced

DRI INTERNATIONAL ### 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.

**Sessions in each breakout track run concurrently.
Choose one session from each track.**

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

Strategic Session 4
Novice/Intermediate/Advanced

Operation Pink Mist: Conduct a Surprise Exercise in Your Company

Regina Phelps

Bonnie Ward

EMS Solutions

Liberty Mutual

Imagine coming to work one day and have your company CIO great you with…"SURPRISE!" – "This is a Emergency Operations Center Exercise." That is exactly what happened at the Portsmouth New Hampshire mission critical data center for Liberty Mutual. The Incident Commander and the Executive Team felt that one of the best ways to ensure the team was "ready for anything" was to conduct a surprise all-day exercise. This session explores exercise design, ways to challenge a well-developed team, the pitfalls to avoid and how to develop a stellar team!

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

Bonnie Ward is vice president, telecommunications strategy and support services, Liberty Mutual Group.

Managerial Session 4
Intermediate/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 Generally Accepted Business Continuity Practices document. This document is being written by practitioners from the public and private sectors as wells as partner organizations. 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.

Technical Session 4
Novice/Intermediate/Advanced

Technical Requirements and Designs for Disaster Tolerant Solutions

Steve Haldeman ABCP

Jeff Kight ABCP

Hewlett-Packard

Hewlett-Packard

You've done the business impact analysis and you understand your critical applications defining RTOs and RPOs. You may have even thought through some general recovery strategies but what do you do next? This session will look at how you gather technical requirements, define additional data you need, how and where to factor in the RTOs and RPOs to conclude with the best technical solution approach.

For the past six years, Steve Haldeman, ABCP, has been manager of HP's presales Business Continuity and Availability Competency Center. In his 26 years with HP, he has held positions that include software development, field solution architect, project manager, and technical solution architect.

Jeff Kight, ABCP, is senior solution architect for Americas Business Continuity and Availability Competency Center. In his 14 years at HP, he has held positions that include e-commerce solution development, field solution architect and more than six years of experience in the development of technical BC&A solutions across various platforms.

Emergency Response Session 4
Novice/Intermediate/Advanced

Effective Business Continuity Planning for Healthcare Organizations

Kathy Lee Patterson CBCP

Childrens Hosp. of Phila.

This session will address how to build or further develop a business continuity/disaster recovery program within a healthcare organization. Hospitals and other healthcare facilities have unique challenges inherit from the type of services they provide. Since healing patients is their primary goal, making sure that clinicians have the appropriate tools they need at their disposal is extremely important. We will address how to further develop your business continuity program by advancing client downtime procedures, conducting disaster training exercises that work at hospitals, the business impact analysis with patient safety aspects, successful funding initiatives and other important tips when working in BCP and DR in healthcare.

Kathy Lee Patterson, CBCP, is the business continuity manager at Children's Hospital of Philadelphia. She is responsible for working closely with the IS organization and developing a comprehensive BC and DR program.

Advanced Session 4
Advanced

The Convergence of Business Continuity and Enterprise Risk Management with the Supply Chain

Bruce Labott CBCP

Satori Consulting

In today's business environment, supply chain redundancy and continuity has fallen on deaf ears - tough economic times and the bottom-line benefits of a streamlined supplier base have introduced continuity risk. This presentation will focus on the convergence of business continuity planning and enterprise risk management with supply chain management and the strategic role that business continuity plays in mitigating the risks. The Supply Chain Business Continuity Planning Framework will be compared to the Professional Practices for business continuity planners and will highlight best practices for continuous improvement.

Bruce Labott, CBCP, is a management consultant with more than 20 years of experience specializing in BCP, risk management, pandemic planning, disaster recovery, testing, and crisis management.

Information Session 4
Intermediate

Disaster Recovery at Dell

Debi Hidgon

Dell Computer

Learn Dell's "Top Ten Rules for Disaster Planning" in this enlightening look inside a Fortune 500 company. Discussion will include initial development of the disaster recovery plans worldwide and how disaster recovery strategies are managed across the globe. The session will cover data centers as well as Dell's global manufacturing plants. Also included will be discussion on Dell's business continuity plans and how they link with the disaster recovery plans. Learn how the disaster recovery team conducts their tests every year and what type of documentation is required for each critical application. This presentation will allow you to see how disaster recovery is a part of the daily Dell culture.

Debi Higdon has been the global DR test manager for Dell Computer since the beginning of the DR program in 2001. She has facilitated many of the DR tests conducted at Dell across the globe, including the US, Europe & Asia. Higdon has been at Dell for 15 years.

Breakout Sessions Track 4

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Tuesday Workshops

These interactive workshops are a great way to delve into more challenging topics.
Mark your selection on page 17.

Workshop Session 1
Novice/Intermediate/Advanced

Scott Casey

Mike Ryan

Colo. State Patrol

Colo. State Patrol

Rich Smith, CBCP

Colo. State Patrol

Terrorism Awareness and Risk Assessment: The All Hazards Approach

This presentation will provide an awareness level lecture on ongoing terrorism activities in the United States.

The participants will learn about the terrorist attack cycle, and how they, as a commercial business, can disrupt the cycle to protect their facilities and employees. A number of active terrorist groups will be identified and their typical organizational structure will be discussed

The second portion of the presentation will explain how the All Hazards assessment program works and fits in to the overall business continuity program of the facility. The risk assessment program covers; blast mitigation, physical security, cyber-security, emergency response procedures, continuity planning, proximity hazards and specific site threat analysis The class is taught by members of Rubicon, the elite anti-terrorist team for the Colorado State Patrol.

Scott Casey has 15 years in law enforcement, drug interdiction and K9 handling. He also had prior experience in facilities management. Casey develops blast mitigation and emergency response plans for the team.

Mike Ryan has six years of law enforcement experience and Special Forces experience with the US Army. Ryan develops current threat analysis information and a physical security plan for each target site.

Rich Smith has five years of law enforcement experience, eight years of continuity planning and 12 years of emergency management experience. Smith is a CBCP and assesses the facility infrastructure and cyber security.

Workshop Session 2
Advanced

Charles Wallen

FSTC

Resiliency Workshop

The term "resiliency" is an increasingly common component of business continuity, disaster recovery and risk management jargon. While we have moved to this new more expansive term, the actual practices used to manage operational risk remain largely undefined, disjointed and inefficient. Organizations lack a consistent systematic resiliency management process, a common set of metrics or a uniform terminology.

Escalating physical and cyber threats, complex technologies, interdependent supply chains and the global marketplace have made the job of managing disruptions increasingly difficult. Recognizing the need for better risk management methodologies and a clear specification for resiliency, FSTC has been working with Carnegie Mellon's Software Engineering Institute to develop a resiliency model (RM).

This workshop will provide an overview of the RM and the emerging management discipline of "resiliency engineering". The discussion will focus on the use of the model to determine where one's organization is and where it needs to be in managing operational risk effectively.There will be a hands-on exercise that will allow participants to not only experience the use of the Resiliency Model, but will provide a simulation of the process used to measure an organization's resiliency capability. Participants will gain an appreciation of the power of taking a resiliency engineering approach to managing operational risk to drive down cost and consistently improve efficiency.

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.

Workshop Session 3
Novice/Intermediate/Advanced

Barney Pelant MBCP

Barney F. Pelant & Assc.

Developing the Recovery Strategy: The Next Step

Once the business impact analysis (BIA) has been completed, the next logical step in the development of a business continuity program is the formation of the business recovery strategy. The results of this effort provide us the infrastructure for carrying out the successful recovery of the organization in case of a disastrous event or business interruption.

This infrastructure is also the foundation for the procedures that we develop next, a.k.a. our business recovery plan. This session is a former breakout session that has been expanded by popular request to a workshop.

During the workshop we will examine a proven methodology for taking the findings of the BIA and developing successful strategies. Learn important and logical steps to take when structuring the business recovery strategy. You'll take home answers and solutions that you can implement immediately.

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

Sessions are rated according to the level of experience for which they are appropriate. Novice for those in the industry less than two years; intermediate for those in the industry for two to five years; and advanced for those in the industry for more than five years.

Workshop Session 4
Novice/Intermediate/Advanced

A Brand New World: Virtual Emergency Operations Centers

Regina Phelps

Jan Sysmans

EMS Solutions

WebEX Comm.

We all know what a physical Emergency Operations Center (EOC) looks and feels like. The physical EOC is the "nerve center" of the company's recovery operations and houses subject matter experts from different areas of the business. The primary function of any EOC is to establish and manage the Four C's: Control, Communication, Collaboration, and Coordination.

A virtual EOC takes the physical EOC (people and processes) and moves it into "cyberspace" through a variety of technology tools. Currently there are two major issues driving the need for a virtual EOC: The threat of an avian flu pandemic and companies whose key employees are dispersed across large geographic areas making collaboration difficult.

This workshop will share with you everything your company needs to know to establish a virtual EOC – how to develop one, what are the advantages and pitfalls, technology options that will give you the best results and ways to combine the physical and the virtual. The goal of the workshop is to teach the skills to develop a successful virtual command center. Put your seat belts on – it's a brave new world!

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

Jan Sysmans, director, marketing at WebEx Communications, is responsible for WebEx's business continuity and disaster recovery program.

Workshop Session 5
Novice/Intermediate/Advanced

Avian Flu Pandemic Interactive Simulation

William Comtois

Randall Terpstra

Varicom

TAMP

This is a highly interactive session where a hypothetical company will manage its business while in the midst of a severe Avian flu pandemic.

The session will be conducted in an accelerated time scale to span approximately two or three months in real time. By way of the computer simulation, participants will be presented with a litany of external events that have direct and significant impact to their business. In turn, the participants will be required to discuss and agree to actions that would need to be taken.

The presenter will assist the participants through a series of tough decisions and on-the-fly trade-offs that would likely be encountered by company leaders during an actual pandemic. Along the way, participants will gain insight into how they could better prepare for and manage such a crisis. The session will be concluded with a group discussion and summary of lessons learned.

The simulation utilized for this session will be an interactive crisis simulation program proven in a variety of applications ranging from crisis team management for Fortune 100 companies, first responder training and business continuity plan testing.

William Comtois is a co-founder and the managing director of Varicom, Inc. In his current position, he bears overall responsibility for Varicom's delivery of solutions, alliance partnerships and client relationships in the areas of business resiliency and safety.

Randall Terpstra is practice leader, critical incident management consulting, for TAMP Systems. He has more than 27 years of emergency planning consulting and management.

Workshop Session 6
Novice/Intermediate/Advanced

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

Steven Goldman

Goldman Mgmt. Consultants

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

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

You will learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems. Exercise conduct, evaluation and critiquing strategies will be discussed.

Steve Goldman has developed, conducted, and evaluated drills and exercises ranging from two-hour tabletops to massive three-day exercises involving hundreds of responders from dozens of companies and government agencies.

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Venue and Travel Information

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

Hotel Reservations
The official conference hotel is:

Sheraton San Diego Hotel & Marina
1380 Harbor Island Drive
San Diego, CA 92101-1092
(888) 544-2523

Attendees are responsible for making their own hotel reservations by calling (888) 544-2523. 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.

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

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

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.

Airlines: American Airlines is DRJ's official airlines for Fall World 2007. In order to make your reservations, please call (800) 433-1790. Use file #A0697AA for the discounted rate on American Airline flights.

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

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

Fall 2007 Registration Form

Sign up by June 25, 2007 for a $50 discount! Register By July 16, 2007 for $895!

Date_____List Your CBCP, FBCI, CRP#_____

Mr/Mrs/Ms_____First Name_____Last Name _____

Company_____

Title_____Mail Stop _____

Address_____

City_____E-Mail_____

State_____Country_____Zip_____

Telephone_____Fax_____

Print Name As It Should Appear On Badge_____

List Any Designations For Badge _____

Emergency Contact Name/Phone Number_____

Check here if you require special needs _____ Please specify_____

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

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

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

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

Payment Information

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

_____ Bill my company, Attn: _____

_____ Purchase order attached, P.O. #_____

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

Security Code _____ (three-digit number found on back of card)

Account #_____Exp. Date_____

Signature_____

Cancellation Policy (Must be in writing): Conference enrollment may be cancelled through Aug. 16, 2007 without penalty. No refunds or credits will be given for cancellations received after Aug. 16, 2007. All no shows will be charged the full amount. All cancellations must be received in writing.

I have read and understand the cancellation policy._____

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

Session Information

Name: _____ Company:_____

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

Sunday, Sept. 16

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

Monday, Sept. 17

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. 18

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

Registration Rates

Registration rates for the conference are as follows:

- only $895.00 through July 16, 2007
- only $995.00 through Aug. 16, 2007
- only $1095.00 through Sept. 16, 2007

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

Three Easy Ways To Register

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

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

Web: www.drj.com

For registration information

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

Early Registration Bonus

Register by June 25, 2007 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 25, 2007.

Registration Discounts

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

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Pre-Conference Workshops

These intense classes offer additional learning time before the conference starts! Separate registration and fees apply.

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

Sat., Sept. 15, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 16, 8:30 a.m. - 11:30 a.m.
$750 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 consulting and training firm.

PRC-2: Ready, Set, Exercise: The Full Monty!

Sat., Sept. 15, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 16, 8:30 a.m. - 11:30 a.m.
$695 per person
Presenter: Steven B. Goldman

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

- 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.

We will also develop a basic exercise scenario. Then we will practice what you learned as we participate in a table top drills 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-3: Outrageously Easy Recovery Planning

Sat., Sept. 15, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 16, 8:30 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.

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.

PRC-4: Current State Assessment

Sat., Sept. 15, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 16, 8:30 a.m. - 11:30 a.m.
$795 per person
Presenters: Barry Pruitt
Michael Herrera, CBCP

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

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

Gain confidence in the CSA process for interviews, reviews, to determine preparedness levels, identify gaps, and document an appropriate action plan/roadmap to achieve the level of sophistication and maturity required by the organization. The CSA questionnaire scores crisis management, business resumption, DR and enterprise capabilities based on: *Governance, Project Management, Policies & Standards, Impact Analysis, Risk & Threat Assessment, Change Management, Escalation & Notification, Data Backup & Offsite Storage, Recovery Strategies, Event Management, Recovery Plans, and Planned Growth*.

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

Leave this class with an Action Plan/Roadmap Template. Each attendee will receive a <u>CD of class materials plus the CSA tool </u>!

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

Michael Herrera, CBCP, is the president/CEO of MHA Consulting Inc., has more than 16 years BCP consulting and training experience, and has first hand experience dealing with four major disasters.

PRC-5: BC Basics: One Size Does Not Fit All

Sat., Sept. 15, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 16, 8:30 a.m. - 11:30 a.m.
$695 per person
Presenter: Randall Till, CBCP

Even the best of plans won't work if they don't fit your organization. Both experienced planners and newcomers will learn the essential techniques to design tailored-made BC plans, avoid the common mistakes and implement proven practices to effectively manage emergency response and business continuity plans for all aspects of your business. This workshop focuses on participant interaction and problem-solving, thus ensuring that you'll return

to work with the real-world tools necessary to navigate the roadblocks to BCP implementation. Drawing on the instructors 20+ years of experience as well as the challenges faced and lessons learned from fellow participants, you'll be better prepared to:

- Gain management participation
- Evaluate business impacts and set priorities
- Identify strong practices and build effective processes
- Design and implement viable recovery plans (business and systems)
- Perform exercises, testing, and training
- Evaluate recovery readiness and report results

Randall Till, CBCP, is a senior business leader at MasterCard Worldwide where he is responsible for developing and implementing an enterprise-wide business continuity management program. He has more than 20 years experience as a business continuity planner and has been a certified instructor in the field for more than 10 years.

PRC-6: NIMS ICS for Business and Industry

Sept. 15, 9:00 a.m. – 5:00 p.m.
Sept. 16, 8:30 a.m. – 11:30 a.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.

Deidrich E. Towne, Jr. CBCP is senior technical consultant for Forsythe. He has more than 35 years experience in Information Technology

PRC–7: BC Planning Made Simple

Sat., Sept. 15, 9:00 a.m. - 5:00 p.m.
Sun., Sept. 16, 8:30 a.m. - 11:30 a.m.
$595 per person
Presenter: Norman Harris, 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 DR/BC Plan and insure that you have all the tools you need. Two participants will 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.

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

Pre-Conference Course Registration Form

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

_____ PRC-1: EOC: The Critical Tool ($750)

_____ PRC-2: Ready, Set, Exercise ($695)

_____ PRC-3: Outrageously Easy Recovery Planning ($795)

_____ PRC-4: The Current State Assessment ($795)

_____ PRC-5: BC Basics: One Size Does Not Fit All ($695)

_____ PRC-6: NIMS ICS for Business & Industry ($595)

_____ PRC-7: BC Planning Made Simple ($595)

Check enclosed for $ _____ Check #_____

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

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Telephone_____ Fax_____ Email_____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 16, 2007 without penalty. No refunds or credits will be given for cancellations received after Aug. 16, 2007. All no shows will be charged the full amount. All cancellations must be received in writing.

Registration in a class is non-transferable to a different course. Students must remain in the course in which they are enrolled.

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Post-Conference Workshops

Make plans to stay after the conference ends to delve into these educational offerings. Separate registration and fees apply.

Earn up to 16 CEUs per class by attending a pre- conference or post-conference course.

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

Wed., Sept. 19, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 20, 8:30 a.m. - 5:00 p.m.
$750 per person
Presenter: Regina Phelps

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

• Five types of exercises
• Exercise Design Team
• The development of the Exercise Plan
• Selecting & Training a 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 founder of Emergency Management & Safety Solutions, a consulting and training firm.

POC-2: Six Steps To Comprehensive Business Continuity Program

Wed., Sept. 19, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 20, 8:30 a.m. - 5:00 p.m.
$695 per person
Presenter: Randall Till, CBCP

It's one thing to have a business continuity program in place. It's quite another to implement it. In this workshop, you'll learn how to identify risks, avoid common pitfalls and implement your BCP so that emergency response and recovery plan execution go according to plan. To help ensure the success of your company's program, you'll leave this class with a firm foundation in the six steps towards a Comprehensive BCP Implementation. The topics covered include:

• BCP Oversight and gaining management participation
• Assessing risks and determining business impacts associated with disruptions
• Defining processes and practices for effective emergency response
• Defining strategies, practices and techniques for successful recovery plans
• Exercising and evaluating recovery plans and capabilities
• Reporting recovery readiness and BCP status

Participants will learn the concepts and techniques needed to evaluate their current BCP strengths and weaknesses while gaining insights to better assess risks and determine impacts associated with business disruptions.

Randall Till, CBCP, is a senior business leader at MasterCard Worldwide where he is responsible for developing and implementing an enterprise-wide business continuity management program.

POC-3: Advanced Business Continuity Program Audit
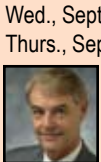
Wed., Sept. 19, 1:30 p.m. – 5:00 p.m.
Thurs., Sept. 20, 8:30 a.m. - 5:00 p.m.
Fri., Sept. 21, 8:30 a.m. – 5:00 p.m.
DRJ Attendee Fee: $2,610
Non-Conference Fee: $2,900
Presenter: Doug Weldon

This course 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
• Become a BC program auditor
• Conduct a BC program assessment within their own organization
• Provide BC program audit consulting services

At the end of this course students will learn how to:
• Conduct a BCP audit based on a well-founded audit framework
• Review the organization's business continuity program process
• Identify strengths and weaknesses of a business continuity program
• Formulate recommendations to strengthen a BC program
• Avoid common auditing mistakes

Course Features
• A comprehensive overview of the business continuity program including the BCP and management processes.
• A step-by-step audit methodology based on industry standards, guidelines, and best practices such as ISO/IEC 17799, Cobit, NFPA 1600, FFIEC, and SAS 70.
• A sample case study of a business continuity program audit.
• Business continuity program audit take-home templates.

For more information, visit www.sentryx.com or call (800) 869-8460.

Doug Weldon is a senior business continuity trainer and consultant for Sentryx and is also the president and managing consultant for Vigilant Services Group.

POC-4: Sell Your Program to Executives: The Balanced Business Case

Wed., Sept. 19, 1:30 p.m. - 5:00 p.m.
Thurs., Sept. 20, 8:30 a.m. - 5:00 p.m.
Friday, Sept. 21, 8:30 a.m. - 12:00 p.m. (consultations)
$795 per person
Presenters: Barry Pruitt
Michael Herrera, CBCP

Challenged with persuading senior management to fund and support your plan? Value is created through operating and investment decisions -- and *you* must make strategy and value creation actionable. Industry leaders out perform counterparts consistently because of a focus that adds business value.

Organizations must reduce uncertainty and risk, and the competition is forcing them to speed decision making. Management is faced with balancing conflicting priorities – and we'll show you how to build a business case that will address three questions:

1. Is your plan strategically viable, aligned with strategy, and can it pass the "so what?" test?
2. Is the plan financially viable, providing acceptable financial returns?
3. Has sufficient due diligence been completed for the plan - including a maturity map?

With a clear vision of your organization's strategy, critical success factors, key performance indicators, and proposed solutions – you'll make your case. Get participant workbook, tools, executive summaries, and presentation materials on CD, plus a free audio CD "*Negotiate for All Your Worth.*"
Note: This workshop concludes Thursday 5:00 p.m. Bring your plan and questions to schedule a FREE private consultation Friday morning. You'll receive personal and specific advice on how to sell your plan.

Barry Pruitt has 22 years selling plans and projects to management, and teaches at USC school of business.
Michael Herrera, CBCP, is the president/CEO of MHA Consulting Inc. and has over 16 years BCP consulting, training and persuading senior management.

POC-5: BC Planning for the Avian Influenza:

Wed., Sept. 19, 1:30 p.m. – 5:00 p.m.
Thurs., Sept. 20, 8:30 a.m. – 5:00 p.m.
$695 per person
Presenters: Ted Brown, CBCP
Morris Davis, CBCP

Avian Influenza – "The Y2K of 2007." American business faces unprecedented challenges in preparing for the potential of an Avian Influenza pandemic. Every BCP conference and publication has at least one dialogue on Avian Influenza. Most focus on the health of citizens. Important…but so are the implications to your BCP.

This interactive session is aimed at you, the business continuity professional. You will learn everything pertinent about Avian Influenza and its potential effect on your people, your customers, your suppliers, and your supply chain. You will learn the risks and the solutions – including an entire module on teleworking. You will be educated on how to get your executives to invest in BCP for Avian Influenza.

The session will cover the four C's of Avian Influenza BC Planning: Commitment, Contingency, Coordination, and Communications. Following this extensive education, you will participate in an Avian Influenza Table Top Exercise.

Your take-aways from this session include articles and publications from WHO, the CDC, news media, and other sources. You will also receive checklists, and an outline of your Avian Influenza Component to your BCP. You will receive a "thumb drive" with all the presentations.

Edward (Ted) Brown, CBCP, President and CEO of KETCHConsulting, is a nationally- recognized BCP leader, speaker, and educator.

Morris Davis, CBCP, National Practice Leader of KETCHConsulting, has years of experience in BCP, including conducting many table exercises for business and government.

POC-6: Public/Private Partnership Building

Wed., Sept. 19, 1:30 p.m. – 5:30 p.m.
Thurs., Sept. 20, 8:30 a.m. – 5:00 p.m.
$595 per person
Presenters: Dr. Tom Phelan
Lee Goldstein, CBCP

Since the publication of the 9/11 Commission Report, the interest in the value of public/private partnerships has grown. In this course, the instructors will present the basics of partnership development for business continuity and emergency management.

Learn how to explore the partnership possibilities for your organization and the added value they bring. Both Goldstein and Dr. Phelan are experienced in partnership development and implementation.

Dr. Thomas D. Phelan, president, Strategic Teaching Associates, Inc., is a founding member of the U.S. Department of Homeland Security.

Lee Goldstein, CBCP, MBCI is the president of the Business Contingency Group specializing in disaster/business recovery and emergency management planning. Goldstein serves on the Board of Directors for PPBI.

POC-7: The Command Center

Wed., Sept. 19, 1:30 p.m. – 5:30 p.m.
Thurs., Sept. 20, 8:30 a.m. – 5:00 p.m.
$595 per person
Presenters: Norm Harris, CBCP
Tracy Cowan, CBCP

If a disaster occurred and your organization/company was forced to implement their DR/BC Plan could you do it and would it be effective? It is critical to keep control of the situation during this pressure-packed time. If you are to maintain control you need to assure that all teams involved are receiving accurate information about the situation and are given proper instructions to follow.

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

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

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

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

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

Post-Conference Course Registration Form

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_____ POC-1: Everything You Need to Know ($750)
_____ POC-2: Six Steps to Comprehensive BCP ($695)
_____ POC-3: Advanced BC Program Audit ($2610/$2900)
_____ POC-4: Sell Your Program to Executives ($795)
_____ POC-5: BC Planning for the Avian Influenza ($695)
_____ POC-6: Public/Private Partnership Building ($595)
_____ POC-7: The Command Center ($595)

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City_____ State_____ Zip_____
Telephone_____ Fax_____ Email_____

Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 16, 2007 without penalty. No refunds or credits will be given for cancellations received after Aug. 16, 2007. All no shows will be charged the full amount. All cancellations must be received in writing.

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You have the **knowledge**.
You have the **experience**.

Are you Certified?

Extend **DRJ's Fall World 2007** and take a step closer to professional certification. Courses and Qualifying Exams are available before and after the conference.

Build Professional Credentials in the Field of Business Continuity Planning

DRJ's Fall World 2007 is an excellent opportunity to take one of our courses and begin your progress toward validating your experience, skills and commitment through professional certification. These courses fill quickly. **Register Today**.

Pre-Conference Course and Qualifying Exam
9/13-15 **BCP 501** Business Continuity Planning Review $1405.00*

Post-Conference Course and Qualifying Exam
9/19-21 **BCP 501** Business Continuity Planning Review $1405.00*

9/19-21 **BCP 601** Master Case Study Review $1645.00

9/19-24 **BCP 2000** Business Continuity Planning Accelerated $2550.00

Qualifying Exam Schedule
$500 (exam only)

9/15	8:30 am - Noon
9/19	1:30 pm - 5:00 pm
9/21	1:30 pm - 5:00 pm
9/24	1:00 pm - 4:30 pm

Master Case Study Exam Schedule
$300 (exam only)

9/21   1:30 pm - 6:00 pm

*This is a special **DRJ's Fall World 2007** rate. **Register Today.**

Courses and Exams Available at DRJ's Fall World 2007 in San Diego

Visit our website for complete course descriptions and registration details. All course fees include instruction, materials and Qualifying Exam Fee (a $500 value).

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Register By June 25, 2007 And Save! See page 17 for details.

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