

# the *Availability Digest*

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## DRJ's Fall World 2011 Business Continuity Conference

August 2011

Since 1989, the Disaster Recovery Journal (DRJ)<sup>1</sup> has sponsored the premier semiannual Spring World and Fall World conferences, dedicated to Business Continuity and Disaster Recovery (BC/DR). Its 45<sup>th</sup> conference, Fall World 2011, will be held the week of September 11<sup>th</sup> at the Sheraton San Diego Hotel and Marina in San Diego, California. The body of the four-day agenda (September 11<sup>th</sup> to 14<sup>th</sup>) includes nine unopposed one-hour general sessions, four breakout tracks with 6 one-hour sessions each, and twelve multi-hour 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 10<sup>th</sup>, and conclude on Sunday morning, September 11<sup>th</sup>. Post-conference courses are one- to three-day courses held on Wednesday afternoon, all day Thursday, and Friday morning, September 14<sup>th</sup> to September 16<sup>th</sup>. 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 2011 conference includes a full trade-show floor with booths manned by vendors of BC/DR products.

### Conference Agenda

#### **General Sessions**

There are no other conflicting sessions scheduled during general session time. The nine general sessions are as follows:

- The Upside of Down, *Joe Malarky, Motivational Speaker*. Discover how opportunities are hidden in adversity and how to apply them to everyday tasks in your organization.
- The Business Continuity Professional's Guide to the Galaxy, *Tony Schmitz, Send Word Now*. Explore communications best practices learned from real-world events.
- "Resiliency" Means Never Having To Say You're Sorry, *Curtis Smerud, The Smerud Group*. Take an in-depth look at how to conduct an effective resiliency assessment.

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<sup>1</sup> The Disaster Recovery Journal, *Availability Digest*, February 2010.  
[http://www.availabilitydigest.com/public\\_articles/0502/drj.pdf](http://www.availabilitydigest.com/public_articles/0502/drj.pdf)

- Decision Making During Disasters and Emergencies: Research Findings and Applications to Enhance Performance, *Robert Chandler, University of Central Florida*: Learn how to anticipate and mitigate barriers to quality decision-making during disasters and emergencies.
- Risk and Resilience 2.0: A View Of The Industry Today And Headlights For The Future, *Pat Corcoran, IBM Global Technology Services, Business Continuity and Resiliency Services*: Probe into the shared issues and challenges faced by IT managers and CIOs globally in their continuity planning.
- The Great East Japan Earthquake & Tsunami: An Eyewitness Account and Vision for the Future, *Shinji Hosotsubo, CMPO*: Hear a personal account of the disaster and how new facts are spurring coordinated continuity strategies to strengthen the supply chain.
- The Japan Disaster: Key Lessons You Should Incorporate Into Your Plans, *Regina Phelps, Emergency Management and Safety Solutions, and Liz Granger, Visa*: Dive deeply into one of the greatest natural disasters of our time, and extract the key learnings to enhance resilience.
- The Art and Science of Incident Team Management, *Bruce Blythe, Crisis Management International*: Identify the components and practices of successful incident team management from notification to de-escalation.
- Are You Making It Worse? *Barry Pruitt, Pinnacle Business Concepts*: Learn from the mistakes of others before being subjected to lawsuits, accusations of impropriety, and situations where the public, shareholders, and media often focus.

### **Breakout Sessions**

Breakout Sessions are one hour in length. Six sessions are scheduled simultaneously in each of four Breakout Tracks.

#### *Breakout Track 1*

- Moving Forward in Contingencies: Toyota's Tale of Tsunami Preparedness, *Chris Barbour, Toyota*.
- Scorecards and Metrics for Management Reporting, *Ray Mach, Kroger*.
- Getting Ahead of the IT Curve With Business Resilience in the Cloud, *Richard Cocchiara, IBM*.
- February 22, 2011 Disaster Strikes Christchurch, New Zealand, *Murray Mills, NZ Ministry of Health, and Sam Stahl, EMC Consulting*.
- BCM: Road to Resiliency, *Ramesh Warriar – eBRP*.
- Communications During A Catastrophic Event, *Michael Echols, NCS*.

### Breakout Track 2

- The Impact of Catastrophic Events on Global Supply Chains, *Brian Jemelian, Yamaha America, and Steven Craig, Consort. BCPPI.*
- Enterprise Backup and Disaster Recovery for the 21st Century, *Richard Dolewski, WTS.*
- Case Study: Ensuring Business Continuity for G&T Conveyor Company, *Wayne McKeever, Five Star Airport Alliance.*
- A Well-Designed Work From Home Program: The Key To Your Recovery, *Regina Phelps, EMS Solutions, and Don Adamis, Northern Trust.*
- Next Generation Business Continuity Exercise Program, *Steve Heisen, BOA, Mike Tracy, BOA, and John Linse, EMC.*
- Belgium Case Study: Implementing a BCM Program In A Multinational Environment, *Werner Verlinden, Ascore.*

### Breakout Track 3

- The Threat to Venues of Mass Gatherings, *James McGee, The Soufan Group.*
- Risk Management vs. Continuity Management, *Marie-Hélène Primeau, Premier Continuum.*
- Anatomy of Cloud-Based Recovery, *Kelly Baig, SunGard Recovery Services.*
- To 4G, or not to 4G? What does it all mean?, *Tom Serio, Verizon.*
- How to Survive the BC/DR Evolution, *Peter Laz and David Halford, Forsythe.*
- Our Dirty Little Secret! Why Can't We All Play in the Sandbox Together?, *Barney Pelant, Barney F. Pelant & Assc.*

### Breakout Track 4

- Connecting with Management and Staying Relevant, *Robert Giffin and Brian Zawada, Avalution*
- A Day in the Life of Today's Business Continuity Professional, *Tejas Katwala, Continuity Logic.*
- Establishing a Sustainable Risk Management and Contingency Planning Program, *David Nolan, Fusion Risk Mgmt.*
- NIMS? ICS? BCP? OMG!, *Tim Bonno.*
- DRJ and Forrester BC/DR Market Study: The State of DR Preparedness, *Rachel Dines, Forrester Research.*
- The 'Otagaisama' Strategy: A Japanese Way of Reciprocal Agreements for the Manufacturing Sector, *Shinji Hosotsubo, CMPO.*

### **Sunday Workshops**

Six three-hour workshops are offered on Sunday afternoon, September 11<sup>th</sup>.

- Practical Event Management, *Scott Lawrence, McKesson Corp.*
- Incident Management Plan Assessment, *Ken Schroeder, Southeast Corporate., Deidrich Towne, Hewlett Packard, and David Ziev, Business Continuity Prof.*
- Psychological First Aid: Dealing With Someone In Crisis, *Ann Cline, AirTran Airways.*
- Developing the Recovery Strategy: The Next Step, *Barney Pelant, Barney F. Pelant & Assc. LLC.*
- Developing Continuity Plans in a Condensed Timeframe, *Lloyd Smith, Jr., Business & Gov. Continuity Svcs.*
- Mock Disaster Exercise, *Sponsored by Mail-Gard.*

## **Tuesday Workshops**

Six 2 ½ hour workshops are offered on Tuesday afternoon, September 13<sup>th</sup>.

- Benchmarking for Beginners: Conducting a Business Continuity Program Assessment, *Regina Phelps and Kelly David Williams, EMSS.*
- Violence a Preventable Disaster: Understanding and Reducing the Risk, *David A. Smith, Prof. Workplace Interaction.*
- BCP's Strategic Alliance with HR and HR Lessons Learned from Real Disasters, *Sue Kerr, Continuity First, and Ralph Petti, RP Risk Advisors.*
- Ready, Set, Exercise! How to Develop and Conduct a Successful BCP/DRP Exercise, *Steve Goldman, Goldman Mgmt. Consultants.*
- Birds of a Feather, *Roundtable Forum.*
- BCP/EM: A Complete Curriculum, *Kevin Schaller and Thomas Phelan, American Public Univ.*

## **Pre-Conference Courses**

Pre-conference courses are offered for an additional fee on Saturday and Sunday, September 10<sup>th</sup> and 11<sup>th</sup>.

- Essentials Of DR/BC Planning Made Simple, *Norm Harris, Harris Recovery Solutions.*
- Learning Tree: Recovery Planning for SMB to Global Giant, *Arnold Villeneuve, Learning Tree international author and instructor.*
- Level 1 PWICertified Facilitator (PCF): Become a PWICertified Workplace Violence Facilitator, *David A Smith, Professional Workplace Interaction.*
- What Everyone Should Know about Building a Mature Business Continuity Management Program: Learn Top Strategies, Get Answers, and Anticipate Roadblocks, *Randall Till, Till Continuity Group.*
- From Response to Recovery: Everything You Need to Know to Design a Successful Exercise, *Regina Phelps, EMSS.*

## **Post-Conference Courses**

Post-conference courses are one- to three-day courses offered on Wednesday through Friday, September 14<sup>th</sup> through the 16<sup>th</sup>. They are offered for an additional fee.

- Everything You Wanted To Know About PS-Prep, *Lynnda Nelson, International Consortium for Organizational Resilience, and Ken Schroeder, Southeast Corporate.*
- Fast Track to Develop or Improve Business and Government Continuity Plans, *Lloyd Smith, Business and Government Continuity Services.*
- CMC 2050: Crisis Communications Planner, *John Cullen, Foresight PR.*
- CBRA Seminar: Certified Business Resilience Auditor, *Rick Wellman, Sentryx.*
- Comprehensive BIA Process – Methodology, *Dennis Goulet, ContinuityLink.*
- Overview to the Six Core BCM Competencies in BCI's Good Practice Guidelines, *Marie-Hélène Primeau, Business Continuity Institute*

## **Courses and Exams**

Several of the post-conference courses lead to certification. Accreditations include Crisis Communication Planner, CBRA (Certified Business Resilience Auditor), and BCI Certification (CBCI).

## **Sponsors**

Several major corporations involved in business continuity sponsor Fall World 2011. They include Gold Sponsor Send Word Now; Silver Sponsors IBM, COOP Systems, eBRP, Recovery Point, and SunGard Availability Services; Bronze Sponsors MIR3, Strategic BCP, and xMatters; Co-Sponsors AtlanticNet, Cassidian Communications, EMC<sup>2</sup>, Ernst & Young, Everbridge, FedEx, Fusion, i365, Recall, Verizon Wireless, Volo Recovery; Non-Profit Sponsors Business Continuity Institute and Private and Public Businesses; and Mock Disaster Sponsor Mail-Gard.

## **Summary**

DRJ's Fall World 2011 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.