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## CONQUERING THE TOUGH CHALLENGES



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Conference

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# CONQUERING THE TOUGH CHALLENGES



Welcome to DRJ's 43rd conference! This promises to be another outstanding conference for our attendees. Our agenda is packed with expert speakers who will deliver the information you can use now!

Fall World 2010 is offering an opportunity to improve your programs for very little money. Take advantage of our discounts and bring your whole team! You will gain far more than you invest!

Our registration discounts are available now, so lock in your spot for the world's number one business continuity conference. We know budgets are tight - so we are offering the lowest price in the industry.



*Richard Arnold, CBCP  
DRJ CEO*

Browse the brochure and choose the sessions that matter to your organization. You can customize your schedule and get the information you need from some of the top industry leaders.

We make it easy to get everything you need in one place. Fall World 2010 features our fantastic sessions, a packed exhibition hall, a mock exercise, pre- and post-conference courses and much more.

In addition, attendees enjoy networking meals, hospitalities and receptions. See page 3 for more details on everything you will find at Fall World 2010. Conquer the Tough Challenges that are facing you and your organization! Do it all at Fall World 2010 for the lowest price in the industry.

I look forward to seeing you at Fall World 2010!



# Top Events for Education

## New Topics To Tackle



Personnel Management

In business continuity, managing a variety of teams and personnel is essential. And, now practitioners face ways to get multiple generations to work together in a cohesive way.

IT risk managers often feel they have limited impact because of the way their organizations frame their work. Learn how to take charge of the risk conversation and create valuable business benefits.

IT Risk Management



Crisis Planning

Hear how a real life event changed a response plan. The Station Fire, is now the largest fire in the recorded history of the Angeles National Forest. Learn about the response and the company behind it.

Learn how to demonstrate the inherent value of strong business continuity practices within an organization. In today's challenging economic climate the value of business continuity planning is often misunderstood.

Value Added



**Monday Evening Hospitality**  
The Monday Evening Hospitality hosted by conference gold sponsor **MIR3** is a fun-filled event for attendees, vendors and speakers. Enjoy food and networking in a relaxing environment.

**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.

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

**Breakouts, Workshops**  
You will find specialized tracks that meet your needs! All sessions are rated for advanced, intermediate and novice.

**Exhibition Hall**  
Attendees will have many opportunities to view products, technologies and services! Nearly 100 exhibitors will be at Fall World 2010.

**Cyber City**  
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.

## Conquering Tight Budgets

DRJ's conferences offer the best value - even in tough times. For one low fee, you will receive an outstanding educational experience like no other in the industry. Our conferences are rated number one for a reason. Discover how you can benefit from Fall World 2010! Sign up now to qualify for the lowest price for the industry's best conference. You will gain far more than you will spend.

- Take home complete conference materials
- Enjoy networking breakfasts, lunches, hospitalities and receptions
- Tour the exhibition hall and view product demonstrations
- Earn Continuing Education Activity Points for industry certifications, including DRI International, Certified Information Systems Security Professional, IAEM, ASIS and more.

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# Sponsor Information

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


## Gold Sponsor


 **MIR3** MIR3, Inc. is the leading developer of rapid, two-way mass notification and response software. The company's Intelligent Notification™ technology allows organizations to quickly notify up to hundreds of thousands of people at once, all over the world, using multiple communication modes—including mobile phone, land line, text message, email, pager, fax, TTY and BlackBerry PIN-to-PIN—and quickly receive actionable responses. MIR3's SaaS, on-premise and hybrid solutions help organizations enhance communication abilities, protect assets, and increase operational efficiency in IT, business continuity, and enterprise operations for more than 85 of the FORTUNE 100 companies, as well as government entities, universities, and companies of all sizes in more than 130 countries. [www.mir3.com](http://www.mir3.com)

## Silver Sponsors


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


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


 **FORSYTHE** Since 1971, Forsythe has served as a national provider of technology infrastructure solutions to organizations nationwide. Forsythe brings cross-platform expertise to its technology consulting, technology leasing, and value added reseller services. [www.forsythe.com](http://www.forsythe.com)

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 **eBRP Solutions** eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services for business continuity management. ESN develops tools and utilities focused on core requirements. [www.eBRP.net](http://www.eBRP.net)


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


## Co-Sponsors


 **BICK** Bick Group offers services on all things in and around the data center, the facility, technology, operations, cloud infrastructure, security, disaster recovery and business continuity. Bick Group BC/DR practice performs cloud computing assessments, BC/DR audits or BIAs, strategy development and plan, point technology solutions and exercises. [www.bickgroup.com](http://www.bickgroup.com)

 **KPMG** KPMG has developed a proactive approach to help mitigate risks, provide for change control, and establish continuity of business functions and capabilities. Our highly skilled advisory services professionals have the knowledge and experience to help organizations maintain security, reliability, and availability. [www.us.kpmg.com](http://www.us.kpmg.com)


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


 **SI** Shermco Industries is a provider of safe, electrical restoration, reliable testing, repair, professional training, maintenance and analysis of rotating apparatus and electrical power distribution systems and related equipment for the light, medium, and heavy industrial base nationwide. [www.shermco.com](http://www.shermco.com)

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


 **VOLO** Recovery was designed to enable businesses to stabilize internal and external communications when faced with outages due to disaster or technical failure. A self contained, single-source business continuity disaster recovery system, VOLO provides a complete inbound and outbound communication infrastructure. [www.volorecovery.com](http://www.volorecovery.com)

## Non-Profit Sponsors

 **DRI INTERNATIONAL** DRI International's goals are to create a base of common BCP knowledge through education, assistance, and the development of a resource base; to certify qualified individuals; and to promote the credibility and professionalism of certified professionals. [www.drii.org](http://www.drii.org)

 **PPBI** 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](http://www.ppbi.org)

## Mock Disaster Sponsor

 **DISASTER GAME** Disaster Game LLC, is an innovative provider of business continuity tools and services that elevate your readiness. The company was founded in 2008 by Bill Ashland, a DRII Certified Business Continuity Professional who for nearly a decade directed the business recovery portion of the business continuity program at TD Banknorth (now TD Bank). The company also offers live facilitated testing and awareness training services, a family preparedness edition, and is currently developing a web-based disaster simulation tool. [www.disastergame.com](http://www.disastergame.com)

# Fall World 2010 Conference at a Glance

## Sunday

### Onsite Registration

11:00 am - 8:00 pm

### Cyber City

12:00 pm - 8:00 pm

### Workshops

1:30 pm - 4:30 pm

### DRII Meeting and Reception

4:30 pm - 5:30 pm

### Welcome Reception

5:30 pm - 8:00 pm

### Product Demos

5:30 pm - 8:00 pm

## Monday

### Cyber City

6:30 am - 6:30 pm

### Networking Breakfast

6:45 am - 8:00 am

### Onsite Registration

7:00 am - 5:00 pm

### General Session 1

8:15 am - 9:15 am

### General Session 2

9:30 am - 10:30 am

### General Session 3

10:45 am - 11:45 am

### Exhibit Hall Opens

11:00 am

### Lunch

11:45 am - 1:00 pm

### Exhibits/Product Demos/Desserts

11:45 am - 1:30 pm

### Breakout Session 1

1:30 pm - 2:30 pm

### Break

2:30 pm - 2:45 pm

### Breakout Session 2

2:45 pm - 3:45 pm

### Refreshment Break in Exhibit Hall

3:45 pm - 4:15 pm

### Breakout Session 3

4:15 pm - 5:15 pm

### Exhibit Hall Closes


5:00 pm

### Product Demos

5:30 pm - 6:30 pm

### Hospitality

6:30 pm - 8:30 pm

sponsored by 

## Tuesday

### Cyber City

6:30 am - 6:00 pm

### Networking Breakfast

6:45 am - 8:00 am

### Registration/ Info Desk Open

7:00 am - 5:30 pm

### General Session 4

8:15 am - 9:15 am

### General Session 5

9:30 am - 10:30 am

### General Session 6

10:45 am - 11:45 am

### Exhibit Hall Opens

11:00 am

### Lunch

11:45 am - 1:00 pm

### Exhibits/Product Demos/Desserts

11:45 am - 1:30 pm

### Breakout Session 4

1:30 pm - 2:30 pm

### Refreshment Break in Exhibit Hall

2:30 pm - 3:00 pm

### Workshop Sessions

3:00 pm - 5:30 pm

### Exhibit Hall Closes

3:00 pm

## Wednesday

### Networking Breakfast

6:45 am - 8:00 am

### Information Desk Open

7:00 am - 12:00 pm

### General Session 7

8:15 am - 9:15 am

### General Session 8\*

9:30 am - 10:30 am

### General Session 9

10:45 am - 11:45 am

### Lunch

11:45 am - 1:00 pm

## Pre-Conference Events

### Saturday and Sunday

PRC-1: Successful Incident Crisis Mgmt.

PRC-2: Seven Steps to a BC Program

PRC-3: Essentials of DR/BC Planning

PRC-4: Outrageously Easy Projects

PRC-5: The Complete Professional

PRC-6: Business/Gov Continuity Plans

## Post-Conference Events

### Wednesday, Thursday and/or Friday

POC-1: Private/Public Relationships

POC-2: Conduct Your First Drill

POC-3: CBRA: Certified Auditors

POC-4: ICOR CMC 2050

POC-5: Comprehensive BIA Process

POC-6: BCI's Good Practice Guidelines

\* Attendance prize drawing immediately following General Session 8.

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

# Sunday Workshops

1:30 - 4:30 p.m.

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

## Sunday Workshop Session 1

*Intermediate/Advanced*



Ken Schroeder  
CBCP

*Southeast Corp.*



Deidrich Towne,  
CBCP

*Hewlett Packard*



David Ziev,  
MBCP

*Business Continuity Prof.*

### PPBI – Incident Management

In this highly interactive workshop you will learn to use the BCP audit checklist and the incident management plan maturity model developed by PPBI from recognized standards and industry best practices.

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

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

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

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

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

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

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

## Sunday Workshop Session 2

*Novice/Intermediate/Advanced*



Rob Chubb

*Color-spectrums*

### Stress Management and Disaster Recovery

Disasters affect people in different ways and their recoveries are vastly different too. In order to ensure a total recovery from a disaster, you must be able to deal with the different personalities of the people who were affected.

In this session, hear an innovative way to distinguish personalities and analyze their strengths and weaknesses.

You will learn how to help people recover in diverse ways. ColourSpectrums uses four colors to represent the four dimensions of personality: BLUE emotional, GREEN intellectual, RED physical and YELLOW organizational functioning.

You will sort the four colorfully illustrated ColourSpectrums cards to reveal your ColourSpectrums personality; a unique spectrum of strengths and challenges. Group discussions and activities provide insights (ah-ha! learning) and humor (ha-ha! learning)

You will work in brightest color groups to identify bright color esteem needs, stressors, fight responses and bright shadow characteristics. You will work in pale color groups to identify pale color challenges, stressors, flight responses and pale shadow characteristics.

Ultimately you will identify eight sources of stress people experience in various combinations. You will be able to maximize solutions for stress management and disaster recovery. ColourSpectrums is conducted in a positive atmosphere of respect, fun and entertainment.

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

## Sunday Workshop Session 3

*Novice/Intermediate/Advanced*



David A. Smith

*Prof. Workplace Interaction*

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

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

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

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

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

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

### Attendees rave about our workshops!

*"Great content, knowledgeable speakers, great networking opps"*

*"Excellent opportunity for networking among peers and information exchange."*

*Efficient, fun as always, great networking and fabulous speakers.*



**Sunday Workshop Session 4**  
Intermediate/Advanced



Brandon Dempsey

**Essential Elements of a Work From Home Program**

Work from home isn't a new fad, but seems to be growing at alarming rate.

*Suite Commute* However, many companies are still struggling with how to do it right.

- How do you track performance?
- How do you track hours?
- What are the legal implications of someone working remotely?
- How can you deploy remote workers before a disaster?

Come learn what it takes to build a work from home program that can set your organization up for success and is integral to your BC program.

*Brandon Dempsey is a human resources, remote work, and business continuity professional.*

*He is one of the nation's leading presenters on telecommuting and business continuity dedicating more than 250 hours each year to educating audiences in both public and private seminars.*

*His experience stretches from helping Fortune 500 companies build work from home programs to helping state governments develop pandemic and business continuity plans.*

*Dempsey serves as co-chairman of PandemicPrep. Org, the nation's leading non-profit Pandemic Planning organization and donates much of his time to helping both public and private organizations prepare.*

**Sunday Workshop Session 5**  
Intermediate/Advanced



Michael Herrera

**Current State Assessment**

The current state assessment serves as an objective means of measuring the effectiveness and maturity level of the BCP program over time.

*MHA Consulting*



Barry Pruitt

You'll 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 your organization.

*Pinnacle Business Concepts*

The questionnaire scores crisis management, business resumption, DR, and enterprise capabilities on: governance, project management, policies and standards, impact analysis, risk and threat assessment, change management, escalation & notification, data backup and 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 outlining tasks to raise the sophistication/maturity of each program element. It also assists in calculating a predicted maturity level score.

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

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

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



**Mock Exercise: The Disaster Game**

Reduce your organization to rubble, and win the admiration of your entire company.

Experience The Disaster Game and learn to prepare for the unexpected with a tabletop exercise like no other! In this interactive session, game play and the element of chance are used to create unique and engaging exercises that make preparedness training flexible, instructional, and fun.

You and your tablemates will respond to a developing crisis where new twists wait at every turn, engage with other participants who have objectives (and challenges) of their own, and leave equipped with the know how to make your next tabletop event pop!

**Seating is limited to the first 200 registrants, so sign up early!**

*Disaster Game LLC, is an innovative provider of business continuity tools and services that elevate your readiness.*

*The company was founded in 2008 by Bill Ashland, a DR/II Certified Business Continuity Professional who for nearly a decade directed the business recovery portion of the business continuity program at TD Banknorth (now TD Bank).*

*The company also offers live facilitated testing and awareness training services, a family preparedness edition, and is currently developing a web-based disaster simulation tool. For more information visit <http://www.disastergame.com>*



# General Sessions



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

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



Bruce Wilkinson

**Managing, Motivating And Leading A Multi-Generational Workforce**

In business continuity, managing a variety of teams and personnel is essential. The challenge is now even more daunting as practitioners face ways to get multiple generations to work together in a cohesive way. Baby-Boomers, Gen-Xer's and Gen Y employees are interacting on a daily basis. In this enthusiastic, informative and fun-filled session, learn unique and effective ways to manage, motivate and lead a diverse and multi-generational workforce.

*Bruce S. Wilkinson, Certified Speaking Professional, has a mission to help organizations inspire excellence. He has degrees in safety engineering and occupational safety and health.*

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

Sponsored By 



Randall Till, MBCP

Till Continuity Group

**How to Derive Value from Business Continuity Planning – It's not just about Insurance Anymore!**

This session tackles the difficult issue of how to demonstrate the inherent value of strong business continuity practices within an organization. In today's challenging economic climate, BC planners are faced with "doing more with less" because the value of business continuity planning is often misunderstood. Our goal is to identify and delineate this value, communicate its importance to key stakeholders and decision makers, and demonstrate how planning practices contribute to the overall mission of the company.

*Randall Till, MBCP is principal and founder of Till Continuity Group. Till is a business continuity professional with more than 20 years of experience creating and implementing business continuity programs for business organizations.*

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



Regina Phelps

EMSS



Joseph Courtney

EMSS

**It Was Going To Be An Exercise... But In The Meantime, The Real Thing Happened**

Nestled against the Angeles National Forest, the Jet Propulsion Laboratory (JPL) had just completed final preparations for a full-scale wildland fire exercise that was planned for mid-September 2009. However, real life changed all of that ... with a match. The Station Fire, which began on August 26, 2009, is now the largest fire in the recorded history of the Angeles National Forest (est. 1892). JPL acted rapidly and succinctly to pull their team together, roll out their plan, and go to work. This fast-paced session reviews the exercise planning up to the actual fire, the JPL response, and the lessons learned from this challenging experience.

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

*Joseph H. Courtney, BA, MA is the deputy manager for the Office of Protective Services at the Jet Propulsion Laboratory (JPL) in Pasadena, California.*



## General Session 4

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



Robert C.  
Chandler

Univ. of  
Central Florida

### Conquering the Tough Challenges for More Effective Emergency Incident Notification

During an unfolding emergency it is essential to notify and alert the proper individuals and teams. Discover the communication challenges and opportunities during emergencies for successful incident notification. View a model for the phases of an emergency and how the various warnings and alerts are most effective in the context of effective emergency notification. This session will briefly address the topic of automated incident notification systems including the advantages of such systems and common challenges which must be addressed.

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

## General Session 5

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

Sponsored By **IBM**



George  
Westerman

MIT Sloan's  
CISR

### Delivering New Value from IT Risk Management

IT risk managers often feel they have limited impact because of the way their organizations frame their work. Using research based on the award-winning book *IT Risk: Turning Business Threats into Competitive Advantage*, we'll discuss how to take charge of the risk conversation and create valuable business benefits beyond just reducing risk. The techniques, case studies, and self-assessments will help you turn IT risk management from a necessary cost into a new source of business growth and value.

*George Westerman is a research scientist in MIT Sloan's Center for Information Systems Research (CISR) and faculty chair for the MIT Sloan course "IT for the Non-IT Executive."*

## General Session 6

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



Gale  
Nordling

Emprimus



Jim  
Danburg

Emprimus

### IEMI: Assault on Data Integrity, BC/DR and a Mitigation Strategy

Intentional Electromagnetic Interference, which has both physical and data corruption impacts, represents an assault on data integrity, and impacts business continuity and disaster recovery. It impedes the unprepared organization's ability to properly respond to an incident.

In this session, hear a discussion of this threat, and the strategy of how to remediate against it cost effectively. Hear why it's considered by some in the information assurance audit community as the new replacement for SAS70 audit tool. You'll gain understanding of the relevance of IEMI once the SSAE16 regulation becomes effective in July of 2011.

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

*Jim Danburg, director of security and continuity for Emprimus, has more than 30 years experience in the IT field.*

## General Session 7

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



David  
Linthicum

Bick Group

### Leveraging Cloud Computing for Business Continuity

Most enterprises are not buying public cloud computing systems as their primary platform for business-critical applications, despite the hype that leads us to look at cloud computing as the new platform for critical applications. For now, perhaps they should not go in this direction. That is, not until business continuity, or disaster recovery, becomes the next killer app for cloud computing. In this session, you will learn about public vs. private clouds, the advantages and disadvantages of cloud computing, how it can improve your business continuity program, and the opportunities and risks of migrating to the cloud.

*David Linthicum serves as CTO of Bick Group, where he focuses on emerging technology spaces and the industry's move toward cloud computing.*

## General Session 8

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



David  
Mewes

Invacare



Michael  
Croy

Forsythe

### The Challenges of a Global DR Plan or Wow! That's a Lot of Air Miles

Invacare, a leading manufacturer of medical equipment, faced the major challenge of building a global recovery and continuity strategy for acquired infrastructures located around the globe. Sundowning, security issues and network limitations were just a few of the many

issues. Learn how Invacare addressed these and other critical issues. Hear the obstacles Invacare faced when it assessed, designed and implemented its recovery and continuity plan, supporting offices from Switzerland to New Zealand to Cleveland.

*As global chief information officer, Dave Mewes is responsible for the strategy development of the worldwide IT organization of Invacare Corporation.*

*As Forsythe's business continuity practice director, Michael Croy is responsible for the company's business continuity offerings.*

## General Session 9

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



Barry  
Pruitt

Pinnacle  
Business  
Concepts

### Risky Business?

Success is built on the ability to think, plan, and manage better than your competition – and to prepare for the most likely scenarios. It stems from best practice and innovative strategies. In order to survive, businesses and executives must understand what risks they face so they may adopt strategies that quickly incorporate those risk opportunities into effective risk mitigation approaches. You will gain tested and proven principles, practices for identifying and managing risk, how to assess threats to your organization; know your level of mitigation, and when/where to spend limited monies for protection. As a professional, you will learn proven risk approaches, and gain the confidence to apply it to your organization.

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

# Breakout Track 1

Choose One Selection Per Track

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

## Strategic Session 1

Novice/Intermediate/Advanced



### Service Continuity Objective: The Missing Link Between BC and IT

Bobby Williams, CBCP

When business process owners and IT are discussing recovery time objectives (RTO), both use the same terminology. The problem is that they are discussing different situations. Service continuity objective is more ITIL focused and addresses the specifics to what IT means in "how long to get the IT service online after a disaster declaration".

The presentation will explain the situation, the details of both sides of the table (business process vs. IT recovery process), and terminology to keep the conversations coherent and on track.

Bobby Williams, CBCP, is the business continuity manager for Emdeon. He has worked in the IT industry for 20 years in technical roles, vendor education, pre/post sales engineering, disaster recovery management, and business continuity management.

## Managerial Session 1

Novice/Intermediate/Advanced



### How To Perform A Quantitative Analysis On Your Disaster Recovery And Business Continuity Plans

Alan K. Salkowitz, CBCP

This topic will show the planners and managers how to perform simple quantitative gap analysis and audits on your business continuity and disaster recovery plans. Traditionally, business continuity and disaster recovery plans have been difficult to measure quantitatively. This review will show planners and users how to apply simple measurements to plans for both business and technology to evaluate their state of preparation. We will also demonstrate and show deliverables that can be presented to senior management and the regulators.

Alan K. Salkowitz, CBCP, CPA, is vice-president, identity access management and program director. He has 10 years experience with TD Bank (formerly Commerce Bank) and 25 years experience in financial services.

## Technical Session 1

Novice



### Virtualization: Does It Replace BCP?

Jim Kellett ABCP

The presentation introduces the concepts of virtualization as it applies to our Information Technology systems. Today, this has moved past just virtualization of the OS, but now includes storage, network management and services. The question is asked, does this capability, of virtualization, negate the need of business continuity planning. The concepts and benefits of increased operational continuity will be discussed. We need to think of ways to virtualize the other components of our business processes. The conclusion is that virtualization not only does not replace BCP, it is a concept and approach that is fully compatible and supportive of continuity planning.

Jim Kellett has worked at Cisco for three years in both IT risk management and business continuity management roles. He has previously held IT and knowledge management roles in the power generation, medical device, and high tech industries.

## Emergency Response Session 1

Novice/Intermediate



### Why Enterprise Resiliency Depends On Effective Mass Notification

Liz Granger, CBCP

Whether your enterprise is a global business -- like VISA -- or a company of 50 employees, your ability to maintain resiliency and manage crises depends on having an effective mass notification and response system in place. Discover the minimum capability your organization needs. Learn how to evaluate alternatives, choose the best solution for your organization and implement a mass notification platform within your resiliency program. Included are best practices to ensure successful communication with people during a crisis. Understand how proper use of a rapid mass notification and response system can make all the difference in many different scenarios.

Liz Granger, CBCP, is director of global crisis management for Visa Inc. She is responsible for the global crisis management program.

## Advanced Session 1

Advanced



### Data Center Resiliency

Tom Clark, CBCP

Successful enterprises today are differentiated by information accessibility and maximum possible mitigation of business interruptions. The cost of supporting, protecting, and recovering critical business applications is significantly increasing every year. Today, disaster recovery is not enough; you have to simplify the complexity of the infrastructure. This capability is known as data center resiliency and is achieved by a phased approach. Attendees will learn assessment methodology of determining threats and risks facing IT Infrastructure today. Discussion will also include how to improve business resilience, business continuity, and reduce operational risk and the phased approach to get to data center resiliency.

Tom Clark, CBCP, is the director of IT infrastructure continuity services for Liberty Mutual. Clark has more than 35 years of senior leadership experience.

## Information Session 1

Novice



### Welcome to Business Continuity: How Did I Get Here and Where Do I Begin?

Melanie Lucht, CBCP

It is safe to say that most of us did not aspire to get involved in business continuity when we were children. Whether you specifically chose this path, or it was chosen for you, you are now part of an exciting and ever changing discipline. This session is designed to provide you with the basics of business continuity to get you motivated and off to a great start. Many simple steps can be taken that can add great value to your organization in a short amount of time. You will walk away with some key action items to follow up on when you return to your office.

Melanie Lucht is an assistant vice president of corporate business resiliency at PNC Financial Services in Pittsburgh, Pennsylvania. Lucht has been in the risk management field for more than 12 years in the financial, insurance, and manufacturing industries.

# Breakout Track 2

Choose One Selection Per Track

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

## Strategic Session 2

Intermediate/Advanced



Annie Searle

### Conquering Tough Challenges Through Public-Private Partnerships: A Case Study

No matter how solid each of our individual institutions' business resilience programs, we are increasingly dependent upon other critical infrastructure sector partners to keep us in business during a catastrophic event. This is especially the case since technology budgets have been reduced via outsourcing and off-shoring core business processes, applications and (in some cases) data centers. This session will examine several public-private collaborations (including ChicagoFIRST), as well as several Department of Homeland Security-funded projects that seek to increase overall resilience for both natural disasters and bio-events. It will include a discussion of next steps to move such collaborations to the next level.

Annie Searle is principal of Annie Searle & Associates LLC, an independent consulting and research firm, serving businesses and organizations that are part of the nation's critical infrastructure.

## Managerial Session 2

Intermediate/Advanced



Glen Curole, CBCP

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

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

Glen Curole is president and executive consultant for Category 5 Services and has more than 20 years experience in the business continuity/disaster recovery field

## Technical Session 2

Novice/Intermediate



Russell Dutcher, CBCP

### Business Resilience 101

Business Resilience 101 will explore the principles of disaster recovery, business continuity, risk assessment, project and records management. Many companies now recognize that it's more cost-effective to combine them into a single, integrated strategy. No longer will strategic business resilience planning be based on the menu option, whereby previous planning was limited to choosing one from column A and one from column B with respect to the business continuity planning model. This new approach focuses on planning as a truly collaborative venture, one in which the reactive, proactive and adaptive are merged together to form a solid foundation for business resilience planning.

Russ Dutcher, CDPS, CBRP, CBRM, is a business resilience practitioner heading the business resilience division for EPS Corporation in Eatontown, NJ.

## Emergency Response Session 2

Novice/Intermediate/Advanced



Regina Phelps

EMSS

### Incident Action Plans: The Critical Incident Management Tool

An Incident Action Plan is a simple but powerful planning tool that is a hallmark of the Incident Command System. It can make a huge difference in your ability to organize after an incident. The basic premise is to pull together the leadership of your Incident Management Team and do four things: Report your status, develop your strategic objectives, assign them to a team, and then determine how long you will work on those objectives before you come back together again to assess the progress. Simple, yes, powerful, yes – but why don't most companies do that? We'll discuss the details of developing an IAP, how to run an IAP meeting, what people should bring to the meeting, and how to train your staff.

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

## Advanced Session 2

Advanced



Harlan Dolgin

Bick Group

### MAX Out DR Testing: How to Power Down Your Data Center as a Test

Think you can't shut off your production data centers? Think again! You can do it, and you'll learn how in this session. Participants will hear how a global 1000 company was able to institute a program of shutting down and restarting its most critical production data centers to prove its disaster recovery capabilities. You'll learn the benefits and costs, advantages and disadvantages, and the risks and rewards of instituting a program like this in your company. This program of power down tests changed the landscape of how the company performed its DR testing. This practice was instituted at its 8 largest global data centers. How this was accomplished will be described to you in detail.

Harlan Dolgin, JD, CBCP, is currently the director of continuity services at Bick Group, and a past president of the MidAmerica Contingency Planning Forum.

## Information Session 2

Novice/Intermediate/Advanced



Dwayne Bethea

Richard Fleischman & Assc.

### Critical Time, Critical Communication: How Notification Technology Supports BCP Efforts

Discover how notification technology is supporting the critical and routine communications needs of more than 400 hedge funds in today's economic downturn. Learn how the automation of BC/DR communications can not only bring key decision-makers together globally and expedite response efforts, but ultimately protect corporate assets and people. We will touch on the benefits of notification modality in today's mobile world, the critical role of conference bridging in a global marketplace, and the significance of reporting for auditing/legal purposes.

Dwayne Bethea oversees the IT compliance and BC services for Richard Fleischman and Associates, a provider of outsourced technology and IT services to more than 400 hedge funds, private equity funds, and fund of funds globally.



# Breakout Track 3

Choose One Selection Per Track

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

## Strategic Session 3

Intermediate/Advanced



### Leveraging a Business Continuity Framework to Improve Food and Product Safety Incidents

Damian Walch  
Darin Floyd

Deloitte & Touche LLP  
Deloitte & Touche LLP

Food and product safety is one of the largest challenges facing grocers and manufacturers today, with a total annualized cost to companies exceeding \$8 to \$12 billion. During this session we will explore the current issue landscape, the inherent risk areas within the food/product supply chain cycle, and recall management. Business continuity methods can both

enhance reliability of the food supply chain and assist with the management, containment and communications that can help prevent incidents from becoming organizational “disasters”.

*Damian Walch is a director in Deloitte's Technology Risk practice. Darin Floyd co-leads Deloitte's Food & Product Safety service line.*

## Managerial Session 3

Novice/Intermediate/Advanced



### Five Activities That Will Streamline and Improve Your Preparedness Efforts

Robert Giffin  
CBCP

Avalution Consulting

Heightened customer expectations combined with budget cuts, downsizing and time restraints have left many business continuity teams with a never ending laundry list of ‘to dos’ and confusion regarding how to prioritize it all. But, instead of just working to cross the next item off the list, there are actions your team can be taking to streamline and improve your preparedness efforts.

Please join us as we explore the five activities your organization must do to improve preparedness and meet customer (and other stakeholder) expectations. Hint: they aren't what you may think!

*Robert Giffin, CBCP, CISA, is a director and co-founder of Avalution Consulting.*

## Technical Session 3

Intermediate/Advanced



### Filling Critical DR Planning Gaps

Peter Laz  
MBCP

David Halford

Forsythe Solutions Group  
Forsythe Solutions Group

Virtually all DR plans contain basic plan content elements such as: contact information, alternate site location, recovery procedures and others. However, many DR plans do not include critical elements that have proven to increase the quality and effectiveness of the plans. This session will present and explore a number of items that will enhance your DR plans both strategically and tactically to make them much more understandable and valuable to your organization at all levels. Attendees will obtain specific, tangible examples that can be applied to their DR planning efforts to make plans more effective.

*As a managing consultant for Forsythe, David Halford helps customers plan and implement enterprise risk management initiatives.*

*Peter R. Laz, MBCP, is a senior consultant with Forsythe Solutions Group and is a member of the DRJ Editorial Advisory Board and a Board of Director of PPBI.*

## Emergency Response Session 3

Novice/Intermediate/Advanced



Dick Fordham

Recovery Point

### Data Centers: How Resilient Is The One You Use?

Many data centers in use today either in-house or used by companies to deliver services to you were designed and built in the 20th century. As we accelerate into the second decade of the 21st century it is clear that today's business environment and the essential 21st century IT infrastructure that supports it is placing significant strain on the old designs. 24x7 operations mean that the data center you use must have an infrastructure that never goes down - meaning that each and every component and element in the distribution paths for power, cooling, network etc can be removed from service on a planned basis without impacting any of the computer equipment. This breakout will cover the items to look for when planning or refurbishing a data center, or arm you with some tough questions to ask when selecting a service provider.

*Dick Fordham is currently director of marketing at Recovery Point, a leading national provider of integrated business continuity solutions to government agencies and commercial and non-profit organizations.*

## Advanced Session 3

Advanced



Ashley P. Moore

FEMA

### How Will PS-Prep Affect You?

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

*Ashley P. Moore serves as the senior policy adviser in the standards and technology branch of the incident management systems integration division of the national protection and preparedness directorate of FEMA, DHS.*

## Information Session 3

Novice/Intermediate/Advanced



### The DRI International Certification Process

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

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

# Breakout Track 4

Choose One Selection Per Track

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

## Strategic Session 4

Novice/Intermediate/Advanced



Stephanie  
Balaouras

Forrester  
Research

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

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

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

## Managerial Session 4

Intermediate/Advanced



Michael  
Herrera

MHA  
Consulting

### Crisis Management Team Decision Making: Using the A.P.I.E. Methodology

It is critical that your crisis management team make decisions in a structured, consistent manner that leads to a comprehensive action plan. To do that, the Assess Plan Implement Evaluate (A.P.I.E.) methodology combined with an Incident Action Plan (IAP) will lead to consistent decision making in a crisis. In this breakout, learn how to apply the APIE and IAP methodology to your crisis management team.

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

## Technical Session 4

Intermediate/Advanced



Tonya  
York,  
CBCP

McKesson

### Delivering Value to the Organization Using ITIL: But What's in it for You?

Since the 1980's the drivers of business continuity and disaster recovery initiatives were mostly legal, regulatory, and financial loss exposures. Now organizations are focused on the customer experience and delivering value. What better way to deliver business continuity and disaster recovery programs than by utilizing ITSM (IT Service Management) as a part of deploying ITIL V3 (Information Technology Infrastructure Library). In this session you will learn how to develop services, a service catalog, and a process for providing business continuity and disaster recovery services to your organization.

Tonya T. York is director of McKesson's IT Service Continuity Management Office. She is a Certified Business Continuity Professional with more than 20 years of senior-level experience. Prior to McKesson, York was the business continuity management practice director at Seagate Services (EVault).

## Emergency Response Session 4

Novice/Intermediate/Advanced



Tom  
Phelan

Strategic  
Teaching  
Assoc.

### When Plans Don't Work

Many plans include communication technologies that work under normal circumstances but have proven to be less than effective during a disaster. Phelan has been involved in business continuity and emergency planning and training extensively, and he has also been "on the ground" during major disasters. His experience has shown that some of the best made plans don't work on the ground. In this presentation, items such as rapid notification, text messaging, EOCs, early warning systems, and pandemic plans to work from home will be discussed with specific questions asked about how they have worked in real disasters or full-scale exercises.

Tom Phelan, Ed.D., president, Strategic Teaching Associates, Inc., holds positions as an associate professor at American Public University's School of Public Safety and Health, and instructor at Elmira College's Emergency Management Concentration.

## Advanced Session 4

Advanced



Kim  
Bowker  
CBCP

Global  
Payments  
Company



Randall  
Till  
MBCP

Till  
Continuity  
Group

### Business Continuity Planning: How to Build Effective Continuity Strategies and Plans for Critical Business Functions

Companies often spend extensive time and effort developing emergency management and DR plans but expect the business areas to resume operations with little more than a cell phone. This session will explore the needs and value associated with building effective business recovery plans for critical business functions and work areas. Key requirements will be discussed, and alternate strategies offered. The implementation of effective planning processes will be presented to provide examples of how to approach and integrate business recovery with other BC planning areas.

Randall Till, MBCP is principal and founder of Till Continuity Group.

Kim Bowker, CBCP is business leader, business continuity management at a Global Payments Company.

## Information Session 4

Novice/Intermediate/Advanced



Pat  
McDonald  
CBCP

Funda-  
mentals  
Inc.

### Ensuring Suppliers Have Viable Recovery Plans

As challenging as it is to develop effective business continuity programs within our own organization's even harder to ensure critical suppliers have done the same. And yet our dependency on their uninterrupted supply of products or services can be an Achilles heel risk that leaves our businesses and customers highly exposed. In this interactive session, we'll look at various collaborative methods for identifying and mitigating supplier risk. Come prepared to both share best practices and develop an action plan for enhancing your own program.

Pat McDonald established the consulting company, Fundamentals, Inc., in 1995 to help organizations minimize business exposures through business continuity and contingency planning.

# Tuesday Workshops

3:00 - 5:30 p.m.

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

## Workshop Session 1 Intermediate/Advanced



Regina Phelps

EMSS

### Developing a Comprehensive Emergency Management Program and Conducting Your Own Internal Assessment

Are you starting a program from scratch or fine-tuning one that already exists? The first half of this workshop "peels back the onion" and looks at all of the major components of a well-balanced program: risk assessment, incident management, emergency response, business continuity, disaster recovery, and crisis communications. What should be in those silos? How are they all connected and managed

during an incident? The effective management of an incident requires a well-thought out, coordinated, and integrated response. The second half looks at how you assess a program. This includes a look at the most commonly used industry standards (NFPA 1600 and BS25999) as roadmaps for evaluation. How do you use these standards to assess the health and wellness of your program? Then, when you find deficiencies, how do you document them and create a plan for program improvement? This workshop provides you with an excellent overview and a detailed plan to guide your progress toward your goal of a comprehensive program.

Regina Phelps is founder of Emergency Management & Safety Solutions, a consulting and training firm. Phelps' niche includes incident management team development, pandemic planning, emergency operations center (EOC) design, and the development of emergency exercises for large global companies.

Kelly David Williams MBA, JD, is a senior consultant with Emergency Management & Safety Solutions. Williams' broad business and IT background provides him with a unique perspective on all aspects of BC and

## Workshop Session 2 Novice/Intermediate/Advanced



Roberta Flynn

Prof. Workplace Interaction.

### Domestic Terrorism: Assessing Your Risk

A core mission of the Department of Homeland Security is reducing the vulnerability of critical infrastructures, key assets and national icons to acts of terrorism. With the increase in the nature of these risks and threats faced by organizations today, the need for physical on-site, venue, event and facilities vulnerability assessments has become a critical element in managing the overall risk associated with an organization's assets and business continuity efforts. This training is designed to give business continuity planners a better understanding of the risk of domestic terrorism in the United States. Strategies for vulnerability assessment will be discussed and current risk reduction methods will be addressed.

Roberta S. Flynn, Psy.D., is a director, trainer and product development specialist for Professional Workplace Interaction, Inc.

She has 30 years of experience as a speaker, teacher, and instructor in government, school, hospital, industrial and law enforcement settings. Dr. Flynn provides threat assessment and expert witness services throughout the United States and internationally.

She creates disaster and business continuity plans for schools and organizations.

She serves on the Board of Directors of PERT (Psychiatric Emergency Response Team). PERT clinicians work with local law enforcement agencies in handling mentally ill persons.

She is a member of the American Red Cross Disaster Mental Health Team and responds to local and national disasters.

She volunteers on a rapid response team for the American Red Cross as well as serving as a volunteer public information officer for them.

She is a trainer for the American Red Cross in Psychological First Aid and other disaster mental health subjects. She serves as the chair of the San Diego Psychological Association Disaster Response Committee.

## Workshop Session 3 Novice/Intermediate/Advanced



Various roundtable facilitators

### Birds of a Feather: Plan Together

This new, interactive workshop is geared to bring like-minded business continuity planners together to discuss critical issues that face their organizations and related industries.

The session is designed as a roundtable discussion geared toward business continuity planning as it relates to specific industries. Experienced business continuity professionals will help facilitate each group in productive discussion related to key issues and areas of interest.

This session will allow the DRJ attendees to address areas of concern, ask pressing questions and create dialog around key planning activities. The roundtable format will provide a flexible yet structured approach designed to help explore solutions.

The goal is to provide attendees with a forum to discuss business continuity planning and ask questions in an industry specific setting while building relationships with other planners in similar situations.

Don't forget to bring your business cards. Proposed industry roundtables are: finance, manufacturing, transportation and utilities, retail, medical, government and public sector.

Facilitator: Randall Till, MBCP, has more than 20 years experience as a BC planner.

Industry roundtable facilitators will be: Robbie Atabaigi, MBCP, KPMG, Kim Bowker, CBCP, Global Payments Company, Harlan Dolgin, JD, CBCP, Bick Group, Mike Gifford, CBCP, The Capital Group Companies, Michael Herrera, MHA Consulting and David Ziev, MBCP, Business Continuity Professionals.



#### Workshop Session 4

Novice/Intermediate/Advanced



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

Barney Pelant, MBCP

Barney F. Pelant & Assc.

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

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

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

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

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

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

*Barney Pelant 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 holds the certification of Master Business Continuity Professional from DRI International. 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.*

#### Workshop Session 5

Intermediate/Advanced



#### Comprehensive Healthcare in BC Planning

Stuart Weiss, CBCP

MedPrep Consulting



Angela Devlen

Wakefield Brunswick

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

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

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

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

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

#### Workshop Session 6

Novice/Intermediate/Advanced



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

Steve Goldman

Goldman Mgmt. Consultants

A DRJ attendee favorite and long-running workshop!

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

How do you do that properly? Do your drills provide as-close-to-real situations as possible? How does your program compare? How can you improve?

During this hands-on workshop, learn how to set up and conduct a successful BCP/DRP drill.

Students will master the aspects of effective exercise preparation and execution.

Learn how to avoid common pitfalls during the development process and how to anticipate and resolve potential problems. With his lively style and real-life examples,

Dr. Steve will lead the class through interactive discussions of successful exercise development.

*Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises. A former global BCP manager for a Fortune 500 company,*

*Goldman has developed, conducted, and evaluated hundreds of successful drills and exercises ranging from one-hour tabletops to massive multi-organization three-day full-scale exercises.*

*Goldman is a former Global BCP Manager for a Fortune 500 company with over 30 years experience in all aspects of the field.*

*Thus he has been on both sides of the consulting contract and shares his experiences.*





## Conference Venue

Sheraton San Diego Hotel  
San Diego, California

### Hotel Reservations

The official conference hotel is:

#### Sheraton San Diego Hotel

1380 Harbor Island Drive

San Diego, CA 92101-1092

877-734-2726 Refer to Booking #22035

Attendees are responsible for making their own hotel reservations by calling 877-734-2726. Refer to Booking #22035. Ask for DRJ's special room rate. Email [drj@drj.com](mailto:drj@drj.com) for information on government rooms.

**Make your reservations early.** A block of rooms has been reserved at the Sheraton San Diego Hotel and Marina and they fill fast!. Once the block is filled, reservations will be made on a space available basis, with the rate subject to change at the discretion of the hotel.

### Conference Attire and Climate

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

### Conference Registration Fee

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



### Transportation Information

**Airlines:** American Airlines is DRJ's official airlines for Fall World 2010. In order to make your reservations, please call 800-433-1790 or visit [www.aa.com](http://www.aa.com). Use file #2990AA 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](http://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.

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

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

Company \_\_\_\_\_ Title \_\_\_\_\_

Cell Phone \_\_\_\_\_ Email \_\_\_\_\_

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

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

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

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

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

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

Check here if you require special needs \_\_\_\_\_ Please specify \_\_\_\_\_  
Notify conference personnel during Onsite Registration of your arrival and special needs.

## Industry Information

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



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

## Payment Information

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

\_\_\_\_\_ Bill my company, Attn: \_\_\_\_\_

\_\_\_\_\_ Purchase order attached, P.O. # \_\_\_\_\_

\_\_\_\_\_ Bill my  \_\_\_\_\_ Bill my  \_\_\_\_\_ Bill my AMEX \_\_\_\_\_ Bill my DISCOVER \_\_\_\_\_

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

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

## Policy Information

**Cancellation Policy (Must be in writing):** Conference enrollment may be cancelled through Aug. 19, 2010 without penalty. No refunds or credits will be given for cancellations received after Aug. 19, 2010. All no shows will be charged the full amount. All cancellations must be received in writing.

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

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

## Session Information

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

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

### Sunday, Sept. 19

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

### Monday, Sept. 20

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. 21

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 19, 2010
- only \$995.00 through Aug. 19, 2010
- only \$1095.00 through Sept. 19, 2010

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

## Three Easy Ways To Register

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

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

Web: www.drj.com

## For information

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

## Registration Discounts

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

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

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

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

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

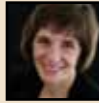


## Pre Conference Courses

Make your trip to Fall World 2010 the best it can be by attending a pre- or post-conference course. These are conveniently scheduled so you can make the most of your travel budget. Gain extra skills, earn a certification and get one-on-one guidance from experts.

Earn up to 16  
CEU points  
by attending  
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conference  
course!

### PRC-1: Incident Management – The Key to Successful Incident (Crisis) Management



Sat., Sept. 18, 9:00 a.m. - 5:00 p.m.  
Sun., Sept. 19, 8:30 a.m. - 11:30 a.m.  
\$1295 per person  
Presenter: Regina Phelps

Incident Management (what was often called crisis management) is the missing link for many organizations. This hands-on workshop gives you everything you need in order to develop a incident management team (IMT), develop your emergency operations center (EOC) and create a successful program. A well-designed IMT allows for command, control, and communication, and also helps to prevent the formation of “silos” that commonly develop in an emergency environment. This workshop covers everything you need to know to design the IMT, the EOC and the processes that drive them all. Risk assessment – what should you plan for? Coverage includes: Incident Command System (ICS), Incident Management Teams (IMT), Incident Assessment Team and Process, Incident Action Plans (IAP), Communication concerns and solutions, Role of senior management, Sustained operations, Virtual EOCs and more.

*Regina Phelps is founder of Emergency Management & Safety Solutions, a consulting and training firm.*

### PRC-2: Seven Steps For A Comprehensive Business Continuity Program



Sat., Sept. 18, 9:00 a.m. - 5:00 p.m.  
Sun., Sept. 19, 8:30 a.m. - 11:30 a.m.  
\$1295 per person  
Presenter: Randall Till, MBCP

It's one thing to develop and test business continuity plans. It's quite another to implement an effective and comprehensive business continuity program. In this class, you will learn how to identify risks, avoid common pitfalls and develop effective business continuity practices. The Seven Steps will cover:

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

*Randall Till, MBCP, has more than 20 years experience as a BC planner and has learned to navigate the hardships and roadblocks associated with implementing BC strategies and practices within an organization.*

### PRC-3: Essentials Of DR/BC Planning Made Simple



Sat., Sept. 18, 9:00 a.m. - 5:00 p.m.  
Sun., Sept. 19, 8:30 a.m. - 11:30 a.m.  
\$995 per person  
Presenter: Norm Harris

For anyone who is involved with any of the components of a disaster recovery/business continuity program this class is a must. This highly effective class covers all the essential components of a DR/BC program in a concise and understandable way. It includes the seven major questions any DR/BC program must answer, What needs to be done, Why it needs to be done, When it needs to be done, Who is to do it, Where is it to be done, How is it to be done, and the resources needed to do it. You receive all forms, questionnaires, tutorials, samples, Power Point presentations, software and more, all on a USB Flash. Following is a partial list of subjects that will be covered: Making the organization mission statement work for you, How to conduct a factual risk assessment, Step by step development of a BIA, Effective data collection and interviewing techniques, Reports and presentations designed to receive maximum senior management support and budget approval, Selecting recovery and resumption strategies; Designing a backup and recovery plan that meets your organizations requirements; Developing the essential content of a plan (FREE SOFTWARE provided); and Proven plan Testing, maintenance, enhancement and training techniques, (free DR/BC coordinator handbook)

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

**PRC-4: Outrageously Easy Project Management  
(With a Recovery Slant)**



Sat., Sept. 18, 9:00 a.m. - 5:00 p.m.  
Sun., Sept. 19, 8:30 a.m. - 11:30 a.m.  
\$995 per person  
Presenter: Skip Williams

KingsBridge is thrilled to bring back the "Outrageously Easy" series of seminars! Started in 1995 by past-president Dr. Jeffrey Williams, this series of classes has initiated people just like you on the basics of recovery planning! Business continuity (BC), disaster recovery (DR) and continuity of operations (COOP) are all project management assignments. Learn how to build a recovery plan project that is delivered on time, on budget and successful to maintain. Skip Williams has completed every plan in the last decade to the standards of the DRI and BCI within the time frame allowed. Learn the "tricks of the trade" from the most versatile consulting firm in the business.

You will learn: How to build a successful steering committee; How to plan you project for success; How to set expectations from the executive floor to the ground floor; How to leverage your resources for success and How to manage the project once it has launched.

*Skip Williams is the president of KingsBridge Disaster Recovery.*

**PRC-5: The Complete Professional**



Sat., Sept. 18, 9:00 a.m. - 5:00 p.m.  
Sun., Sept. 19, 8:30 a.m. - 11:30 a.m.  
\$1095 per person  
Presenters: Barry Pruitt, Michael Herrera, CBCP

Improve key skills needed for professional planners – presentation, negotiation, facilitation, and interview skills. See yourself on camera and gain instructor tips/feedback for improvement as a complete professional! Be prepared to organize your ideas, make the presentation, and handle negotiations with a tough audience. Learn professional techniques for managing and keeping interviews on track.

Gain the ability through practice to motivate, persuade, negotiate, and hold the attention of senior management. Find yourself off the sidelines and speaking up with confidence and power, even during a crisis, by

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

Bonus: All participants receive a free six-month membership in CPU: our teleseminar/webinar based Complete Professional University a \$690 value!

*Barry Pruitt is president of J&B Pinnacle Business Concepts Inc. Michael Herrera, CBCP, is president/CEO of MHA Consulting Inc.*

**PRC-6: Developing and Improving Business and Government Continuity Plans**



Sat., Sept. 18, 9:00 a.m. - 5:00 p.m.  
Sun., Sept. 19, 8:30 a.m. - 11:30 a.m.  
\$995 per person  
Presenter: Lloyd R. Smith, Jr., MBCP

Whether a first time attendee or an experienced planner, this seminar is for executive management and staff who want to improve their recovery and continuity capabilities quickly and effectively. Learn best practice principles with examples to improve emergency response, IT disaster recovery and business and government continuity capabilities. Even when budgets are tough, organizations can't afford to be without effective recovery plans. New trends to recover from serious natural disasters, terrorist attacks and pandemics require total continuity. Subjects include executive commitment; project management; selecting planning, response and recovery teams; condensed risk assessments and BIAs to save time and funds; exercises and making business continuity a major part of your corporate culture. Some threats may require recovery on a local basis with minimum dependency on outside services, vendors and other locations. Discover how to develop or improve continuity plans either with assistance or using internal resources. Get the big picture with details on how to develop total continuity plans as well as excellent preparation to get more from the DRJ conference.

*Lloyd Smith serves as president of Business & Government Continuity Services which provides business continuity training and awareness, consulting and mentoring services.*

**Pre-Conference Course Registration Form**

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

Check enclosed for \$ \_\_\_\_\_ Check # \_\_\_\_\_

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Signature \_\_\_\_\_

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

- PRC-1: Incident Management (\$1295)
- PRC-2: Seven Steps For BC (\$1295)
- PRC-3: Essentials of DR/BC (\$995)
- PRC-4: Outrageously Easy Planning (\$995)
- PRC-5: The Complete Professional (\$1095)
- PRC-6: Developing Continuity Plans (\$995)

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*Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 19, 2010 without penalty. No refunds or credits will be given for cancellations received after Aug. 19, 2010. All no shows will be charged the full amount. All cancellations must be received in writing.*

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## Post Conference Courses

**Make your trip to  
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Gain extra skills,  
earn a certification  
and get one-on-  
one guidance from  
experts.

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

### POC-1: Secrets to Building Successful Private / Public Relationships



Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.

\$195 per person

Presenters: Deidrich Towne, CBCP, Ken Schroeder

This fast-paced, half-day session focuses on the actions that both private businesses and public agencies have taken to build complementary relationships that work in both good times and disaster situations. This session is designed to give both private and public sector representatives the tools they need and action plans to come together, develop the relationship, and build a unified public / private emergency response capability. Attendees will learn about: Who to contact and how to get them involved; Resources available to support a public private program; Successfully implemented programs; Collaborative training and exercises and Building an expanded support network.

*Deidrich Towne, CBCP, is a senior technical consultant for Hewlett Packard.*

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

### POC-2: Successfully Conduct your First BCP/DRP Drill!



Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.

Thurs., Sept. 23, 8:30 a.m. - 5:00 p.m.

\$995 per person

Presenter: Dr. Steve Goldman

Your first BCP (or DRP) tabletop or drill can make or break your BCP/DRP efforts, *including your career*. A good job is not sufficient; your first drill needs to be outstanding! This course will teach you how. During this hands-on class, you will learn the elements of how to organize, set up, conduct, and evaluate a successful first BCP/DRP drill. Topics include: The company politics of your first drill; Dr. Steve's "First Drill" Planning Checklist; Using incomplete department plans to your advantage; Painlessly involve IT, PR, and management; 100+ Ideas for scenarios; What's in the drill manual; Expected problems and their solutions; Critique the drill and still keep your job; and Using the leverage from this drill.

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

*Dr. Steve Goldman is an internationally recognized expert and leading consultant in BCP/DRP exercises.*

### POC-3: CBRA Seminar: Certified Business Resilience Auditor



Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.

Thurs., Sept. 23, 8:30 a.m. - 5:00 p.m.

Fri., Sept. 24, 8:00 a.m. - 12:00 p.m.

\$2900 per person; \$2610 for DRJ conference attendees

Presenter: Rick Wellman

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

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

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

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

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



### POC-4: Certified Crisis Communications Planner - CMC 2050



Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 23, 8:30 a.m. - 5:00 p.m.  
Fri., Sept. 24, 8:00 a.m. - 12:00 p.m.  
\$1495 per person  
Presenter: John Cullen

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

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

For more information, contact [Lynnda@theicor.org](mailto:Lynnda@theicor.org).

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

### POC-5: Comprehensive BIA Process – Methodology



Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 23, 8:30 a.m. - 5:00 p.m.  
Fri., Sept. 24, 8:00 a.m. - 12:00 p.m.  
\$1195 per person  
Presenter: Denis Goulet, CBCP

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

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

For more information, contact [questions@continuitylink.com](mailto:questions@continuitylink.com).

*Denis Goulet is a recognized expert in the business continuity management (BCM) field with more than 20 years of experience.*

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



#### (POC-6A) Course with CBCI Exam

Wed., Sept. 22, 1:30 p.m. - 5:00 p.m.  
Thurs., Sept. 23, 8:30 a.m. - 5:00 p.m.  
Fri., Sept. 24, 8:30 a.m. - Noon  
\$1495 per person (includes access to e-learning and testing system)  
Presenter: Marie-Hélène Primeau, MBCI, Premier Continuum

#### (POC-6B) Course Only

Wed, Sept. 22, 1:30 - 5:00 p.m.  
Thurs., Sept. 23, 8:30 a.m. - 5:00 p.m.  
\$995 per person (includes access to e-learning and testing system)

#### (POC-6C) Exam Only

Friday, Sept. 24, 8:30 a.m. - Noon  
\$500 per person (includes access to e-learning and testing system)

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

All attendees will also receive free access to the BCI's world-class e-learning system in order to allow for pre-conference studies as well as additional preparation prior to sitting for the BCI Certification Examination. The concepts and topic areas of the examination were derived from an analysis study of the BCI's GPG completed by BCI subject Matter Experts (SMEs). For more information contact [tammylewis@thebci.org](mailto:tammylewis@thebci.org).

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

Post-Conference Course Registration Form

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

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

- \_\_\_\_\_ POC-1: Private/Public Relationships (\$195)
- \_\_\_\_\_ POC-2: Conduct Your First Drill (\$995)
- \_\_\_\_\_ POC-3: CBRA Seminar (\$2900/\$2610)
- \_\_\_\_\_ POC-4: Certified Crisis Planner(\$1495)
- \_\_\_\_\_ POC-5: Comprehensive BIA (\$1195)
- \_\_\_\_\_ POC-6A: BCI Guidelines Course/Exam (\$1495)
- \_\_\_\_\_ POC-6B: BCI Guidelines Course Only (\$995)
- \_\_\_\_\_ POC-6C: BCI Guidelines Exam Only (\$500)

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*Cancellation Policy (Must be in writing): Course enrollment may be cancelled through Aug. 19, 2010 without penalty. No refunds or credits will be given for cancellations received after Aug. 19, 2010. All no shows will be charged the full amount. All cancellations must be received in writing.*

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

## BC Auditor Certification & Training

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

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

Auditor certification can be held jointly with your existing DRI International certification.

# You have the knowledge.

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

### Course & Exam Schedule

9/22-24	Qualifying Exam Review (BCP 501)	\$1405.00*
9/22-26	Business Continuity Planning (BCLE 2000)	\$2550.00
9/22-24	Master Case Study Review (BCP 601)	\$1695.00

*Specific course and exam offerings and fees are subject to change without notice.*

### Certifications available through DRI International

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

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

- CBCA Certified Business Continuity Auditor
- CBCLA Certified Business Continuity Lead Auditor

Ready to get started with CBCA or CBCLA today?  
Visit our website and check out 2010 Training Opportunities.

4/26-30	Atlantic City	7/19-23	San Francisco
10/ 4-8	Baltimore	12/13-17	Orlando

You have the experience.

# Are you Certified?



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

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

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

### Courses and Exams Available at DRJ's Fall World 2010 in San Diego, California.

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



+1.866.542.3744

[www.drii.org](http://www.drii.org)

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



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