

the **Availability Digest**

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DRJ's Fall World 2010 Business Continuity Conference August 2010

Since 1989, the Disaster Recovery Journal (DRJ)¹ has sponsored the premier semiannual Spring World and Fall World conferences dedicated to Business Continuity and Disaster Recovery (BC/DR). Its 43rd conference, Fall World 2010,² will be held the week of September 18th at the Sheraton San Diego Hotel and Marina in San Diego, California. The body of the four-day agenda (September 19th to 22nd) includes nine unopposed general sessions, 24 breakout sessions, and twelve workshops.



Several pre-conference and post-conference courses are also scheduled for an additional fee. Pre-conference courses are held all day on Saturday, September 18th, and conclude on Sunday morning, September 19th. Post-conference courses are one- to three-day courses held on Wednesday afternoon, all day Thursday, and Friday morning, September 22nd to September 24th. Courses and examinations for certain BCP (Business Continuity Planning) certifications are offered.

Abstracts for all presentations can be found on the [Fall World](#) web site.

The Fall World 2010 conference includes a full trade-show floor with booths manned by vendors of BC/DR products.

Conference Agenda

The body of the conference extends over the four-day period from Sunday, September 19th, to Wednesday, September 22nd. Over this four-day period, nine general sessions and four breakout tracks are scheduled. The general sessions are unopposed one-hour major presentations. Each breakout track is also one hour and includes a choice of six presentations. In addition, six workshops are offered on Sunday and also on Tuesday.

General Sessions

General sessions are each one hour in length and are unopposed. There are no other conflicting sessions scheduled during general session time. The nine general sessions are as follows:

¹ The Disaster Recovery Journal, *Availability Digest*, February 2010.

http://www.availabilitydigest.com/public_articles/0502/drj.pdf

² https://www.drj.com/index.php?option=com_content&task=view&id=4818&Itemid=769

- Managing, Motivating and Leading a Multi-Generational Workforce, *Bruce Wilkinson, Certified Speaking Professional: Getting baby-boomer, Gen-Xer, and GenY employees to work together cohesively.*
- How to Derive Value from Business Continuity Planning – It's not just about Insurance Anymore, *Randall Till, Till Continuity Group: Communicating the importance of strong business continuity practices.*
- It Was Going To Be An Exercise ... But In The Meantime, The Real Thing Happened: The Station Fire and the JPL Response, *Regina Phelps, Emergency Management and Safety Solutions, and Joseph Courtney, Jet Propulsion Laboratory: Lessons learned from the largest fire in recorded history in the Angeles National Forest, a fire that threatened JPL.*
- Conquering the Tough Challenges for More Effective Emergency Incident Notification, *Robert Chandler, University of Central Florida: Challenges during emergencies for successful incident notification and automated incident notification systems.*
- Delivering New Value from IT Risk Management, *George Westerman, MIT: Creating valuable business benefits beyond just reducing risk, turning risk management from a necessary cost into a new source of business growth and value.*
- IEMI: The New Threat To Business Survivability, *Gale Nordling and Jim Danburg, Emprimus: Protect against the impact of Intentional Electromagnetic Interference (IEMI), which can soften or erode existing physical or cyber defenses.*
- Leveraging Cloud Computing for Business Continuity, *David Linthicum, Bick Group: How private and public clouds can improve a business continuity program, and the opportunities and risks of migrating to the cloud.*
- The Challenge of a Global DR Plan or Wow! That's a Lot of Air Miles, *David Mewes, Invacare, and Michael Croy, Forsythe: Addressing obstacles for a recovery and continuity plan supporting offices from Switzerland to New Zealand to Cleveland.*
- Risky Business?, *Barry Pruitt, Pinnacle Business Concepts: Practices for identifying and managing risk, assessing threats to the organization, knowing the level of mitigation, and when and where to spend limited monies for protection.*

Breakout Sessions

Breakout Sessions are one hour in length. Six sessions are scheduled simultaneously in each of four Breakout Tracks. The six sessions are categorized as Strategic, Managerial, Technical, Emergency Response, Advanced, and Information. The breakout sessions are:

Breakout Track 1

- Service Continuity Objective: The Missing Link Between BC and IT, *Bobby Williams, Emdeon.*
- How To Perform A Quantitative Analysis On Your Disaster Recovery And Business Continuity Plans, *Alan Salkowitz, TD Bank.*
- Virtualization: Does It Replace BCP?, *Jim Kellett, Cisco.*
- Why Enterprise Resiliency Depends On Effective Mass Notification, *Liz Granger, VISA.*
- Data Center Resiliency, *Tom Clark, Liberty Mutual.*

- Welcome to Business Continuity: How Did I Get Here and Where Do I Begin?, *Melanie Lucht, PNC Financial Services.*

Breakout Track 2

- Conquering Tough Challenges Through Public-Private Partnerships: A Case Study, *Annie Searle, Annie Searle & Assc.*
- Reporting and Monitoring Tools for BC Projects and Programs, *Glen Curole, Category 5 Services.*
- Business Resilience 101, *Russell Dutcher, EPS Corp.*
- Incident Action Plans: The Critical Incident Management Tool, *Regina Phelps, EMSS.*
- MAX Out DR Testing: How to Power Down Your Data Center as a Test, *Harlin Dolgin, Bick Group.*
- Critical Time, Critical Communication: How Notification Technology Supports BCP Efforts, *Dwayne Bethea, Richard Fleischman and Assc.*

Breakout Track 3

- Leveraging a Business Continuity Framework to Improve Food and Product Safety Incidents, *Damian Walch and Darin Floyd, Deloitte and Touche.*
- Five Activities That Will Streamline and Improve Your Preparedness Efforts, *Robert Giffin, Avalution Consulting.*
- Filling Critical DR Planning Gaps, *Peter Laz and David Halford, Forsythe Solutions Group.*
- Data Centers: How Resilient Is The One You Use?, *Dick Fordham, Recovery Point, and Pitt Turner, Uptime Institute.*
- How Will PS-Prep Affect You?, *Ashley Moore, FEMA.*
- The DRII Certification Process, *DRII.*

Breakout Track 4

- The State Of BC, Crisis Communication And Risk Management, *Stephanie Balaouras, Forrester Research.*
- Crisis Management Team Decision Making: Using the A.P.I.E. Methodology, *Michael Herrera, MHA Consulting.*
- Delivering Value to the Organization Using ITIL: But What's in it for You?, *Tonya York, McKesson.*
- When Plans Don't Work, *Tom Phelan, Strategic Teaching Assc.*
- Business Continuity Planning: How to Build Effective Continuity Strategies and Plans for Critical Business Functions, *Kim Bowker, Global Payments Company, and Randall Till, Till Continuity Group.*
- Ensuring Suppliers Have Viable Recovery Plans, *Pat McDonald, Fundamentals Inc.*

Sunday Workshops

There are six workshops offered on Sunday afternoon, September 19th.

- PPBI – Incident Management, *Ken Schroeder, Southeast Corp., Deidrich Towne, HP, and David Ziev, Business Continuity Professional.*
- Stress Management and Disaster Recovery, *Rob Chubb, Colorspectrum.*
- Violence a Preventable Disaster: Understanding and Reducing the Risk, *David Smith, Professional Workplace Interaction.*
- Essential Elements of a Work From Home Program, *Brandon Dempsey, Suite Commute.*

- Current State Assessment, Michael Herrera, MHA Consulting, and Barry Pruitt, Pinnacle Business Concepts.
- Mock Disaster Exercise, Disaster Game LLC.

Tuesday Workshops

There are six workshops offered on Tuesday afternoon, September 21st.

- Developing a Comprehensive Emergency Management Program and Conducting Your Own Internal Assessment, Regina Phelps and Kelly David Williams, Emergency Management and Safety Solutions.
- Domestic Terrorism: Assessing Your Risk, Roberta Flynn, Professional Workplace Interaction.
- Birds of a Feather: Plan Together, DRJ Roundtable.
- Developing the Recovery Strategy: The Next Step, Barney Pelant, Barney F. Pelant and Assc.
- Comprehensive Healthcare in BC Planning, Stuart Weiss, MedPrep Consulting, and Angela Devlen, Wakefield Brunswick.
- Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Drill, Steve Goldman, Goldman Mgmt. Consultants.

Pre-Conference Courses

Pre-conference courses are offered for an additional fee on Saturday and Sunday, September 18th and 19th.

- Incident Management – The Key to Successful Incident (Crisis) Management, Regina Phelps, Emergency Management & Safety Solutions.
- Seven Steps For A Comprehensive Business Continuity Program, Randall Till, Till Continuity Group.
- Essentials Of DR/BC Planning Made Simple, Norm Harris, HARRIS Recovery Solutions.
- Outrageously Easy Project Management (With a Recovery Slant), Skip Williams, KingsBridge Disaster Recovery.
- The Complete Professional, Barry Pruitt, J&B Pinnacle Business Concepts, and Michael Herrera, MHA Consulting.
- Developing and Improving Business and Government Continuity Plans, Lloyd Smith, Business & Government Continuity Services.

Post-Conference Courses

Post-conference courses are one- to three-day courses offered on Wednesday through Friday, September 22nd through the 24th. They are offered for an additional fee.

- Secrets to Building Successful Private / Public Relationships, Deidrich Towne, HP, and Ken Schroeder, Southeast Corporate.
- Successfully Conduct your First BCP/DRP Drill!, Dr. Steve Goldman, Consultant.
- CBRA Seminar: Certified Business Resilience Auditor (with optional CBRA certification exam), Rick Wellman, Sentryx.
- Certified Crisis Communications Planner - CMC 2050, John Cullen, Foresight PR.
- Comprehensive BIA Process – Methodology, Denis Goulet, Consultant.
- Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines (course and/or CBCI exam), Marie-Hélène Primeau, Premier Continuum.

DRII Courses and Exams

Disaster Recovery Institute International (DRII) will be offering courses and exams before and after the conference for an additional fee. The following sessions will take place after the conference.

- Qualifying Exam Review (BCP 501) (9/22-9/24)
- Business Continuity Planning (BCLE 2000) (9/22-9/26)
- BCP Metrics (BCP-Met) (9/23)

Sponsors

Several major corporations involved in business continuity sponsor Fall World 2010. They include Gold Sponsor MIR₃; Silver Sponsors IBM, COOP Systems, Forsythe, and Recovery Point; Bronze Sponsors Atlantic.Net, eBRP Solutions, and Emprimus; and Co-Sponsors Bick Group, KPMG, Shermco Industries, Pitney Bowes, Verizon Wireless, VOLO Recovery, Disaster Game, DRI, FedEx, and PPBI.

Summary

DRJ's Fall World 2010 conference continues twenty-one years of distinction in the fields of Business Continuity and Disaster Recovery. Lasting for over a week with informational sessions, workshops, certification exam preparation, and qualifying exams, it is the premier educational event for BC/DR professionals.