

Are you ready for the unexpected?



Well, get ready for the
**2011 Business Survival
& Recovery Conference!**

October 24 - 25, 2011

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

2011 Sponsors



Go further, faster®

2011 Fees

CPO Member	\$200	Non-Member	\$300
CPO Member plus 2012 CPO Renewal	\$240	Non-Member plus 2012 CPO Membership	\$340

Monday Events

Monday Night Hospitality and Network Event

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

Tabletop Exercise

Bill Ashland, CBCP, MBCI, President, Disaster Game LLC

Not your TYPICAL tabletop disaster exercise

We could spend the next few hours simply chewing the furniture and running about, pretending we're employees of some multi-national behemoth enterprise, digging for clues about what to do next in an imaginary plan created for this event, as I am sure many of you have done in previous Mock Disaster Simulations at other conferences. However, today, we would like to break out of the ordinary and shake things up a bit. We have people in this room today who GET IT. You know the importance of what we do as business continuity professionals, and you bring a wealth of knowledge and experience to the table.

So, instead of having your facilitator don his top hat and use a whip and a chair to guide this room full of tigers through a series of flaming hoops, today we'd like to leverage your expertise and experience as we explore an unfolding crisis (or two) together. A true workshop and not a piece of performance art. As each scenario unfolds, each table will brainstorm, discuss, and record (from your own unique perspectives):

- Impact(s)/Considerations/Priorities for each event element. What just happened? What does this piece of information mean to the overall picture? What do we need to focus on first, second, third?
- Plan resources/options available to us. Think about your own plans, and what you have in them that provide you with direction and share it with your table mates, noting key insights to share with the group.
- Plan additions/changes (if applicable) that should be made. Brainstorm avenues that this development/condition may require you to modify your plans, again noting key insights to share with the group.
- Free association/sidetracks. Sometimes as (or more) valuable than the scenario itself, these "what if" discussions, remembrances of related situations or events from your own experiences, and knowledge-sharing result in nuggets of gold worth sharing. Capture them!
- Then, at various points during the exercise, each table will be asked to (briefly) share their key insights with the group at large. When your table is called upon to share, please include:
 - Table/Role you represent
 - Event or Variable element(s) unique to your table this point in the exercise (if applicable)
 - ONE key insight



Breakout 1

Bill Ashland

Rules of Engagement: Planning and Executing Effective Tabletop Exercises

The most effective tabletop exercises are those in which your participants are fully engaged in the simulation, thinking and responding as if they are in the midst of an actual crisis. By sharing simple, yet effective, methods to involve, engage, guide, and challenge your participants, this interactive session will arm you with the tools to make every tabletop exercise a real workout. Join Bill Ashland, CBCP, MBCI, the creator of the Disaster Game, for an in-depth and open discussion of winning (and even a few losing) elements to add to (or eliminate from) your next tabletop.

Breakout 2

David Kennedy

In the eyes of a hacker...

Security has never been more challenged in the threats we face against attacks against organizations and critical infrastructure. This presentation will dive down into the hacker community and show how hackers are compromising organizations and causing systemic damages beyond what we hear in

the news. Live demonstrations and real-world hacks will be shown in this demonstration and to the audience.

Breakout 3

Dominic Bonacci

Inside a Disaster

A look at what happens in a disaster including factors that contribute to a disaster, how individuals respond in a disaster (positive and negative behaviors), and ways to improve your outcome in a disaster

Breakout 4

Gordon Scherer

Leveraging “the Cloud” to Achieve Enterprise-Level Active/Active DR/BC Solutions

Real life examples of small, medium and large businesses pursuing and achieving Active-Active DR/BC solutions will be presented and explored. As such corporate direction comes from various departments of corporate responsibility: executives, IT departments, risk managers, auditors, regulations, Boards, etc., these drivers will be explored as well that collectively culminate in the increasing pursuit--and now reality--of scalable and affordable real-time solutions in lieu of 2-day, 8-hour, etc. legacy DR response times. Additional elements

include unified communications, real time workforce continuity, etc. alongside data continuity.

Breakout 5

Kevin Goodman

The evolution of the data center in a web and data centric world and its ongoing role in disaster recovery and business continuity

Breakout 6

Lynnda Nelson

PS Prep Certification - What's in it for me?

Is your organization prepared? How prepared do you need to be? How can you benchmark your organization to measure your preparedness? Should your organization get PS-Prep certified? What do you need to know to prepare your organization for certification? How do you choose a certifying body?

The focus of this presentation / workshop / exercise is to help you understand how to measure preparedness using standards BS 25999, ASIS SPC-1, and NFPA 1600:2010 and how to speak to your senior management team.

Key Note Session - Dr. Sandra Caramela-Miller, Professor, Cleveland State University

Critical Incident Stress Management (CISM) requires the development and implementation of an organized plan to ready business, industry, and government to facilitate imposing order on the resulting chaos erupting from the incident(s). Critical incident(s) involve trauma and loss and are experienced at varying levels. Disasters can stem from natural, man-made, or terrorist-related events as well as from a personal surrounding an employee or administrator. Critical incident stress residue may affect the behavior of perhaps one employee, every employee, and/or the

temperature and entire climate of an organization. Strategies are presented for managing workplace trauma and the related posttraumatic stress.

Biography:

Dr. Sandra Caramela-Miller is an expert in trauma and loss, critical incident stress, forensic psychology, and developmental cognitive psychology across the lifespan. She is an adjunct instructor teaching Critical Incident Stress Management at the Center for Emergency Preparedness through Cleveland State University since 2004. She was invited and

dutifully served on the White House Advisory Panel for Trauma following the events of September 11th, 2001 in Washington, D.C., Pennsylvania, and New York.



Breakout 7

Ramesh Warrior

BCM - Road to Resiliency

A look at what happens in a disaster including factors that contribute to a disaster, how individuals respond in a disaster (positive and negative behaviors), and ways to improve your outcome in a disaster. In this "BCM-The Road to Resiliency" seminar, eBRP's experts will discuss how a Resiliency-centric approach can help you create a truly viable and sustainable BCM program for your organization.

Breakout 8

Jacqueline Rupert

Five Tips for Improving Your BIA Process and Achieving Valuable Results

Is your organization preparing to perform or update your business impact analysis (BIA), but struggling to structure the process in a way that will achieve meaningful results and obtain management participation? This presentation will help attendees to:

- Scope, execute, summarize and present the BIA in a way that ensures alignment with organizational objectives and priorities
- Identify the symptoms of analysis paralysis and how to avoid them
- Utilize valuable resources efficiently and effectively
- Produce actionable and meaningful conclusions

Breakout 9

Jeff Wagner

Using SharePoint to manage your BC/DR program

Webinar Session: This presentation/demonstration will take the attendees on a walking tour of a SharePoint site designed from the ground up for BC/DR program management. Attendees will see and learn how to effectively structure document libraries, create information gathering surveys, use the SharePoint database capabilities for managing BC/DR data including

incident response actions, BC/DR teams & roles, roster and supplier information, technical and business process information, how reports and analytics are generated from the SharePoint site, and much, much more.

Breakout 10 TO BE DETERMINED

Breakout 11

Rodney Tyler

Data Storage Services

Many companies focus on data backup and lose sight of the important goal of data recovery. We show companies what they must do to optimize their backups and achieve their data recovery objectives.

Breakout 12

Bill Garrett

Disaster Recovery Data Center Build - A Dream Come True

This presentation will cover personal experiences from a disaster recovery data center build from the perspective of the Systems Analyst responsible for all aspects of the project. It will entail a high level view of every phase of the project from financial approval through the first successful exercise. How can you overcome objections about how much IT facilities spend when everyone seems to be talking about the cloud? Can a hot site work without local IT staff? What kind of investment do you really need? All of these questions will be discussed along with how one organization chose to answer them.

General Session 1

Todd Baumann

Using BCP information to Support Corporate Risk Ratings

Risk rating your Business Continuity Disaster Recovery program. A simple way for you to identify and report on the inherent risk of your business units along with the identification of mitigating controls (business recovery plans, BIA & Quality Assurance) in place to determine residual risk.

General Session 2

Mike Epstein

Recovering from a Complete Site Loss

In May of 2010, Convergys Corporation, a global leader in Relationship Management, lost a call center as a result of the record flooding in the Tennessee valley. Over the next 60 days, the service operations in Clarksville, TN were recovered, putting over 700 employees back to work balancing each of the long heralded strategies available to business when faced with a need for recovery: workload transition, work-at-home implementation, mobile work-area-recovery and alternate site identification and build-out. This session will review the issues & challenges involved in responding to this site-loss and successful recovery.

Post-Conference Training *This year, CPO is hosting two different post-conference training sessions. Stretch your training dollars by attending nation level training, but presented here in your own back yard.*

Course 1: Certified Crisis Communications Planner

Cost: \$1,495.00

An organization in crisis faces many grave threats. Employees can be in physical danger. Buildings can fall. Customers can be lost. But the most serious threat is and always will be 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 seminar, you will learn how to prepare the organization for inevitable threats to reputation, execute the crisis communications plan, then, when the crisis has passed, assess and do what must be done before the next threats occur.

Visit <http://www.theicor.org/courselisting.html#cmc> for more course information and to register for the class.

There is 10% discount for CPO members who register using the discount code. Please sign-into MyCPO for the code.

Course 2: DRII's 501 Refresher Course

Cost \$1,495.00

The BCP 501 is a rapid business continuity-planning refresher course covering the Professional Practices for Business Continuity Professionals in preparation for the DRI International Qualifying Exam. This 3-day course features 16 hours of instruction followed by the Qualifying Examination. Instructors take a fast-paced approach to the Professional Practices with emphasis on BC planning and the knowledge, skills and procedures needed to effectively implement each step of the planning process. Course: Days 1 – 2, 8:30 am – 5:00 pm Qualifying Exam: Day 3, 8:30 am – 12:00 noon. To Register, please visit: https://www.drii.org/search/coursedescript.php?courseeventid=555&courseid=65&course_title=BCP+501&country=United+States+Of+America+&start_date=7/27/2011

There is 10% discount for CPO members who register using the discount code. Please sign-into MyCPO for the code.



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:**
*Recovery Site Logistics
 DataCenter.BZ
 NetApp*

- Exhibitors:**
*21st Century
 Avalution Consulting
 BlueBridge Networks
 Continuity Insights
 Profitability.net
 Ohio.net
 And others...*

Agenda

Day 1: Monday 10/24/2011

Session	Time	Room	Speaker	Topic
Registration	12:30 PM - 1:30 PM	Main Atrium	N/A	
Table Top Exercise	1:30 PM - 5:00 PM	General Session Room	Bill Ashland - Disaster Game	CPO Tabletop Exercise powered by the Disaster Game
Hospitality and Networking Event 5:00 PM to 8:00 PM - Main Atrium				

Day 2: Tuesday 10/25/2011

Session	Time	Room	Speaker	Topic
Registration	7:30 AM to 8:45 AM	Main Atrium	N/A	
Key Note Speaker	8:45 AM - 9:45 AM	General Session Room	Dr. Sandra Caramela-Miller - Cleveland State University	Critical Incident Stress Management.
Snack Break and Visit with Sponsors and Exhibitors				
General Session 1	10:00 AM - 10:45 AM	General Session Room	Todd Baumann - Huntington National Banks	Using BCP information to Support Corporate Risk Ratings.
Snack Break and Visit with Sponsors and Exhibitors				
Breakout 1	11:00 AM - 11:45 AM	Meeting Room 4	Bill Ashland - Disaster Game, LLC	Planning and Executing Effective Tabletop Exercises
Breakout 2	11:00 AM - 11:45 AM	Meeting Room 5	David Kennedy - Diebold	In the eyes of a hacker...
Breakout 3	11:00 AM - 11:45 AM	Training Room 3	Dominic Bonacci - BEP Institute	Inside a Disaster.
Breakout 4	11:00 AM - 11:45 AM	Training Room 4	Gordon Scherer - Datacenter.BZ	Leveraging "the Cloud" to Achieve Enterprise-Level Active/Active DR/BC Solutions.
Lunch 12:00 PM to 1:00 PM (2nd floor lunch room)				
Breakout 5	1:15 PM - 2:00 PM	Meeting Room 4	Kevin Goodman - Blue Bridge Networks	The evolution of the data center in a web and data centric world and its ongoing role in disaster recovery and business continuity.
Breakout 6	1:15 PM - 2:00 PM	Meeting Room 5	Lynnda Nelson - ICOR	PS Prep Certification - What's in it for me?
Breakout 7	1:15 PM - 2:00 PM	Training Room 3	Ramesh Warriar - EBRP	BCM - Road to Resiliency.
Breakout 8	1:15 PM - 2:00 PM	Training Room 4	Jacqueline Rupert - Avaluation Consulting	Five Tips for Improving Your BIA Process and Achieving Valuable Results.
Snack Break and Visit with Sponsors and Exhibitors				
General Session 2	2:15 PM - 3:15 PM	General Session Room	Mike Epstein - Convergys	Recovering from a Complete Site Loss.
Snack Break and Visit with Sponsors and Exhibitors				
Breakout 9	3:30 PM - 4:15 PM	Meeting Room 4	Jeff Wagner - Waypoint Advisory	(Webinar) Using SharePoint to manage your BC/DR program.
Breakout 10	3:30 PM - 4:15 PM	Meeting Room 5	To be determined	
Breakout 11	3:30 PM - 4:15 PM	Training Room 3	Rodney Tyler - Rentsys Recovery Solutions	Data Storage Services.
Breakout 12	3:30 PM - 4:15 PM	Training Room 4	Bill Garrett - Diebold	Disaster Recovery Data Center Build - A Dream Come True.
CPO Updates & Raffles	4:15 PM - 4:45 PM	General Session Room		



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 partnered with The Conference Center at OCLC to get discounted room rates at local area hotels. The list below are hotels that are close to The Conference Center at OCLC. Please reference "OCLC" when making your hotel reservations.

Courtyard by Marriott

5175 Post Rd. Dublin, OH 43017
Phone: 614-764-9393 or 1-800-321-2211
Located directly across the road from OCLC; Shuttle service
Rate for OCLC is \$104/night

Hyatt Place Columbus/Dublin

6161 Park Center Circle
Dublin, OH 43017
Phone: 614-799-1913 or 1-888-492-8847
*Note-newly updated with plasma TV in each room
Rates for OCLC \$89

Chase Suites

Contact: Myra Williamson
4130 Tuller Rd.
Dublin, OH 43017
Phone: 614-766-7762 or 1-888-433-9408
*Note- all suites hotel with kitchen / complimentary shuttle service
Rate for OCLC is \$109/night

Embassy Suites

Contact: Sue Bellan or Robin Rankin
5100 Upper Metro Place
Dublin, OH 43017
614-790-9000 or 1-800-362-2779
*Note - full service hotel with restaurant, pool, fitness
Rate for OCLC is \$106

Crowne Plaza Hotel

Contact: Jennifer Bash
600 Metro Place North
Dublin, OH 43017
614-764-2200 or 1-866-372-5566
Rate for OCLC is \$94/night

Drury Inn and Suites

Contact: Marcy Heater
6170 Parkcenter Circle
Columbus, OH 43017
614-798-8802
Full service hotel with breakfast, pool, fitness
Shuttle service provided
Rate for OCLC is \$74.99/DbI & \$84.99/King

Homewood Suites

No shuttle service provided
Rate for OCLC is \$83.00/night



EASY REGISTRATION ONLINE AT www.cpoohio.org

2011 Business Survival and Recovery Conference - October 24 - 25, 2011 - 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 2012 CPO Renewal	\$240	<input type="radio"/> Non- Member plus 2012 CPO Membership	\$340

- YES, I plan on participating in the Table Top Exercise - Monday, October 24, 2011, at 1:00 PM at NO ADDITIONAL COST.
- SORRY, I can not attend the 2011 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"/> Ashland | <input type="radio"/> Goodman | <input type="radio"/> Tyler |
| <input type="radio"/> Kennedy | <input type="radio"/> Nelson | <input type="radio"/> Garrett |
| <input type="radio"/> Bonacci | <input type="radio"/> Warriar | <input type="radio"/> Baumann |
| <input type="radio"/> Scherer | <input type="radio"/> Rupert | <input type="radio"/> Epstein |

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 340554 • Beaver Creek, OH 45434-0554

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: _____