



Are you ready for the unexpected?

Well, get ready for the

2009 Business Survival & Recovery Conference!

This year we have a great schedule of speakers for the general and breakout sessions. Please read our summary of sessions so you're ready for the conference.

2009 Sponsors



October 26 - 27, 2009

The Conference Center at OCLC

6600 Kilgour Place

Dublin, OH 43017-3395

2009 Fees

CPO Member	\$200
CPO Member plus 2010 CPO Renewal	\$265
Non- Member	\$300
Non- Member plus 2010 CPO Membership	\$365

Tabletop Exercise

Monday, October 26, 2009

Information Security Breach

- **Richard Rees, Security Solutions Director, SunGard Availability Service**
- **Leslie Ohnewehr, Consulting Solutions Director, SunGard Availability Services**

Please join us in a mock security breach simulation exercise conducted by SunGard Availability Services – you'll learn about how breaches take place and best practices in addressing the challenges your company may face during a security incident. This Information Security breach exercise will be an interesting, engaging, and valuable workshop to help you and your business leaders understand the risks involved. At the end of the day, the knowledge obtained by participating in this exercise will help you and your leaders better assess your organization's ability to respond to an attack. During the event, participants will break out into teams representing various departments within a fictitious company. A scenario will unfold requiring participants to respond as effectively as they can to the situation while it occurs. In addition to IT Security other areas such as Human Resources, Sales, Finance, Legal and Compliance will be a part of this scenario. In most instances, these are the type of groups that are typically part of an effective incident response plan, and they will be represented in our fictitious organization.

Please note that the tabletop exercise is limited to 75 attendees.

Monday Night Hospitality Event

Enjoy an evening of food, drink, door prizes and networking with our exhibitors, sponsors and CPO membership.

sponsored by



Key Note Session

Tuesday, October 27, 2009

Talk Less, Say More

Connie Dieken, President, Onpoint Communications

Now more than ever, communication is critical to your success. But in today's distraction-driven, information-overload society, are people tuning you out or cutting you off before you can make your point? The old communication rules don't apply anymore. In our conference keynote session "Talk Less, Say More", executive communication coach Connie Dieken solves this twenty-first-century problem. She shares three essential, powerfully simple habits to prevent tune-out so you can influence others and make things happen. Connie shows you how to connect with any audience, convey and nail your messages, and convince anyone to commit.

Connie's latest book will be available for purchase at the conference.

General Sessions

Tuesday, October 27, 2009

Hurricane Ike: Electric Service Restoration

- **Jim Nowak, Manager Emergency Restoration Planning, American Electric Power**
- **Ed Mowrer, Vice President Operations, American Electric Power**

Even Ohio can be impacted by Hurricanes! This session will review how AEP prepares for emergency restoration, including an outline of roles of the Emergency Restoration Planning & Business Recovery Services at AEP, an overview of the Regional Mutual Assistance Groups (RMAGs) across the Ohio Electric Industry (including AEP's involvement), and how NIMS is leveraged. Also covered is how AEP obtained external resources for Hurricane Ike, and the specific impact and restoration efforts in Ohio due to Ike.

Mythconceptions

- **Bill Bedsole, President/Lead Consultant, The William Travis Group, Inc.**
- **Jordan Pelletiere, Marketing Account Manager, The William Travis Group, Inc.**

The challenges organizations face in today's sophisticated and ever changing world substantiates the need for highly developed Disaster Recovery (DR) and Business Continuity (BC) methodologies and efficient solutions. In this presentation we will challenge many of the common practices and beliefs of traditional DR/BC while providing sophisticated and advanced approaches as an alternative to many of the outdated solutions that are still touted as best practices and industry standards today. We will provide effective and sound alternatives to long-established standards, practices, and overall beliefs that have resulted in time-consuming practices, and costly and deficient results in the DR/BC industry. Examples include: leveraging DR/BC industry confusion and weakness, simplifying and reducing traditional documentation, as well as an innovative alternative to the commonly used BIA method that produces more enhanced and usable information, in less time, and more accurately. We will clarify and substantiate the basis of the solutions presented by illustrating the successful proven results and outcome experienced in the continued efforts to improve and explore options to build a stronger and more resilient environment.

Breakout Sessions

Tuesday, October 27, 2009

Are You Ready? – The Benefits of a

Disaster Service Agreement (B,I)

- **Jeff Geiger, Account Manager, ServiceMaster by Ameristeam**
- **Jaime Shoens, Account Manager, Service Master by Ameristeam**

Who do you call in the event of a loss? Do you know all your resources? In this presentation we will discuss the benefits of having a Disaster Service Agreement, and the benefits of being structurally prepared. We'll present a case study of large water damage project. How would you react in this scenario? What are the certain risks associated with different types of businesses, and how do you find solutions?

Diebold's BCP Program – Real World Experiences and Key Processes (B,I)

- **John Pollock, Director Security Operations, Diebold**
- **Dorothy Harris, Senior BCP/DR Analyst, Diebold**

Headquartered in Canton, Diebold focuses primarily in the sale, manufacture, installation and service of self-service transaction systems (such as ATMs), electronic and physical security products, voting machines, and software and integrated systems for global financial and commercial markets. In this session we will describe Diebold's overall BCP Program – from program initiation and justification, our BIA process, our BCP template for plan creation, table top and DR exercises, plan maintenance, and strategic roadmap.

Business Continuity on a Dime (B,I)

- **Bob Goszka, Managing Partner, Robert Goszka Enterprises**
- **Barbara Knabel, Engagement Manager, Technology Risk Mgmt, Jefferson Wells**

This presentation will start by describing how to develop a BCP very reasonably, and then continues on how auditors will review your plan as part of developing controls and monitoring the organizations BCP. We'll discuss the key components of a BCP, the fundamentals

of a Business Continuity Management Program, fundamentals of BCP auditing, the various roles of an auditor within business continuity, and how to add value to an organization through BCP audits.

Can your plans pass the “Quality Assurance” test? (I)

- **Trudy Bobo, CBCP, Business Recovery Program Manager, Huntington Bank**
- **Eileen Halter, CBCP, Business Recovery Program Manager, Huntington Bank**

Can your plans pass the “Quality Assurance” test? When was the last time someone, other than the planner, reviewed your plans? This presentation will discuss the necessary steps to develop, implement, and manage a Quality Assurance Review Program for business continuity plans. The program consists of the Enterprise Business Continuity department reviewing individual business continuity plans, determining if company standards are being adhered to, as well as identifying areas that may need improvement. The Quality Assurance Review Program provides valuable insight into training opportunities, awareness and provides metric's that will help to validate the recovery of your business unit.

The Disaster Game (I)

- **Bill Ashland, President, Disaster Game LLC**

Exercises – Tests – Drills – Rehearsals. No matter what you call them, they are a vital component of any disaster management effort, and yet oftentimes the most neglected part of the program. Studies show that very few organizations test their plans at all and, of the few that do, even less are very confident in their ability to manage an actual disaster. Why is this so? Testing is seen as an unpleasant and time-consuming chore, both for the participants and the conductors. In the twin realities of ever-shrinking resources and ever-increasing demands, it becomes easy to focus on the basics and let the difficult stuff slide. In this hands-on, interactive session, you'll learn how the “The Disaster Game”

can engage and stimulate exercise participants, get your teams thinking outside the box when it comes to Business Continuity Planning, improve your plans, and elevate your readiness.

Tabletop Exercises

A Program Perspective (I)

- **Doug Smith, Senior Consultant, American Electric Power**

This presentation will focus on how to mature your business continuity plan preparedness through a series of ever-challenging tabletop exercises. It will focus on the various exercise program maturity levels, each level's characteristics, and how you can implement a similar exercise program in your company.

The Business Case for BCM Software: Three Factors (I)

- **Chris Alvord, CEO, COOP Systems**

Large organizations are increasingly concerned with enterprise risk exposure of all types, including operational risk factors such as information technology, people, processes, business relationships, physical assets, sales, marketing, supply chain, business interruption, health & safety, and fraud. Business Continuity Management (BCM) software is a key contributor to the mitigation of operational risk. Surprisingly, despite the many benefits, organizations often fail to use BCM software, settling for Word and Excel documents. To BCM practitioners, the need for a software package to help their programs is obvious. Senior management frequently does not see the same benefits. How do BCM practitioners make a convincing case for their needs?

Business Continuity and Roles: Getting More Business Value from Identity Management (I,A)

- **Alice Kaltenmark, Service Continuity Manager, Reed Elsevier**
- **Kevin Kampman, Senior Analyst, Burton Group**

In the April 2009 perspective document “Roles and Business Continuity: A Fertile Exchange,” Burton Group explores the challenges of identity management, business continuity, and identifies how roles could be used to demonstrate business alignment. In this interactive discussion, Alice Kaltenmark, Reed Elsevier Service Continuity Manager and Kevin Kampman, Burton Group Senior Analyst, will discuss how to effectively communicate the business value of identity management and business continuity planning to business management. They will address challenges such as attestation and compliance, privileges and entitlements, relationships and responsibilities, incident management, and identifying the overlap between people, business continuity, and strategic goals.

Choosing a Data Center Location (I,A)

- **Jeff Levine, President & CEO, BlueBridge Networks.**

How do you choose a Data Center location for Mission Critical Hosting, Offsite Data Backup, Server Replication and Emergency Workplace Solutions? Find out in this session where we will review the need to consider uptime requirements, redundancy and business continuity capabilities, scalability to meet business growth, customer support, security, cost reductions, optimized IT resources, and compliance.

Starting a Major Restoration Project (I,A)

- **Justin Sucato, President, Carrara Companies**

In this session we will identify and describe with real world examples the key skill sets required to manage a large scale loss disaster recovery project. What happens as a first responder restoration company, and what are the first steps to take in order to ensure the project is scoped and moving in the right direction? What type of planning is needed? What resources are available through the contractor and the client?

The Urgent Need for Research in BCP (I,A)

- **David Lindstedt (PhD, PMP, CBCP), Director of Enterprise Continuity Management, The Ohio State University**

Common complaints from BCP practitioners include: lack of executive buy-in, under-representation in the boardroom, and little appreciation for the value of continuity planning. This is understandable. To date, the business continuity profession has produced little hard evidence proving the value of continuity planning. While we have a few often-cited statistics, we are operating largely from case studies and anecdotal evidence. This trend needs to be changed. This presentation will outline the issues and provide an approach for possible lines of study to ground the efficacy of continuity planning. In this respect it may be helpful to identify a similar, successful organization upon which we might model ourselves. Therefore, we will briefly look at the project management profession and PMI, its progress, and recent research. At the end of the presentation attendees will discuss additional topics and methods that might be used to support our profession.

Merger Ahead: Business Continuity and Management Systems (I,A)

- **Glen Bricker, Managing Consultant, Avalution Consulting**

This presentation will focus on the management system concept, it's current use in quality and environmental management, and the movement towards use in Business Continuity Management (BCM). The Business Continuity Management discussion will center around the developing ASIS standard and BS 25999, and the value and opportunity presented to Business Continuity practitioners.



Training Opportunities

Course Dates: 10/28 and 10/29

To register for one of these classes, please call 866.765.8321 or register online at www.theicor.org/pages/calendar/2009/oct.html. Use the CPO discount code of CPO-09020 to get the CPO pricing

BCM 4050: Business Continuity Maturity Model Assessor's Training

CPO price \$1,196.00

Course Description:

Become a licensed BCMM® assessor and add the ability to review and audit business continuity programs to your consulting practice or increase your intrinsic value as internal business continuity professional. Participants who have successfully completed the 2-day training class are trained in the methodology of performing both review and audit level assessments using the Business Continuity Maturity Model®.

All licensed assessors will have access to:

- BCMM® Service Center
- BCMM® Scorecard Calculator
- BCMM® Scorecard Analysis Report Format
- Assessment Web-Based Software and Questionnaire
- Proofs Acquisition & Analysis Checklist

TIFM 2010: Certified Data Center Professional

CPO price \$1,196.00

Course Description:

Join the elite group of Data Center Professionals! The Certified Data Center Professional course is a two day course designed to expose IT, Facilities, or Data Center Operations professionals working in and around the data center to the key components of the data center. It is the

first in a series of three courses designed for data center professionals. Learn how to set up and improve key aspects such as power, cooling, security, cabling, safety, and more to ensure a high-available data center and avoid costly downtime. Gain from practical experience and insight into what works and what doesn't work when it comes to setting up, maintaining, and running this mission critical site.

This course will provide anybody involved with Data Center design, maintenance and operations, valuable lessons which will enable a hi-available, flexible, safe and efficient mission critical Data Center environment for both new and existing sites.

It is a common problem in the industry that IT professionals are expected to run data center facilities (sometimes with the help of building management people) with little or no education and experience in that area. They are expected to understand environmental controls, power supplies, data communications and security standards without first being given the proper training on the requirements of today's IT equipment. In many instances this has resulted in data center down times which lead to costly business interruptions.

ICOR's Data Center Certifications offer data center professionals the opportunity to be recognized for the expertise they have acquired. In addition, employers can depend on hiring certified professionals who have the qualifications they need to run their mission critical sites. Vendors can get a step up on their competitors when holding a data center certification.

Exhibitors and Sponsors

Again this year we have a great group of companies to meet and discuss how they can help enhance your BC/DR programs. Take the time to meet company representatives and ask them the tough questions. Exhibitors and Sponsors include:

Sponsors:

BlueBridge Networks
Bluemile, INC
Carrara Companies
Clearview Technologies
eBRP
Everbridge
Expedient Communications
Recovery Site Logistics (RSL)

Exhibitors:

Avalution Consulting
Cintas
Continuity Insights
COOP Systems
Contingency Planners of Ohio
Fireproof Records
Heatermeals
ICOR
Identisys
Platform Labs
Roche
ServiceMaster Clean
SunGard


...and others

Agenda


Day 1: Monday 10/26/09

Registration 12:00 PM

Day 1: Monday 10/26/09

Session	Time	Speaker	Organization	Level	Topic
Table Top Exercise (max 75 participants)	1:00 PM - 5:00 PM	Richard Rees Leslie Ohnewehr	SunGard		Tabletop: Information Security Breach Event
Hospitality Event	5:30 PM - 8:00 PM		sponsored by 		

Day 2: Tues 10/27/09

Session	Time	Speaker	Organization	Level	Topic
Key Note Speaker	8:45 AM - 9:45 AM	Connie Dieken, OnPoint Communication	OnPoint Communication		"Talk Less, Say More"
General Session 1	10:00 AM - 10:45 AM	Jim Nowak / Ed Mowrer	American Electric Power		Hurricane Ike: Electric Service Restoration
Breakout 1	11:00 AM - 11:45 PM	Jeff Geiger, Jaime Shoens	ServiceMaster by Ameristeam	B, I	Are You Ready? - The Benefits of a Disaster Service Agreement
Breakout 2	11:00 AM - 11:45 PM	Justin Sucato	Carrara Companies	I, A	Starting a Major Restoration Project
Breakout 3	11:00 AM - 11:45 PM	David Lindstedt	The Ohio State University	I, A	The Urgent Need for Research in BCP
Breakout 4	11:00 AM - 11:45 PM	Bill Ashland	Disaster Game LLC	I	The Disaster Game
LUNCH	12:00 noon - 1:00 PM		Lunch sponsored by 		
Breakout 5	1:15 PM - 2:00 PM	Doug Smith	American Electric Power	I	Tabletop Exercises: A Program Perspective
Breakout 6	1:15 PM - 2:00 PM	Trudy Bobo, Eileen Halter	The Huntington National Bank	I	Can your plans pass the "Quality Assurance" test?
Breakout 7	1:15 PM - 2:00 PM	Alice Kaltenmark, Kevin Kampman	Reed Elsevier & Burton Group	I, A	Business Continuity Roles: Getting More Business Value from Identity Mgmt
Breakout 8	1:15 PM - 2:00 PM	John Pollock, Dorothy Harris	Diebold	B, I	Diebold's BCP Program - Real World Experiences & Key Processes
General Session 2	2:15 PM - 3:15 PM	Bill Bedsole, Jordan Pelletiere	William Travis Group		"Mythconceptions"
Breakout 9	3:30 PM - 4:15 PM	Glen Bricker	Avaluation	I, A	Merger Ahead: Business Continuity Management Systems
Breakout 10	3:30 PM - 4:15 PM	Chris Alvord	COOP Systems	I	The Business Case for BCM Software: Three Factors
Breakout 11	3:30 PM - 4:15 PM	Bob Goszka and Barbara Knabel	Business Recovery & Security	B, I	Business Continuity on a Dime
Breakout 12	3:30 PM - 4:15 PM	Jeff Levine and Kevin Goodman	BlueBridge Networks	I, A	Choosing a Data Center Location
CPO Election Results, Updates and Raffles	4:15 PM - 4:45 PM	CPO Council	CPO OHIO		CPO Updates and Raffles

(B = beginner, I = intermediate, A = advanced)



The Conference Center at OCLC
6600 Kilgour Place
Dublin, OH 43017-3395

The Conference Center at OCLC

The Conference Center at OCLC is conveniently located just off I-270 near the many Dublin area hotels, restaurants, shopping areas and business parks as well as historic downtown Dublin.

Featuring a 2,900-square-foot general session room, 10 conference rooms and a 7,900-square-foot dining area, The Conference Center at OCLC offers Columbus area meeting planners a convenient and flexible venue for business meetings, trade shows and conferences.

Our striking, two-story 2,000 square foot Atrium is a central focal point, offering guests a spacious area for meeting breaks, exhibits or receptions. Our comprehensive in-house catering service provides clients with a wide variety of creative menu options, and our professional sales and service staff will ensure all audio-visual and conference requirements are handled with detail and efficiency.

<http://www.oclc.org/conferencecenter/default.htm>

Hotel information

CPO has blocked discounted sleeping rooms at two nearby hotels for the evenings of October 25 through October 29. Be sure to ask for the Contingency Planners of OHIO (CPO) Conference rate upon booking. Rooms will be released October 4.

Chase Suites Hotel (2 miles from OCLC)

4130 Tuller Rd. • Dublin, Ohio 43017
Toll Free – 888-433-9408 • Phone – 614-766-7762
Rate: \$109.00 single or double occupancy plus 16.75% tax
Complimentary Wireless Internet and hotel shuttle (5 mile limit)
www.chasehoteldublin.com



Courtyard by Marriott (across the street from OCLC)

5175 Post Rd. • Dublin, Ohio 43017
Toll Free – 800-321-2211 • Phone – 614-764-9393
Rate: \$114.00 king or double/double plus 16.75% tax
Complimentary High Speed Internet - Fitness Center and Pool
www.marriott.com/hotels/travel/cmhdb-courtyard-columbus-dublin



There are several additional hotels in the area if the above locations don't meet your needs – Red Roof Inns – (614) 764-3993 or Embassy Suites (614) 790-9000.

EASY REGISTRATION ONLINE AT www.cphio.org

2009 Business Survival and Recovery Conference - October 26 - 27, 2009 - Contingency Planners of OHIO

**The Conference Center at OCLC
6600 Kilgour Place
Dublin, OH 43017-3395**

Name: _____ Title: _____

Company: _____

Address: _____

Email: _____

Phone: _____

Fax: _____

Registration Fees:

<input type="radio"/> CPO Member	\$200	<input type="radio"/> Non- Member	\$300
<input type="radio"/> CPO Member plus 2010 CPO Renewal	\$265	<input type="radio"/> Non- Member plus 2010 CPO Membership	\$365

- YES, I plan on participating in the Table Top Exercise - Monday, October 26, 2009, at 1:00 PM at NO ADDITIONAL COST.
- SORRY, I can not attend the 2009 CPO conference, but I would like to purchase the Participant's Guide for \$60.00 (\$75.00 for Non-CPO Members).

Indicate which breakout sessions you plan to attend (one per column):

- | | | |
|-------------------------------------|--|--------------------------------------|
| <input type="radio"/> Geiger/Shoens | <input type="radio"/> Smith | <input type="radio"/> Bricker |
| <input type="radio"/> Sucato | <input type="radio"/> Bobo/Halter | <input type="radio"/> Alvord |
| <input type="radio"/> Lindstedt | <input type="radio"/> Kaltenmark/Kampman | <input type="radio"/> Goszka/Knabel |
| <input type="radio"/> Ashland | <input type="radio"/> Pollock/Harris | <input type="radio"/> Levine/Goodman |

By registering for the conference, you agree to allow photos to be taken during the event and/or published in association with Contingency Planners of OHIO (CPO).

Payment Information:

Payment may be made by check or credit card. Complete the registration form and return it with a check payable to:
Contingency Planners of OHIO; PO Box 430 • Pickerington, OH 43147

Complete this section for a credit card payment:

Cardholder Name: _____

Billing Address: _____

City/State/Zip: _____

Email: _____

Phone: _____

Fax: _____

Card Type: Amex Visa MasterCard Expiration Date: _____

Card Number: _____