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DRJ's Spring World 2012 Business Continuity Conference

January 2012

Since 1989, the Disaster Recovery Journal (DRJ www.drj.com)[1] has sponsored the premier, semiannual Spring World and Fall World conferences dedicated to Business Continuity and Disaster Recovery (BC/DR). Its 46th conference, Spring World 2012,[2] will be held the week of March 25th at Disney's Coronado Springs Resort in Orlando, Florida. The body of the four-day agenda (Sunday, March 25th to Wednesday, March 28th) 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, March 24th, and Sunday morning, March 25th. Post-conference courses are one- to three-day courses held on Wednesday afternoon, all day Thursday, and Friday morning, March 28th to 30th. Courses and examinations for certain BCP (Business Continuity Planning) certifications are offered following the conference.

New this year is a one-day track for advanced practitioners to be held on Monday, March 26th. It is by invitation only to those who meet the track's qualifications.

Abstracts for all presentations can be found on the Spring World web site.

The Spring World 2012 conference includes a full trade-show floor with booths manned by vendors of BC/DR products.

Conference Agenda

The general sessions are unopposed one-hour major presentations. Each of the four breakout tracks 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] http://www.drj.com/springworld2012/conference/index.html

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- *Subconscious Secrets of Business Success, Anthony Galie, author, speaker, trained psychotherapist*. Why goals can be deterred and scientifically-proven ways to overcome this.

- Industry Trends and Real World Experiences, *Tony Schmitz, CEO, Send Word Now.* The state of the art in business continuity planning.

- Elevating BC/DR to Enterprise Risk Management, *Jeff Dato, Vice President, Risk Management, Pinnacle Airlines; Brian Neary, Vice President, Operational Risk, The Hartford; and Spencer Schwartz, Senior Vice President and Chief Financial Officer, Atlas Air Worldwide.* How you can grab the attention of senior management with solid, comprehensive proposals that get your organization what it needs,

- A Crisis in Leadership: What You Need to Know BEFORE a Disaster Hits Your Company, *Regina Phelps, Emergency Management and Safety Solutions*. The five most common failures during an incident and what you can do to avoid these pitfalls.

- Community Resilience, *Deke Copenhaver, Mayor of Augusta, Georgia; and John B. Copenhaver, President and CEO of Contingency Management Group*. A new model for emergency management. "Community resilience" must once again become the "new" normal!

- Optimizing BCM Programs For Greater Success By Driving Risk Management Alignment, *Rob Patchett, Lead Auditor, SunGard*. Demonstrate a return on investment for risk and compliance programs by reducing risk fatigue.

- *Reputation Resiliency in a Volatile Environment*, *Linda Locke, Principal, Reputare Consulting LLC; and Randall Till, Principal, Till Continuity Group. K*ey steps to understand and identify reputational risks.

- Catastrophic Traumatic Events, *Roberta Flynn, mental health activity lead for the American Red Cross; James A. McGee, Senior Security Consultant, The Soufan Group and ESPN; and David A. Smith, Professional Workplace Interaction, Inc..* Leadership issues, long and short term psychological considerations and operational effects of traumatic events will be discussed

- You Can Communicate In A Crisis, But Will You Connect?*, Barry Pruitt, Managing Partner, Pinnacle Business Concepts, Inc.* Explore a deeper dive into the realm of communicating in a crisis

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

- Using Data to Drive Decisions, *Ian Long, Safeway, Inc*.
- BCP from Theory to Practice, *Mark Pryce, Rogers Communications; and Karl Bryant, Marsh.*
- Data Center Restoration IAP, *Jim Staufenberg, Quest Diagnostic*.
- Emergency Response: A Global Airline's Perspective, *Teresa Eurto, American Airlines*.

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- Developing And Implementing A Global Business Continuity Strategy, *Lenny Sharpe, Target; and Matt Blanco, Target*.
- Going Beyond Apologies During Corporate Crises, *Stan Polit, George Mason University*.

Breakout Track 2

- Putting It All Together – From BIA To Resiliency, *Sudhir Gadepalli, Ohio Public ERS*.
- BCM in the Dutch Financial Sector, *Egbert Smit, ABN AMRO*.
- Why Cloud Based Disaster Recovery Is Changing The Face Of DR And Technologies Driving It, *Janson Hoambrecker, i365*.
- Domestic Terrorism: Seven Signs - 10 Steps, *Roberta Flynn, Prof. Workplace Int*.
- AmeriGas Disaster Recovery Case Study, *Rick Fabrizio, AmeriGas Partners, L.P.; and Fred Nestore, PPT Consulting*.
- The Importance of Your Organization's Crisis Communications Plan, *Ed Devlin, E.S. Devlin & Assc*.

Breakout Track 3

- How the Cloud Has and Will Streamline Business Continuity and Email Migration, *Orlando Scott-Cowley, Mimecast*.
- Earthquake and Hurricane in the Northeast: Time to Rethink our Assumptions on Risks, *Richard Cocchiara, IBM*.
- Incorporating ICS into the IT World, *Erika Voss, CGI Federal; and Mark Spreitzer, CBCP*.
- Building a Resiliency Program, *Ramesh Warrier, eBRP*.
- Industry Standards – Nice-to-Have or Must-Have?, *Ann Pickren, MIR3*.
- An Overview of the BCI, *Business Continuity Institute.*

Breakout Track 4

- Putting 'Management' into BCM, *Ken Simpson, VR Group*.
- Business Interruption Insurance: An Important Tool for Your BC Toolbox!, *Bobby Williams, Emdeon*.
- Using a Standards-Based Management-System Approach to Increasing Resilience, *James Nelson, Bus. Cont. Svcs*.
- DRJ and Forrester BC/DR Market Study: The State of DR Preparedness, *Stephanie Balaouras, Forrester.*
- The Impact of Catastrophic Events on Global Supply Chains, *George Paganini, BD Bio-sciences*.
- Validation of Crisis Management Procedures. Case Study: Arab National Bank, Saudi Arabia, *Abdulrahman Alonizan, Arab Natl. Bank*.

Sunday Workshops

There are six workshops offered on Sunday afternoon, March 25th.

- Birds of a Feather - Business Continuity Roundtable Discussions, *DRJ*.
- Business Continuity In a Box, *Ronald LaPedis, MBCP, MBCI, Seacliff Partners Intl.; and Laura Mosley, ADT Security Services, NA*.
- ColourSpectrums Stress Management and Disaster Recovery, *Robert Chubb, ColourSpectrums*.
- Moving Your BCM Program to a Management System, *Lynnda Nelson, ICOR*.
- Workshop: Incident Management Plan Assessment, *Ken Schroeder, Southeast Corp.; Deidrich Towne, Hewlett Packard; and David Ziev, Business Continuity Prof.*

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- Mock Disaster Exercise: Utilizing ICS for Public and Private Security.

Tuesday Workshops

There are six workshops offered on Tuesday afternoon, March 27th.

- Enterprise Risk Management: Improving Risk Oversight, Performance, Resiliency and Growth, *Glen Boyls, AMX Intl.; Ted Dann, AMX Intl.; and Warren Murdoch, AMX Intl.*
- Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Exercise, *Dr. Steven Goldman, Goldman Mgmt. Consultants*.
- Violence a Preventable Disaster: Understanding and Reducing the Risk, *David Smith, Prof. Workplace Int. Inc.*
- Developing the Recovery Strategy: The Next Step, *Barney Pelant, Barney F. Pelant and Associates, LLC.*
- Benchmarking for Beginners: Conducting a Business Continuity Program Assessment, *Regina Phelps, EMSS; and Kelly David Williams, EMSS*.
- Engaging BCM in Your Organization, *Kevin Schaller, APU*.

Pre-Conference Courses

Pre-conference courses are offered for an additional fee on Saturday and Sunday, March 24th and 25th.

- Successfully Conduct your FIRST BCP/DRP Drill!, *Steve Goldman, internationally recognized expert and leading consultant in BCP/DRP exercises.*
- IT/DRP/Certified Business Resilience IT Professional, *Rick Wellman, Sentryx*.
- Essentials Of DR/BC Planning Made Simple, *Norm Harris, President, Harris Recovery Solutions, Inc.*
- Level 1 PWI Certified Facilitator (PCF): Become a PWICertified Workplace Violence Facilitator, *David A Smith, Professional Workplace Interaction, Inc.*
- Human Resource Disaster Recovery Planning, *Leo Syed, President, Recoverics Inc.; and Gary Collins, Recoverics Inc.*

Post-Conference Courses

Post-conference courses are one- to three-day courses offered on Wednesday through Friday, March 28th through March 30th. They are offered for an additional fee.

- From Response to Recovery: Everything You Need to Know to Design a Successful Exercise, *Regina Phelps, internationally recognized leader, emergency management, pandemic, and contingency planning.*
- Comprehensive BIA Process – Methodology, *Denis Goulet, recognized expert in the business continuity management field.*
- CBRA Seminar: Certified Business Resilience Auditor, *Rick Wellman, Sentryx.*
- Fast Track to Develop or Improve Business & Government Continuity Plans, *Lloyd Smith, Business & Government Continuity Services.*
- Everything You Wanted To Know About PS-Prep, *Ken Schroeder, Business Continuity, Southeast Corporate FCU; Deidrich Towne Jr., HP Enterprise Services; and David Ziev, Chairman of the PPBI Training Committee.*
- BCM 4050, *James Nelson, Business Continuity Services, Inc.*

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One-Day Course for Advanced Practitioners

New this year is a one-day track for advanced practitioners. It is by invitation only to those who meet the track's qualifications. Its focus will be on Elevating BC/DR to Enterprise Risk Management and follows the Monday, March 26th general session by the same name.

- Business Continuity at Kraft: Assessing Supply Chain Risks and Impacts, *Leslie Borders, Kraft; and John Jackson, Fusion.*
- The Value of an Integrated Cross Functional Business Resiliency Office, *Brian Neary, The Hartford; and Patrick Corcoran, IBM.*
- Roundtable Discussion: Gaining Perspective on Business Continuity Challenges and Trends, *Randall Till, Till Continuity Group*.

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.

- Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines (3/28-3/31)
- Crisis & Incident Management (3/28-3/30)
- Writing the Plan (3/29)
- BCM Audit (3/28-3/30)
- CBCI Certification Exam (3/31)

Sponsors

Several major corporations involved in business continuity sponsor Spring World 2012. They include Gold Sponsor Send Word Now; Silver Sponsors COOP Systems, eBRP Solutions,, IBM, Oracle, Strategic BCP, and SunGard; Bronze Sponsors MIR3 and xMatters; and Co-Sponsors Atlantic Net, FedEx, Verizon Wireless, and VOLO Recovery. Business Guard, Inc. sponsors the mock disaster exercise. Business Continuity Institute is a non-profit sponsor.

Summary

DRJ's Spring World 2012 conference continues twenty-three 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.

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