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RESILIENCY IN A TIME OF REBUILDING



As the oldest business continuity resource in the world, DRJ has the **in-depth education and technology** to ensure you're equipped for today's disruptions and tomorrow's emerging threats.

The tools you gain at **DRJ Fall 2021: A Virtual Experience** can help you reduce downtime, increase workplace safety, secure your data, and reduce your overall risk. You'll **save time and money** by learning how to prevent disruptions or respond swiftly when they occur.





WELCOME LETTER

We invite you to join us and enjoy all the programming, the networking, the exhibitor demos and more both live and on-demand at DRJ Fall 2021 - A Virtual Experience! We have designed our 65th conference to meet the needs of you, our valued attendees. This conference book is loaded with the information that will help you organize your time and get the most out of DRJ Fall 2021 Virtual.

Get ready to experience an exceptional event!

If you have not done so already, please review our video overview of the online platform from DRJ Spring 2021 here: <https://www.youtube.com/watch?v=5EDC2USNsuI>

We are replicating almost everything we do at traditional meetings in this online space, but there are also benefits in going virtual. Networking and interacting are important reasons to attend conferences, and you'll find plenty of opportunities to do this in the virtual venue. Asking questions at presentations and poster sessions has never been easier.

The online venue is all set to welcome attendees, speakers, and exhibitors. Now it is up to you! Make the most of this virtual conference and to take advantage of the features on the platform. You can plan your agenda online, submit questions in real-time, schedule one-to-one video chats, book meetings, and join in on the discussions in our various virtual meeting rooms.

We are also delighted to welcome our sponsors to the virtual venue. They have enthusiastically supported the move to a virtual conference, and will be available live for meetings, demos and more. Make sure to visit them in the exhibit hall and earn points in the game to win incredible prizes.

This is a great opportunity to experience the new world of virtual conferences together.

We're really looking forward to welcoming you to explore the this virtual DRJ event.

Best regards,

Bob Arnold, President
Disaster Recovery Journal

DRJ STAFF

Richard L. Arnold, MBCI Founder

Bob Arnold, MBCI (Honorary) President
bob@drj.com

Rose Chotrow Registration Manager
rose@drj.com

Amy Fennewald Senior Web Designer
amy@drj.com

Emily Murnen Virtual Platform Manager
emily@wildelmevents

Sonal Patel Marketing Director
sonal@drj.com

Emily Rice Digital Learning Manager/Circulation
emily@drj.com

Jon Seals Editor in Chief
jon@drj.com

Lesley Vinyard Director of Events
lesley@drj.com

Executive Council

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In the midst of disruption, fast and effective responses depend on clear information. BlackBerry® AtHoc® and BlackBerry® Alert® provide a centralized approach to crisis communications and critical event management with secure 2-way messaging to keep people safe and business operations running. Send critical messages to those affected after a cyber-attack, IT outage or weather event, and act decisively with the help of clear analytics and dashboards. Increase your operational resiliency, reduce costs and keep people safe with critical event management capabilities from BlackBerry.



Castellan

We've brought together the most innovative minds in business continuity to shape the future of our industry. Combining experts from across Assurance, Avalution, ClearView, and BC Management, we help clients establish a clear vision and drive real results using our proven, proprietary methodology – the Business Continuity Operating System (BCOS). Our solutions—whether consulting, software, managed services, or staffing—are fully customized to be right for you, your team, and your organization as a whole. As a result, you gain the capability and confidence you and your executive team need to protect your employees, brand, and bottom-line.



Fusion Risk Management is a leading industry provider of cloud-based software solutions for business continuity, integrated risk management, IT disaster recovery, and crisis and incident management. Its products and services take organizations beyond legacy solutions and empowers them to make data-driven decisions with a comprehensive and flexible approach through one system. Fusion and its team of experts are dedicated to helping companies achieve greater organizational resilience and mitigate risks within their businesses.



Infinite Blue is a software solutions provider that empowers some of the world's largest organizations to become more obstacle-resistant and resilient. Our friendly and flexible applications work together as an all-in-one, configurable business continuity command center. Leaders can now see potential threats enterprise-wide so you can plan smarter, respond in real-time, and bounce back stronger from disruptions like fires, natural disasters, security breaches, global pandemics, and other "what-ifs." Our organizational resiliency suite of applications are built on our low-code platform and supported by our team of experts, so it's simple to integrate and configure our existing applications or create something specifically for your organization's needs.



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With over 60 years of combined experience in the mass notification industry, OnSolve is the leading global provider of SaaS-based critical communication solutions for enterprise, SMB, and government organizations. The formation of OnSolve in 2017 brought together three of the industry's most relied upon products, CodeRED, Send Word Now and MIR3. The company's cloud-based solutions provide users with fast, reliable methods of sending critical information and alerts to employees, residents and other stakeholders across multiple devices. Mass notification and collaboration is an essential element of emergency response and business continuity planning, keeping teams on track and coordinating during critical events. OnSolve solutions are designed and proven to save lives, protect revenue, reduce costs, and preserve business continuity. More information can be found at www.onsolve.com.

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Acronis

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and [endpoint protection](#) management solutions. With [award-winning AI-based antimalware](#) and [blockchain-based data authentication](#) technologies, Acronis protects any environment – from cloud to hybrid to on-premises – at a low and predictable cost.



Agility provides simple, flexible business continuity solutions, allowing organizations to manage their entire business continuity program from one central platform, Agility Central. Agility is the industry's most comprehensive yet simple business continuity platform to help organizations plan, train, test, alert, and recover – all in one. Agility's offerings include Agility Planner, RecoveryPlanner, Safety Pass, Incident Manager, Alerts, workspace and data recovery, training, and testing. Whether you're a seasoned continuity professional or creating your company's business continuity plan for the first time, we're ready to support you and your team. For more information, visit agilityrecovery.com or call +1-866-364-9696.



Cutover, the leader in work orchestration and observability, is the only platform that provides full organizational visibility into dynamic flows of work, bringing them out of the dark matter of the enterprise to enable teams to move quickly with confidence. Cutover eliminates outdated approaches like static spreadsheets and weekend calls so teams can accomplish work quickly and effectively – without the usual headache.



eBRP Solutions Inc. provides web-based tools and utilities, as well as consulting services. ESN develops tools and utilities focused on core requirements. www.eBRP.net.



Everbridge, Inc., the world's leading provider of Critical Event Management software solutions, ensures business, government and healthcare organizations are prepared to rapidly respond to – and even avoid – sudden, unexpected disruptions. The Everbridge Critical Event Management Platform delivers organizational resilience on an unprecedented scale – combining real-time monitoring, situational awareness, and integrated response and collaboration solutions across from a single, enterprise-wide view. Keeping people safeguarded, assets and reputations protected, and continuity maintained and restored quickly is the Everbridge measure of success in an uncertain world.



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Workplace Recovery by Regus gives you preferential access to over 3000 workspace locations in more than 120 countries worldwide. With over 90,000 workplace recovery seats available across our network, we can help you get back to work faster if you can't use your own offices due to power outages, hurricanes, fires, floods, IT failures, social distancing requirements and more. We offer solutions for organizations of all sizes, including anytime access to fully serviced turnkey offices.



Unitrends Unified BCDR enables our customers with a platform to address the challenges of today with a complete and agile solution designed to backup, secure, and recover all workloads. The platform encompasses protection for traditional data center infrastructure as well as cloud-based workloads, SaaS data, and the data being generated on endpoint devices such as laptops and remote PCs. Purposeful integrations with security tools provide end-to-end protection against cybercrime and human error, inject automation and artificial intelligence to simplify complex systems and provide a unified experience with visibility across a complete backup infrastructure. Learn more by visiting www.unitrends.com or follow us on [LinkedIn](#) and Twitter [@Unitrends](#).



Resilience and Business Continuity planning and consulting services tailored to fit your industry; utilizing proven, scalable and sustainable solutions. We are always available as partners and guides when you have a question or need some additional support. Our goal is to minimize the stress of continuity planning and optimize resilience. Learn more at www.virtual-corp.com.

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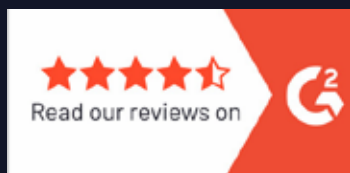
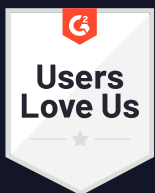
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BC/IT/CM User of the Fusion Framework System



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management console, and one license,
Acronis enables you to deliver:

- ✓ Backup
- ✓ Recovery
- ✓ Next-generation, AI-based
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management



DAY 1 AGENDA

Monday, October 11, 2021

10:00 a.m. – 11:00 a.m. EST General Session 1

GS-1 Osincup The Science of Happiness

11:00 a.m. – 12:00 p.m. EST Breakout Track 1

BT1-01 Steinfeld On the Front Lines: Lessons Learned from the Industry's Top Emergency Communications Leaders

BT1-02 Holloman DR + HA = Resiliency?

BT1-03 Bullock Responding Smarter, Faster & Better

BT1-04 Beattie Expanding Business Continuity Plans to Address Unrecovered Data

BT1-05 Preston The Criticality of Fuel Continuity Planning

BT1-06 Lynch, Frasure Identifying, Analyzing, and Bridging Gaps in Your Organization's Plans

BT1-07 Vega The World Turned Upside Down: NYC Continuity of Operations (COOP) Response to COVID-19

12:00 p.m. – 12:15 p.m. EST 15-Minute Break

12:15 p.m. – 12:30 p.m. EST 15 Minute Demonstration (Gold Sponsor)

DEMO Steinfeld AlertMedia

12:30 p.m. – 12:35 p.m. EST 5-Minute Break

12:35 p.m. – 1:35 p.m. EST Virtual Trade Show

1:35 p.m. – 1:45 p.m. EST 10-Minute Break

1:45 p.m. – 2:00 p.m. EST 15 Minute Demonstration (Gold Sponsor)

DEMO Marjoram Infinite Blue

2:00 p.m. – 3:00 p.m. EST Breakout Track 2

BT2-01 Witts, Allen Shifting From Passive Planning to Active Risk Management

BT2-02 Haynes Hybrid Incident Command System for Businesses

BT2-03 Mathews Three Leadership Skills Program Managers Need to Grow and Scale

BT2-04 O'Callaghan Business Continuity & Resilience: A Generational Perspective

BT2-05 Brown Risk Assessments - Visual, Statistical & Supply Chain

BT2-06 Corcoran Virtual Offices - Attractive Liability for Workplace Violence?

BT2-07 Mckoy Embrace Emerging Leadership

BT2-08 Grzena Managing Team Mental Health During Crisis

3:00 p.m. – 3:15 p.m. EST 15-Minute Break

3:15 p.m. – 3:30 p.m. EST 15 Minute Demonstration (Gold Sponsor)

DEMO Halford, Ostrovsky Fusion Risk Management

3:30 p.m. – 3:35 p.m. EST 5-Minute Break

3:35 p.m. – 4:35 p.m. EST General Session 2

GS-2 Pratley No Time to Spare: Meeting the Expectation for Always-On Employee Safety

4:35 p.m. – 5:30 p.m. EST Monday Panel Discussions – join 1 of 4 sessions

MPD1 Perrin, Howard, Harper, Jasgur DEI - Top Five Challenges in Achieving Workplace Diversity and Inclusion

MPD2 Rice, Marling, Bailey, Guerrero, Owings Career Development: Building Your Brand

MPD3 Primeau, Cehajic, Carmack, Bechtold Dynamic Virtual Exercises

MPD4 Goldman, Flynn, Cocchiara, Coutinho Cyber PERX - The Panel Session!

VIRTUAL AGENDA

DAY 1

Monday, October 11, 2021

10:00 a.m. – 11:00 a.m. EST

GENERAL SESSION 1



The Science of Happiness

Paul
Osincup
Positive
Workplace
Strategist

85% of the world's working population is unhappy and unhappy workers cost businesses worldwide more than \$7 trillion per year. Unfortunately, being happy isn't always simple, and for some people it may be more difficult than others. We all have a different baseline day to day level of happiness, but wherever you're at, wouldn't you like to be a little happier? Our brains are hardwired to seek happiness, yet we're not great at predicting what will sustain it. In this talk, we'll look at evidence from positive psychology, cognitive behavioral techniques, and neuroscience, you can use to create habits that will help you boost and maintain your overall level of happiness.

Paul Osincup is a Humor & Positivity Strategist who helps organizations create happier, healthier, and more connected places to work. Paul's global mission for workplace happiness has provided him the opportunity to work with hundreds of organizations including Nasdaq, The U.S. AirForce, and the Harvard Kennedy School of Leadership. He's a content creator for Happify, an app that provides evidence-based solutions for emotional health and well-being for over 17 million users and he's also a certified Stress Mastery Educator with the American Institute of Stress. His TEDx Talk: "Leading with Laughter, the Power of Humor in Leadership" has been viewed nearly a half a million times and he's also the host of the "Delivering Happiness Podcast" which highlights leaders and companies creating great workplace cultures. Paul's work has been highlighted in The New York Times, Forbes, and on his mom's refrigerator.

11:00 a.m. – 12:00 p.m. EST

BREAKOUT TRACK 1 - SESSION 1



On the Front Lines: Lessons Learned from the Industry's Top Emergency Communication Leaders

Peter
Steinfeld
AlertMedia

Over the past year, safety leaders have had to take on an even more important role as organizations responded to remote work challenges, severe weather threats, and the ongoing coronavirus pandemic. Many navigated the challenging environment with fierce determination while gathering key lessons along the way.

Peter Steinfeld is the Senior Vice President of Safety Solutions at AlertMedia and host of The Employee Safety Podcast, where each week, he interviews safety, security, business continuity, and disaster recovery experts from all over the world. Peter also leads AlertMedia's sales organization, ensuring his team has the right information and resources to successfully bring in new customers and prospects. Prior to AlertMedia, Peter held sales leadership roles at Symantec and Dell, among several other enterprise software companies. He has been involved in the emergency communications industry for more than 20 years, advising organizations of all sizes on matters related to employee safety, and is passionate about helping organizations protect their most valuable assets: their people. Peter is a graduate of Middlebury College, where he earned a bachelor's degree in Economics. He also earned his MBA from the Jesse H. Jones Graduate School of Management at Rice University.

BREAKOUT TRACK 1 - SESSION 2

**DR + HA = Resiliency?**

Ray
Holloman
HCA
Healthcare

As organizations embrace disaster recovery and high availability, is now the time to start looking at what operational resiliency may look like? Will any downtime be acceptable to organizations as we continue to rely more and more on technology every day? Will there still be a place for the traditional hot/warm/cold site traditional disaster recovery options that we have testing for years? Buzzwords, such as “high availability”, “cloud” and “operational resiliency” are becoming more talked about in the industry and companies are looking into those options to decrease downtime. Not to mention, increasing customer and employee satisfaction. What does resiliency really mean and how can that be sold to senior leadership to invest into resiliency as the next step? This presentation will give some takeaways of how to support DR and HA programs and start the conversations towards resiliency.

Ray Holloman, CBCP, M.B.A., M.S. is a Senior Business Continuity Administrator for HCA Healthcare. He started working in IT in 2009 and specifically in Business Continuity/Disaster Recovery in 2014.

BREAKOUT TRACK 1 - SESSION 3

**Responding Smarter, Faster & Better**

Allan
Bullock

Critical events happen every day. Are you prepared? Join Allan Bullock, Head of BlackBerry Critical Event Management Technical Solutions, to see how BlackBerry Critical Event Management (CEM) brings order to chaos. Learn why disparate systems can hurt more than they help, how BlackBerry CEM unifies your response, and how it keeps you and your data safe in times of crisis. Trusted by teams worldwide. Ready for any critical incident.

BlackBerry Allan Bullock is a Critical Communication Specialist with 15 years' experience working in the communications industry, working with customers from both private and public sectors including Central Government, Blue Light, Security Services and financial organizations. He currently works across EMEA helping customers understand how Critical Event Management and Crisis Communications fits in to their business, and how it can work with Business Continuity Planning to improve communications using the latest technologies.

BREAKOUT TRACK 1 - SESSION 4

**Expanding Business Continuity Plans to Address Unrecovered Data**

John Beattie

It is essential for organizations to plan for unrecovered data gaps despite the best efforts of the IT organization. Your Business Continuity Plan (BCP) is the best place to capture the strategy and key activities for bridging the data loss gap to ensure the business is aware of and prepared for the possibility.

Sungard
Availability
Services

Problem statement: For decades, organizations have defined Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs) for most of their applications, making IT and the business aware of just how much data will likely not be recovered through a “declared” Disaster Recovery effort. Few organizations expect the business community to pre-define just how they will fill this known and anticipated data loss gap.

However, the data recovery challenges associated with a data-compromising cyberattack have brought this issue further into the forefront, since the data loss gap in a cyber recovery case will likely far exceed the RPO values that were defined for a “traditional” disaster scenario.

Approach: Start by asking three key post-recovery data loss questions:

- Do you have business-approved RPOs for each business and data-dependent infrastructure application?
- Have you researched and defined the range of potential data losses possible as a result of a data-compromising cyberattack?
- Do your business continuity plans include how the business will fill these data loss gaps after your Infrastructure and Operations team has undertaken its best efforts to recover data?

As Principal Consultant at Sungard AS, John Beattie works closely with organizations to implement 3rd party risk management programs, and reduce operational risk through new BC and DR programs or transforming existing ones to improve effectiveness.

BREAKOUT TRACK 1 - SESSION 5



The Criticality of Fuel Continuity Planning

B. Scott
Preston

MultiCare
Health
System

A presentation on how important it is to plan for a crisis that reduces the availability of fuel (petroleum, natural gas, etc) or increases the price of fuel to the point that increases the operating costs of fuel across the global market. We'll discuss some general ideas on what organizations can do to be better prepared for this scenario.

Scott Preston, CEM, CBCP, is an emergency management and business continuity professional with over 17 years of experience as a practitioner and over 10 years of experience as an academic instructor/professor.

BREAKOUT TRACK 1 - SESSION 6



Identifying, Analyzing, and Bridging Gaps in Your Organization's Plans

Lance Lynch
Veoci



Beth
Frasure

Veoci

After seeing the events of 2020 & 2021, organizations no longer need to be told that they should be planning for low-frequency, high-stakes events. In terms of planning, organizational leaders and their C-Suites understand the tangible benefits of sound planning initiatives and that they need to be intimately familiar with how effectively their proverbial left and right hands are collaborating and communicating their expectations & limitations. While these leaders have a generalized understanding of planning initiatives, it seems that the gaps - differences produced by expectations and limitations - are less commonly exposed and mitigated in a proactive, collaborative way in which those leaders can balance against their organization's risk appetite.

The term "gap analysis" is broad and can be approached in different ways by different organizations & industries; those analyses can also be handled uniquely by different departments therein. Even with those differences, the expectations from staff, leaders, regulatory agencies, and clients remain the same: that any identified gaps are communicated, analyzed, and mitigated before an incident.

What does your organization's resilience gap analysis process look like? Do your operational teams understand the limitations of their interdependencies? In the event of an inquiry or survey, can you draw from a singular source of truth to outline them?

Beth Frasure and Lance Lynch are Certified Business Continuity Professionals and have nearly 30 years' of combined experience in emergency response, resilience planning, and continuity program management across the finance and healthcare industries. They are champions of cross-functional team collaboration and coordination.

Lance Lynch has 17 years of exp. in em. response, planning, and hospital EM program mgmt. Most recently chaired the Reg. Em. Prep. Comm. of the NCTX RAC, overseeing the preparedness initiatives for over 150 hospitals, serving 7.5-million residents.

Beth Frasure has been championing cross-functional team collaboration for resilience planning within the finance industry for 12 years. She's implemented several full cycle BC, IT DR, and crisis communication programs.

BREAKOUT TRACK 1 - SESSION 7



The World Turned Upside Down: NYC Continuity of Operations (COOP) Response to COVID-19

Christine
Vega
New
York City
Emergency
Management

Christine is the Continuity of Operations (COOP) Specialist for NYC Emergency Management (NYCEM). During COVID-19, she worked on NYC's first COOP Task Force on the longest COOP activation to date. COVID-19 has highlighted that continuity planning is critical to ensuring organizations can perform services and maintain resiliency in an extended, widespread incident. As the City's COOP Program Manager, NYC Emergency Management developed the first COOP Task Force focused on sustaining City agency essential functions. In this session, Christine will discuss how the COOP Task Force mandate and responsibilities evolved over time. Through NYCEM's COOP after-action reporting and improvement planning, we offer participants lessons learned that apply beyond the five boroughs. These include the following:

- How to determine effective COOP data metrics, visualizations, and tools to support decision-making
- How to develop and implement SOPs to streamline COOP-related communications
- How to review and update COOP plan templates, guidance, and SOPs moving beyond COVID-19 operations

Christine Vega is a Continuity of Operations (COOP) Specialist at NYCEM where she assists City agencies with COOP planning and training. During COVID-19, she worked on NYC's first COOP Task Force on the longest COOP activation to date.

DAY 1

Monday, October 11, 2021

12:00 p.m. - 12:15 p.m. EST

15-MINUTE BREAK

12:15 p.m. – 12:30 p.m. EST

15 MINUTE DEMONSTRATION (GOLD SPONSOR)

AlertMedia - Peter Steinfeld

12:30 p.m. - 12:35 p.m. EST

5-MINUTE BREAK

12:35 p.m. - 1:35 p.m. EST

VIRTUAL TRADE SHOW

1:35 p.m. - 1:45 p.m. EST

10-MINUTE BREAK

1:45 p.m. – 2:00 p.m. EST

15 MINUTE DEMONSTRATION (GOLD SPONSOR)

Infinite Blue - Stephanie Marjoram

2:00 p.m. – 3:00 p.m. EST

BREAKOUT TRACK 2 - SESSION 1



Andrew
Witts

Infinite Blue

Shifting From Passive Planning to Active Risk Management

For years, we've conducted risk assessments and pandemic planning ad nauseum, but the size, scope, and layered events that occurred in 2020 have caused many of us to re-examine the way we evaluate risks. Not only did this past year bring new challenges that many were unprepared for, but according to a recent survey* done by Infinite Blue, 20% of Business Continuity Professionals felt that the plans they had in place did not actually help them during the pandemic. This is why we must make a shift to active risk management, and prepare for the next "Gray Rhino" event (Coined by Michele Wucker) or, an obvious event that we're ignoring.



John Allen
Infinite Blue

In this session, Andy Witts, Director of Service Delivery at Infinite Blue will discuss the steps you can take to move your defensive planning into an offensive strategy. He'll be joined by John Allen, Account Executive at Infinite Blue, and together they will host an interactive discussion outlining the most important strategies you and your team can implement right away.

With over 16 years' experience in the industry, Andy Witts manages the Customer Success, Professional Services and Customer Support department for all applications at Infinite Blue.

John Allen's responsibilities include collaborating with Infinite Blue's prospective and current customers to identify solutions for gaps in their program. John brings over 10 years of experience in instruction, coaching and training to the Infinite Blue team.

BREAKOUT TRACK 2 - SESSION 2



Hybrid Incident Command System for Businesses

Steven
Haynes
University
of Texas at
Dallas

The Incident Command System (ICS) has many advantages for businesses, such as increased efficiency, modulated flexibility, and scalability. However, ICS in its current form may not overcome organizational silos, personnel's lack of familiarity, and terminology incongruities. Therefore, a hybrid incident command system model is presented to improve incident response during times of abnormality. An ICS model must be readily usable, comfortable to adapt, and based on familiarity for it to be adopted. But the age-old question of "who's in charge" must still be answered. During this session, Prof. Haynes will introduce you to the dual-use hybrid ICS model and how "who is in charge" is already answered in most organizations today. Participants will leave this seminar with a ready model that can be employed in their organizations, and better yet, entirely testable for identifying operational inefficiencies.

Steven Haynes is an Assistant Professor of Practice and Director of the Risk Management and Insurance Program at the University of Texas at Dallas. Steven is an experienced practitioner with over a decade of continuity and disaster risk management experience and served proudly in the United States Navy. His research has been published in Safety Science and the Journal of Business Continuity and Emergency Planning.

Steven Haynes is the Director of the Risk Management and Insurance Program at the University of Texas at Dallas. His research interests include risk analysis, organizations under crisis, mixed methods research design, and disaster science.

BREAKOUT TRACK 2 - SESSION 3



Three Leadership Skills Program Managers Need to Grow and Scale

Vanessa
Vaughn
Mathews
Asfalit
Advisors

Leading a business continuity program as a team of one or a team of many can be a challenge. Often, continuity professionals are managing leadership priorities as well as influencing peers and colleagues to take an active role in the business continuity program. There are essential skills every practitioner needs in order to continue to expand their influence and leadership up and across the organization.

Vanessa Mathews will share the leadership skills developed over time to enable her to grow a sustainable corporate Business Continuity program, infused with the skills learned as a business owner interacting with executive leadership. This session will cover the importance of leadership, why leadership is as critical as your technical skills, and the traits program managers need to grow and scale in the current workplace environment.

Vanessa Mathews has been on the front lines of the resilience profession throughout her career. She is the 1st female in the state of Georgia to graduate with a degree in Homeland Security and Emergency Management, she has worked with a Tier 1 intelligence agency, and Fortune 500 companies.

BREAKOUT TRACK 2 - SESSION 4



Business Continuity & Resilience: A Generational Perspective

Des
O'Callaghan
BCM
Consultant

The BCI Americas Next Practice Group (NPG) is a team of experienced continuity and resilience professionals who explore and write about different aspects of the growth and direction of the profession, anticipating where the practices are heading in the future. During 2020 the group conducted a survey to learn about the perspectives of different generations of practitioners and then wrote a paper to capture the findings. The paper was published by the BCI in May, 2021. We have arrived as a society at a point where demographic shift means younger, less experienced practitioners increasingly have to carry the baton, so it is important to understand not only knowledge transfer, but also ways in which experience and wisdom can be passed along with the knowledge. We learned about the varied backgrounds and career paths of baby boomers (born up to 1964) and generation X (1965-1981), contrasting with how the younger generations are arriving in their careers more through advances in technology and academic programs that did not previously exist. We explored the pros and cons of mentoring as a key source of professional development, if currently underutilized. We gathered numerous direct quotes from experts of all ages to add perspective to the data. In this session the report authors present findings and insights that illuminate the various ways in which the continuity and resilience profession continues to be a truly unique career.

Three takeaways:

1. Understanding the career backgrounds of different generations of practitioners
2. Understanding the various possibilities for professional development today
3. Understanding the challenges that may affect the future of the profession

Des O'Callaghan, FBCI, has 31 years of BCM experience, much in the financial sector. He now consults, teaches, and volunteers as BCI Canada Leader, BCI Americas Next Practice Group Chair and Lead Assessor. Des often presents at conferences in Canada.

BREAKOUT TRACK 2 - SESSION 5



Ted Brown
KETCH
Consulting

Risk Assessments - Visual, Statistical & Supply Chain

Using actual Client Risk Assessment results, this session will teach the attendee how to execute three types of Risk Assessments. The first is the traditional or visual Risk Assessment where we analyze the risks to our clients by visually examining the physical structure, looking for vulnerabilities and single points of failure. The second is the Statistical Risk Assessment where we analyze the statistical odds of any one of over 100 disaster events occurring. This combined with a BIA yields the financial exposure to an organization. The last is the Business Risk Assessment where we supply the tools or help you to determine the risks to your supply chain from your vendors. The results of any or all of these will help you to justify Risk Management and BCP Expenditures.

Ted Brown has a fifty+ year professional/leadership career. Elected to Penn State BOT in 2013, following the Sandusky Scandal; with extensive experience in Risk Mgmt, he serves as Audit and Risk Vice Chair and founder/Chair of the Risk Sub-committee. In 2019, Mr. Brown and the Penn State Board, recognized Public health expert and Penn State College of Medicine graduate Dr. Deborah Birx (the White House coronavirus response coordinator) as a Distinguished Alumna, the University's highest honor for its graduates.

BREAKOUT TRACK 2 - SESSION 6



Dr. Michael
Corcoran
The
Workthreat
Group, LLC

Virtual Offices - Attractive Liability for Workplace Violence?

Many changes have come about in today's world due to the recent pandemic. And now more than ever, working from home has become a reality. OSHA says, "Workplace violence is violence or the threat of violence against workers. It can occur at or outside the workplace and can range from threats and verbal abuse to physical assaults and homicide, one of the leading causes of job-related deaths." Additionally, "The term workplace means a physical location where the agency's work or operations are performed." (Section 1960.2(t) OSHA Standard Definitions).

In the past, most OSHA offices do little to investigate claims of harassment, threats, or abuse in a home office, citing they want to stay out of people's homes. But with more and more civil court cases adjudicated in favor of the plaintiff against an employer, real concerns of "providing safety in the workplace" (OSH Act of 1970) include the home office (two real-life cases will be presented as examples).

Does it reach the level where an employer must consider a proper site assessment and recommend safeguards for the employee, even when working out of their home office?

Takeaways:

1. How to mitigate potential liability for WV occurring in a home office
2. Develop a risk tolerance outline in this circumstance for the employer
3. Learn a fundamental rule to help relieve dangerousness.

Dr. Michael Corcoran began his threat assessment experience upon entering the United States Secret Service in 1970. He has been in private practice since 1988, specializing in identifying and handling potentially violent subjects in the workplace.

BREAKOUT TRACK 2 - SESSION 7



Doniella
Mckoy
Health
Partners
Plans

Embrace Emerging Leadership

Doniella Mckoy will define emerging leadership and present considerations to embrace emerging leadership. The takeaways include how to create a safe space for new talent and, three T's for professional growth and development and how curiosity can fuel success in this industry.

Doniella Mckoy, MBCI, CBCP currently serves as the Business Continuity Program Administrator for a non-profit health plan provider in Philadelphia, PA. She also instructs Business Continuity and Crisis Management courses at University of Alaska- Fairbanks campus remotely.

BREAKOUT TRACK 2 - SESSION 8



Dawn
Grzena

Managing Team Mental Health During Crisis

I've managed teams through far too many crises and witnessed varying shades of anxiety, drama, and crisis exhaustion. As the leaders during a crisis, we are expected to be calm, cool, and collected no matter what the crisis is. What happens when crisis exhaustion starts to creep in by either your executives, response teams, or those that you manage? What are the burnout warning signs that you should be watching for?

Zendesk Finally, how do you manage the team beyond this single event? This session will go over what I've learned over the years on what to watch for during a crisis for burnout, exhaustion or team members being overwhelmed. We'll go over the various tools and tips to help both your direct and extended teams. By the time this session is over, you will walk away with solid strategies, ideas, and more tools for your crisis response toolbox.

Dawn Grzena has been in the industry for over 25 years. She currently leads a global business continuity / crisis management team at Zendesk and loves every minutes of the challenge.

3:00 p.m. - 3:15 p.m. EST

15-MINUTE BREAK

3:15 p.m. – 3:30 p.m. EST

15 MINUTE DEMONSTRATION (GOLD SPONSOR)

Fusion Risk Management - David Halford & Alex Ostrovsky

3:30 p.m. - 3:35 p.m. EST

5-MINUTE BREAK

3:35 p.m. – 4:35 p.m. EST

GENERAL SESSION 2



Sara
Pratley
AlertMedia

No Time to Spare: Meeting the Expectation for Always-On Employee Safety

As business continuity, disaster recovery, and safety professionals take on even greater responsibility for the business, rapid and accurate threat identification has become a critical component of effective emergency preparedness, management, and response.

From the pandemic to severe weather events, natural disasters, and other critical events, the threats facing organizations and their people continue to increase in size and scale. For many organizations, preventing these threats from impacting employee safety and business operations involves building costly internal intelligence gathering processes and evolving safety policies to ensure they are sufficient to meet the current moment.

In this session, Sara Pratley, Vice President of Global Intelligence at AlertMedia, will share emergency preparedness best practices and outline steps organizations can take to help their teams better identify, verify, and respond to incidents faster. Drawing from her past experience leading the breaking news division at CNN, Sara will offer a framework for improving situational awareness, emergency response strategies, and overall preparedness through a proactive approach to threat identification and employee communication.

Prior to joining AlertMedia, Sara Pratley was VP of National News for CNN's domestic newsgathering unit, where she led the network's coverage of major events. During her decade at the network, Sara gained an incredible ability to easily assess, analyze, and decipher information.

4:35 p.m. – 5:30 p.m. EST

MONDAY PANEL DISCUSSIONS (join 1 of 4 sessions)

Dan Perrin
Regus



Terri Howard
Herzing
University

1 - DEI - Top Five Challenges in Achieving Workplace Diversity and Inclusion

Diversity, equity, and inclusion are more important than ever. Panelists will provide key challenges encountered, share success stories, and offer insightful strategies to help foster a more inclusive and resilient organization.

Dan Perrin runs the Workplace Recovery Group within Regus. Dan has been with Regus since 2005 and has worked in the Workplace Recovery division since 2012. Dan and his team manage and assist several thousand clients globally by using the Regus platform of over 3000 locations to design, implement, test and run their people recovery.

As an Associate Vice President with Herzing University, Terri Howard is responsible for the strategic and operational planning of Diversity, Equity and Inclusion (DEI) initiatives across the central office, online, and ten campus locations.



Marie
Harper

American
Public
University
System



Cary Jasgur
Mazars

Dr. Marie Gould Harper is the Dean of the School of Business at American Public University System. She is a progressive coach, facilitator, writer, strategist, and human resources/organizational development professional.

Cary Jasgur currently holds an FBCI, MBCP, and PMP and has spoken at several conferences on a variety of topics within the Organizational Resilience industry.



Tracey Rice
Fusion Risk
Management



Cheyene
Marling
BC
Management
- a Castellan
Solutions
Company

2 - Career Development: Building Your Brand

At some point, there was such a thing as separation between your work life and your home and social life. For many professionals, this is no longer true. More and more resilience professionals are choosing to build a personal brand that bridges work and home life. Building your brand starts with you, it's a conscious decision - learn to recognize your value, maximize your strengths and leverage your brand to pursue not only your career but life goals.

With more than twenty years of experience in business continuity, Tracey Rice is an accomplished industry leader and a passionate evangelist, who builds relationships with BCM leaders in enterprise organizations across the globe.

Cheyene Marling is a global leader with 23 years expertise in business continuity. She founded BC Management in 2000 (now Castellan Solutions) and she is responsible for staffing strategies and research analytics for our clients globally in addition to providing career and coaching expertise.



Dan Bailey
Gateway
First Bank



Bridget
Guerrero
GoDaddy

Dan Bailey Dan is the SVP, Operational Risk Management at Gateway First Bank in Dallas, Texas. In this role, Dan is responsible for overseeing all aspects of Bank and Mortgage Operational Risk Management.

He received his Certified Business Continuity Professional and Master Business Continuity Professional designations from DRI International in 1999 and 2002 respectively. He received his Fellow of the Business Continuity Institute designation in 2006 and he received his Governance, Risk, and Compliance Professional certification in 2013. Dan also serves on Disaster Recovery Journal's Executive Council.

Bridget Guerrero manages Operational Resilience at GoDaddy and has more than two decades experience in risk management, crisis management, intelligence and security operations. She focuses on building robust, defensible risk identification, quantification and management programs to keep GoDaddy's employees and assets safe, wherever they may work.



Melissa
Owings

Early
Warning
Services

Melissa Owings joined Early Warning in 2020 as a Sr. Business Continuity Manager. Prior to joining EWS Melissa spent approx. two years as a manager within TD Ameritrade's Enterprise Continuity/Risk department where she was responsible for Business Continuity plan development as well as vendor management and testing.

Owings hold a Bachelor's degree in Management of Human Resources and a Master's Degree in Management. In her free time she enjoys mentoring at risk youth and attending her children's sports activities.



Marie-Helene Primeau
Premier Continuum Inc.



Senad Cehajic
OMERS

3 - Dynamic Virtual Exercises

An energetic exercise is vital to any successful business continuity and disaster recovery program. When some or all of the participants are in a virtual environment, creating a real-world drill can be a challenge. Learn how to inject life into your regular exercises.

With over 18 years of experience, Marie-Helene Primeau is an expert-in supporting public and private organizations on their Business Continuity lifecycle. She has conducted numerous exercises, onsite and virtually, with clients from various industries.

Professional in Business Continuity, Senad has extensive experience working within multinational organizations in diverse sectors and geographies. He is recognized for his leadership and delivery of dynamic tabletop exercises with Executives.



Gene Carmack
Carmack Consulting LLC



Joseph Bechtold
Goldman Sachs

Gene Carmack has been involved in the Operational Resilience disciplines for over 20 years. For a variety of enterprises (HSBC, BCBSIL, Abbott Labs, WW Grainger, IBM to name a few). He has worked in several disciplines, including health care, financial services, manufacturing, sales, customer services and pharmaceutical.

Joe Bechtold has over ten years of experience in Business Continuity and Emergency Management across multiple sectors including the military, public health, manufacturing, and financial services. Joe obtained FEMA's Master Exercise Practitioner (MEP) certification in 2013 and specializes in the development of testing programs and building executable resiliency plans.



Steven Goldman
MIT



Sherri Flynn
Agility Recovery

4 - Cyber PERX - The Panel Session!

October is Cyber Security month. Let's get it started with this expert panel session on Cyber PERX - Plans, Exercises, Resiliency, and eXperience. DRJ has assembled five global experts to discuss these important cyber security topics in a practical and information-loaded panel. Time is built in to address your questions, issues, and concerns. Don't miss this valuable session!

Dr. Steven B. Goldman is an internationally recognized expert and consultant in Business Resiliency, Crisis Management, Pandemic Plans/Response, and Crisis Communications. He has over 35 years' experience in all aspects of these disciplines.

Consultant of the Year 2020, Sherri Flynn is a certified MBCP, CISM & Lead Implementer for the Business Continuity Management global standard ISO 22301. Sherri provides consulting services on all aspects of Business Continuity Management, Cyber Response Planning & Vendor Management.



Rich Cocchiara
Cognitient Corp.



Selma Cristina Coutinho Santos
Ericsson

Rich Cocchiara is the Chief Innovation & Security Officer for Cognitient Corp and he is the former Chief Information Security Officer for the NYC Dept of Education and has held positions such as CTO for Smarter Risk Corp, CTO & Distinguished Engineer for IBM.

Selma Coutinho is Director of Security and BCM where she directs the security operations and Business Continuity operations at America (North and Latin America). She is passionate about drive and facilitates BCM and Crisis Management changes always focusing on the continuous improvement and enhancing the company's BC/DR posture that includes: leadership and employee's commitment, business understanding and real lessons learned from past experiences. Selma has MBCI, CBCP and CISSP designations.

DAY 2 AGENDA

Tuesday, October 12, 2021

10:00 a.m. – 11:00 a.m. EST General Session 3

GS-3..... Shultz..... Business Continuity: A Pivot is Critical to Enduring Resiliency

11:00 a.m. – 12:00 p.m. EST Breakout Track 3

BT3-01 Halford Operational Resilience & IT Risk Management - Beyond a Critical Partnership

BT3-02 Heywood, Piggott, Gutteridge How To Dynamically Manage Your Cyber Events In Real Time!

BT3-05 Gill, Nicolson Hurricane Florence (Sept. 2018) Impact on IP-Riegelwood's Facility and Surrounding Community

BT3-06 Jasgur "Making Over" Your Resiliency Program During a Time of Change

BT3-07 Lamendola 2020 Changed Work Area Recovery Planning Forever; Here's How to Adjust

BT3-08 Goosman Strategies for Effective Leadership of Collaborative Enterprise Crisis Management Teams for Increased Resilience

12:00 p.m. – 12:15 p.m. EST 15-Minute Break

12:15 p.m. – 12:30 p.m. EST 15 Minute Demonstration (Gold Sponsor)

DEMO Owen OnSolve

12:30 p.m. – 12:35 p.m. EST 5-Minute Break

12:35 p.m. – 1:35 p.m. EST Sponsor Speed Networking

1:35 p.m. – 1:45 p.m. EST 10-Minute Break

1:45 p.m. – 2:00 p.m. EST 15 Minute Demonstration (Gold Sponsor)

DEMO Heginbotham Castellan Solutions

2:00 p.m. – 3:00 p.m. EST Breakout Track 4

BT4-01 Ward Cutting Through the Hype: Moving from Buzzword to Actionable Risk Intelligence with Artificial Intelligence and Machine Learning

BT4-02 Rys Impact of Digital Transformation on Your Business Continuity Plans

BT4-03 Hall Focusing on Current Trends: Avoiding Potential Impacts of a Disruption

BT4-04 Lindstedt The Terrible Tensions of Organizational Resilience

BT4-05 Kamps How to Create a Cyber Response Plan When You Are a CBCP Not a CISSP

BT4-06 Stearns, Schafer Completing The Cycle - Healthcare Supply Chain Continuity

BT4-07 Koonin COVID-19: Now What?

BT4-08 Fullick Organizational Resilience Is Hard: The Soft Skills to Make It a Success

3:00 p.m. – 3:15 p.m. EST 15-Minute Break

3:15 p.m. – 3:30 p.m. EST 15 Minute Demonstration (Gold Sponsor)

DEMO Poirier BlackBerry

3:30 p.m. – 3:35 p.m. EST 5-Minute Break

3:35 p.m. – 4:35 p.m. EST General Session 4

GS-4 Rice, Cooper, Beattie Digitally Transforming Operational Resilience - Elevate Your Program's Strategic Value

4:35 p.m. – 5:30 p.m. EST Tuesday Panel Discussions – join 1 of 4 sessions

TPD1 Haynes, McAleavy, Landry, Bullock Advanced BIA and Hazard Risk Analysis in the Post-COVID Era

TPD2 Phelps, Marget, Bratton, Robison, Lemke Protecting Your Organization from Ransomware and Other Cyberattacks

TPD3 Cocchiara, Hurst, Grzena, Guerrero Understanding Situational Resilience in a Complex Enterprise

TPD4 Jackson, Pickren, Steinfeld, Beinhorn Building an Effective Crisis Communication Strategy

VIRTUAL AGENDA

DAY 2

Tuesday, October 12, 2021

10:00 a.m. – 11:00 a.m. EST

GENERAL SESSION 3



Frank Shultz
Infinite Blue

Business Continuity: A Pivot is Critical to Enduring Resiliency

Business Continuity is largely the same as it was 20 years ago, yet the world and key technologies have evolved exponentially. Planning and response software has evolved, but has our thinking evolved to best utilize what's available today? Rapid, coordinated, informed responses are required by an increasing dependency on complex systems and third-party vendors. In this session, we will explore new ways of thinking about BC and how to implement a system of continuous improvement that leverages modern data sources and capabilities. Every event, critical or not, has the potential to increase your organization's resiliency through a better proficiency of purposeful practices.

As a founder of the company, Frank Shultz has overseen the growth of BC in the Cloud, Infinite Blue's flagship business continuity lifecycle application. His BC/DR expertise allowed him to develop, design, and implement products over the past 16+ years.

11:00 a.m. – 12:00 p.m. EST

BREAKOUT TRACK 3 - SESSION 1



David Halford
Fusion Risk Management

Operational Resilience & IT Risk Management - Beyond a Critical Partnership

Operational resilience is a culture driven by people inside and outside of your organization, that empowers you to continue to deliver on your current commitments to customers and evolve with them in a way consistent with your brand as their circumstances and needs change. A key part of an effective operational risk program is IT Risk Management and in particular cyber security related risk. Often cyber security information is collected, managed, and reported independently however there is business & risk mitigation value in sharing cyber risk telemetry information with you Operational Resilience program.

This session outlines an actionable methodology to go beyond the traditional partnership and consider using cyber risk vulnerability information as part of your Operational Resilience and IT Risk Management program. You'll leave the session more confident and ready to offer an innovative solution to your enterprise.

As Vice President, Continuity Solutions, David Halford leads Fusion's product vision for all Business Continuity Management (BCM) & Operational Resilience Program aspects of our solutions resulting in customer driven requirements.

BREAKOUT TRACK 3 - SESSION 2



Mark
Heywood

Cutover

How To Dynamically Manage Your Cyber Events In Real Time!

2020 saw a huge increase in the number of DDoS attacks, as the pandemic hit and our reliance on online services soared. In May this year, we were all shocked to see ransomware successfully target critical US national industrial infrastructure and get their money!

As we know, the threats are real. Some of the stats associated with security incidents can be startling. The global average total cost of a data breach in 2020 was \$3.86 million, according to the Ponemon Institute.

Changes in external factors can also further exacerbate attack vectors - Coronavirus is a great example of that. Nexusguard analysts reported a 287% increase in total DDoS attacks in the third quarter of 2020, compared to the same period last year.



Steve
Piggott

Cutover

Fast forward to August 2021 - T-Mobile suffered a data breach that led the hacker to access the personal details of over 50 million people. The hacker stated he discovered an unprotected router exposed on the internet allowing him access to the network.

And another - In one of the largest cryptocurrency heists, a hacker stole around \$600 million from Blockchain site Poly Network. The hacker then returned \$340 million directly and transferred \$268 million to a digital wallet jointly controlled by them and Poly Network. However, the funds in the wallet remain inaccessible until the hacker provides the digital key.

Is this the 'new normal' for Cyber? Will negotiating with ransomware attackers become avoidable or inevitable? How can organizations better prepare for and respond to the risks and opportunities of their ever-changing security landscape?



Kieran
Gutteridge

Cutover

In this webinar, we will explore key program success criteria encompassing:

- Standardizing and implementing a consistent 'program framework' approach to rigorous InfoSec/Cyber best practices (NIST/ISO)
- The value of dynamic runbook creation, rehearsals, execution, and post event analytics
- Putting practices in place to instill demonstrable confidence in your preventative measures, but also (more critically) in your reactions to an incident
- Sharing anecdotal examples of the demonstrable value of how dynamic, real-time visibility, same platform communications, and orchestration-automation works
- Sharing the value and outcomes of every event being indelibly audited for regulatory scrutiny
- Building an agile future-forward cyber posture, so you're always ready for the next security challenge - it's not if, but when!!

Formerly the Head of Operational Resilience for UBS, Mark Heywood has over 20 years of experience in senior risk and resilience roles. He has worked across financial services, government departments, city and county councils, and the charity sector.

Steve Piggott works within all facets of Cutover to drive market awareness, revenue growth, and to align with our customers' requirements and expectations in receiving exceptional enterprise resiliency results. He brings a wealth of experience in driving successful customer outcomes across business transformation, operational resilience, disaster recovery, and business continuity program development.

Leading Cutover's technical team, Kieran Gutteridge has previously developed mobile applications for a number of highly prominent organizations, including Tesco and the BBC. He holds 20 years of experience with web, iOS and Android development.

BREAKOUT TRACK 3 - SESSION 5



Tim Gill

Hurricane Florence (Sept. 2018) Impact on IP-Riegelwood's Facility and Surrounding Community

Along much of the U.S. Coastline, hurricanes pose a major risk of operational disruption every year. When a major tropical cyclone, like Hurricanes Michael and Florence, impacts the area, the team at International Paper encounters new challenges to their business continuity plan.

International
Paper

Large facilities such as International Paper's Riegelwood Mill often take several days to fully shut down in the event of a Hurricane. International Paper takes employee safety as the highest priority and has developed a detailed plan on how to manage these events.



Ian Nicolson
StormGeo

Each storm presents unique conditions, requiring a unique response. International Paper turned to StormGeo to provide weather data and decision guidance specific to their sites, to ensure they are making the most informed response decisions to help mitigate the impact to assets as well as their people.

This session will look at how International Paper has responded to these major storms over the past 5 years and how they have made key adjustments to their response plan. Some area we will look at include how IP has utilized its employee benefit disaster relief plan, overcome supply chain disruptions, and implemented seasonal preparations ahead of hurricane season.

Tim Gill has 24 years experience at International Paper. Currently, the Environmental, Health & Safety manager at the Riegelwood NC Mill, a fully integrated fluff pulp production site. He is responsible for Hazardous Weather & Emergency Response Programs.

A native of Scotland, Ian Nicolson is a Senior Industry Manager at StormGeo. He has a long-standing track record providing solutions to companies, helping them solve their greatest challenges while offering new and innovative strategies to grow business.

BREAKOUT TRACK 3 - SESSION 6

**“Making Over” Your Resiliency Program During a Time of Change**

Some organizations have mostly returned to the way things were before the events of 2020, and the COVID-19 Pandemic. While many organizations that did not have Pandemic Plans or robust Organisational Resilience Plans are still reeling from those events and trying to navigate the challenges that the future holds.

Mazars There is no time like now to take stock of where your organization is today, what changes might need to occur to your existing Organisational Resilience Program, and what does your organization's future looks like. For some organizations that may mean a complete overall of their existing program, while others may take this opportunity to perform an assessment of their overall approach to Organisational Resilience.

Within this session, we will explore the areas of your existing program that was most likely impacted by the events of the COVID-19 Pandemic, even if they do not presently exist. As well as provide guidance in the identification, classification, and modification of those areas in need of “makeover”, so that the newly “made over” program better suits your current and future organizational structure and culture.

Following this session attendees will have the tools and knowledge to shape the future of their Organisational Resilience Program by rightsizing it to meet the ever-changing world of business following the COVID-19 Pandemic.

Cary Jasgur currently holds an FBCI, MBCP, and PMP and has spoken at several conferences on a variety of topics within the Organizational Resilience industry.

BREAKOUT TRACK 3 - SESSION 7

**2020 Changed Work Area Recovery Planning Forever; Here's How to Adjust**

It's hard to identify areas of business (and for that matter, life outside of work) that were not fundamentally changed by the pandemic. Work area recovery is no different. The “simple” task of dispatching a technician to a customer site to fix a problem, is suddenly not so simple. As with all business continuity plans, organizations must be prepared both to manage internal work in a 100% remote world and plan for how to keep their customers up and running.

Ricoh USA, Inc. In this session, Bob will discuss how Ricoh adapted quickly to meet internal needs and those of its customers, in the wake of the pandemic. He'll share tips on adjusting work area recovery plans moving forward. More specifically, he'll discuss:

- How to enable an effective remote and hybrid work environment by providing the necessary tools to securely maintain communication and collaboration.
- Tips for creating a smart and safe workplace for on-site workers while enabling a seamless experience for a hybrid workforce with integrations and better accessibility to business-critical information.
- Advice on leveraging technology adoption, Artificial Intelligence for IT Operations (AIOps) and when needed, expediting digital transformation initiatives, to be ready for disasters or disruptions.

After this session, attendees will be able to identify the key factors needed to create or update an effective work area recovery plan.

In his current role as Senior Vice President, Technology and Head of Digital Services Center, Bob Lamendola is responsible for the evolution and optimal utilization of our Services Delivery infrastructure, technology, processes, systems, and solutions.

BREAKOUT TRACK 3 - SESSION 8

**Strategies for Effective Leadership of Collaborative Enterprise Crisis Management Teams for Increased Resilience**

Ashley Goosman Building on recent experience from COVID-19 and other events, there is an evolving recognition that the classic emergency management method is less efficient in large organizations. The Incident Command System (ICS) system is morphing into a collaborative approach to critical events for business. To improve resilience, process owners must work together across disciplines to mitigate impacts. As companies are considering or adjusting models, crisis professionals can leverage proven strategies for leading crisis teams.

Liberty Mutual Insurance As a leader in crisis management, you coordinate the response to incidents. It is crucial to building integrated cross-functional crisis teams in an increasingly fast-paced environment and requires the coordination of multipronged events. To maximize effectiveness, you need to be mindful of the human element of managing teams. It is a role that involves process expertise but also benefits from leveraging emotional intelligence and soft skills.

This discussion will share guidance for managing the dynamics of process leads, methods to build strong teams, and strategies for member engagement. It will share tips for laying the groundwork, developing positive group dynamics, persuasive techniques, team building, and staying aligned. The presentation will include real-world examples and welcomes attendee engagement.

Ashley Goosman is a Business Continuity and Crisis Management manager who works for Liberty Mutual Insurance, helping employees Enterprise-wide respond to and prepare for business interruptions.

DAY 2

Tuesday, October 12, 2021

12:00 p.m. - 12:15 p.m. EST

15-MINUTE BREAK

12:15 p.m. – 12:30 p.m. EST

15 MINUTE DEMONSTRATION (GOLD SPONSOR)

OnSolve - Marcus Owen

12:30 p.m. - 12:35 p.m. EST

5-MINUTE BREAK

12:35 p.m. - 1:35 p.m. EST

SPONSOR SPEED NETWORKING

1:35 p.m. - 1:45 p.m. EST

10-MINUTE BREAK

1:45 p.m. – 2:00 p.m. EST

15 MINUTE DEMONSTRATION (GOLD SPONSOR)

Castellan Solutions - TJ Heginbotham

2:00 p.m. – 3:00 p.m. EST

BREAKOUT TRACK 4 - SESSION 1**Cutting Through the Hype: Moving from Buzzword to Actionable Risk Intelligence with Artificial Intelligence and Machine Learning**

Joseph Ward

As critical events - from the pandemic to civil unrest and domestic terrorism to severe weather - and their swelling impacts come more heavily into focus, business leaders are prioritizing the protection of their assets and asking business continuity and security professionals to deliver an effective risk management and intelligence solution.

OnSolve Yet, with a constant stream of news, data and social media chatter, the professionals tasked with this effort are overwhelmed with data fatigue and struggle to sift through the noise to pinpoint the critical events that truly affect them. Next generation technology buzzwords like "Artificial Intelligence" and "Machine Learning" are touted for solving these challenges, but are rarely presented in a helpful, tangible solution that has proven results. In this session, you will hear OnSolve Vice President of Product, Joseph Ward, discuss the practical ways AI and Machine Learning can be applied and visualized to help business continuity leaders transform data volumes into actionable risk intelligence.

Joseph Ward is OnSolve's Vice President of Product. He's spent the previous 15 years building enterprise software products at companies such as Ciphertrust, McAfee, Damballa, and Ionic Security among others and joined OnSolve in March. He's so passionate about IT systems that when he's not working at OnSolve, there's a very good chance he's upgrading or deploying his personal cloud infrastructure he runs out of his basement (with a HA replication in an undisclosed location).

BREAKOUT TRACK 4 - SESSION 2**Impact of Digital Transformation on Your Business Continuity Plans**Bart Rys
Everbridge

Cyber Activity is on the rise, and organizations are looking to improve digital resiliency to mitigate the rising threats to the business at large. According to CrowdStrike, in 2019 and 2020 combined, intrusions threatening organizations' cybersecurity and business operations, across the globe, grew by 400 percent. Cyber incident response is well defined in phases (Preparation, Detection, Analysis, Containment, Eradication, Recovery, and Post-Incident Activity), however, it is critical to reduce friction by breaking down process and technology silos, while bridging the gap between cyber incident response, and business continuity operations. There are a plethora of tools that organizations have invested and yet, Cyber threats remain pervasive. The question no longer is "if" but "when" your organization will be targeted. How well a team responds determines the impact and damage the threat can cause. It is essential to have the team ready for clear Communication, cohesive Collaboration, and automated process Orchestration in responding to these critical events.

Join us as Bart Rys, Director, Business Solutions walks us through:

- The Role of Communication, Collaboration, and Orchestration on Digital Resiliency
- Expanding the value of current investments through Orchestration and Response Automation
- Integrating Cyber Security into Business Continuity Planning

Bart Rys currently works as a Director, Business Solutions for the Global Center of Excellence. In this role, he supports Everbridge globally on the execution of Enterprise Strategy and Sales support of the IT Alerting product. Prior to this role, Bart was a Sr. Engagement Manager, streamlining IT Operations and Incident Response for countless Enterprise clients by deploying the Everbridge Platform with a maniacal focus on Customer Success.

BREAKOUT TRACK 4 - SESSION 3**Focusing on Current Trends: Avoiding Potential Impacts of a Disruption**Tracy Hall
Wolf & Company PC

The COVID-19 pandemic, changes to regulatory guidance, and client expectations of our resiliency ensures there will be increased scrutiny in the area of preparedness in the near future. It's no doubt that organizations will be expected to provide more solid evidence of a strong program. The threat landscape that companies must protect themselves against continues to grow and expand in complexity—increasing demand for availability and ensuring that business can continue in the event of an unplanned interruption. This session will focus on areas of Business Continuity that are being analyzed more than ever and where organizations have fallen short during times of crisis, causing increased downtime that translates into unnecessary impacts to the organization.

Tracy Hall is a Senior Manager in IT Assurance Services group. As one of the leading business continuity planning experts in the country she has 20 years of experience assisting in areas of BCP.

BREAKOUT TRACK 4 - SESSION 4



David
Lindstedt

Adaptive BC
Solutions

The Terrible Tensions of Organizational Resilience

What organization would NOT want to be more resilient, especially in the wake of COVID19?

But real resilience often challenges the very core of most institutions.

Is your organization prepared for the delicate balancing and contrarian practices necessary for resilient people in resilient roles?

Join Dr. Lindstedt as he takes us through his research, lessons, and learning about the sometimes intuitive, sometimes strange nature of organizational and individual resilience.

After all: Adopting resilient practices in order to prepare for the next seismic calamity or marketplace disruption might just cause an existential crisis worse than the threats!

Dr. Lindstedt is a frequent author, instructor, and consultant in project management and business continuity. He is the co-author of Adaptive Business Continuity and creator of several SaaS tools for preparedness practitioners.

BREAKOUT TRACK 4 - SESSION 5



Ron Kamps

Mutual of
Enumclaw

How to Create a Cyber Response Plan When You Are a CBCP Not a CISSP

Ron Kamps is the Business Resilience Manager at Mutual of Enumclaw Insurance. He will present their journey to create a structured Cyber Response Plan from various existing processes and activities. Ron will share about the challenges and opportunities he faced as a BC Planner, not a cyber-expert. The session will include actual program slides, lessons learned, tips, and approach techniques on how they went from having no official Cyber Response Plan to having a documented plan, pocket guide, cyber vendor relationships, quarterly exercises, and integration with the Business Resilience Program.

Ron Kamps began his Business Continuity career following Y2K and received his CBCP in 2002. Ron has developed, redesigned, implemented, managed and matured business continuity programs at six companies including three Fortune 500.

BREAKOUT TRACK 4 - SESSION 6



Roger
Stearns

Philips

Completing The Cycle - Healthcare Supply Chain Continuity

The pandemic has highlighted the fragility of the global supply chain. From lockdowns, government prioritization, and tier-x closures further intensify an already delicately balanced supply chain. Multiple industry risk surveys have severely underrated the level of risk that supply chain bring to our overall risk model.

To better understand the impact to patient care as an outcome of supply chain continuity, we will review opportunities for a more reliable supply chain. Learn how supply chain risk management professionals can address the threats of supply chain resilience and strengthen the healthcare supply chain. Examples from our individual organizations and opportunities for a broader collaborative approach will be shared.



Jesse
Schafer

Mayo Clinic

Mayo Clinic and Philips have partnered with other like minded partners and suppliers to address supply chain continuity under the umbrella of the Healthcare Industry Resilience Collaborative or "HIRC". We are evaluating gaps in the supply chain where the value proposition of closing gaps, monitoring threats and transparency/visibility into the entire supply chain.

Roger Stearns has been working in BCMS, Emergency Mgmt. & Risk Mgmt. for 35+ years working in Public, Private, DOD and Municipal organizations. Prior to Philips he had his own BCM consulting business for 5 years, and prior with Fidelity Investments for 13 years.

Jesse Schafer is a performance consulting manager at Mayo Clinic. He holds a master's in business administration with a background in supply chain risk management and laboratory diagnostics. He is a certified project management professional. Jesse is the originator of the Healthcare Industry Resilience Collaborative (HIRC) concept and design. The vision of HIRC is a transparent and resilient supply chain achieved through cooperative efforts of providers and suppliers. He is considered a subject matter expert in the areas of supply chain business continuity and medical device explant compliance.

BREAKOUT TRACK 4 - SESSION 7



Lisa Koonin

Health
Preparedness
Partners

COVID-19: Now What?

The COVID-19 pandemic has thrown multiple curveballs and unexpected challenges to businesses for more than a year; with the disease still spreading and long-term effects to follow- now what? In the summer, 2021, new variants circulated and cases are on the rise, particularly in communities with low vaccination rates. What should business continuity professionals do to safely reopen their workplaces and get ready for the next chapter in this outbreak? What vaccination policy should businesses adopt? Don't think we are out of the woods! The next challenge is right around the corner. This session will provide six critical steps that all business continuity professionals should take now to learn from the pandemic and incorporate those lessons into immediate action.

Dr. Lisa Koonin is the Founder of Health Preparedness Partners (HPP), a firm that helps businesses plan for and respond to health emergencies. Previously, she had a 30+ year career with the Centers for Disease Control and Prevention (CDC).

BREAKOUT TRACK 4 - SESSION 8



Alex Fullick
StoneRoad

Organizational Resilience Is Hard: The Soft Skills to Make It a Success

COVID has proven that to be resilient you must look beyond usual 'response' mechanisms - BCM, IT DRP, Incident Management, Crisis Management - and look at the secret to the success of resiliency: people. We must understand people, their well-being, empowerment, contribution, and their own level of resilience. Response and recovery mechanisms may contribute to organizational resilience, but it's the people that develop those responses and if they are to be successful, they need to be nurtured and managed in a way to build success. This means leaders must look at the soft skills involved to create that success and create more resiliency. It ain't easy honing soft skills, in fact it's hard. Organizations are waking up to the challenge that IT DRP, response plans, and contingency plans aren't enough to create a sense of resiliency because resilience is not a destination but a state of mind. That means people. If the worst-case disaster has changed - as COVID has shown - then so too must the way organizations address their resilience and address more than just response plans. The secret to organizational resilience will be in its people and leaders must learn how to see them as people, not employees.

Alex Fullick has been assisting major Canadian organizations initiate and manage customized Business Continuity Management (BCM) programs for over 21 years. In 2007 he became the Founder and Managing Director of StoneRoad, a consultancy and training firm specializing in BCM. Alex has performed numerous Business Impacts Analysis (BIA) workshops, developed business contingency strategies and plans, set up crisis management teams, implemented communication strategies and facilitated and coordinated many Disaster Recovery (DR) / Business Continuity tests and exercises; the largest of which included the coordination of teams in 3 countries with over 170 participants from both business and technology groups. Alex also has extensive experience reviewing existing Business Continuity programs and assisting organizations in making them stronger.

3:00 p.m. - 3:15 p.m. EST

15-MINUTE BREAK

3:15 p.m. - 3:30 p.m. EST

**15 MINUTE DEMONSTRATION
(GOLD SPONSOR)**

BlackBerry - Jeff Poirier

3:30 p.m. - 3:35 p.m. EST

5-MINUTE BREAK

3:35 p.m. – 4:35 p.m. EST

GENERAL SESSION 4



Tracey Rice

Fusion Risk
Management

Rich Cooper

Fusion Risk
Management

John Beattie

Sungard
Availability
Services

Digitally Transforming Operational Resilience - Elevate Your Program's Strategic Value

Join Fusion Risk Management and Sungard AS as they discuss the power of digitally transforming your program to make it a strategic asset, how to uncover insights drawn from data, and how it supports focusing on what's important – customers and the bottom line!

Key session takeaways:

- The value of digital transformation
 - Efficiency, innovation, value, agility, proactivity
 - Keeping up with the pace of change
- The key tenets of digital transformation apply to Operational Resilience programs regardless of where they are in their maturity journey – it is about:
 - Protecting relationships, reputation, and revenue – not BIAs and building plans
 - Assuring that all of the pieces fit together (and of course we'll convey what are the pieces that must come together across the enterprise)
 - Metrics and measurement
- What's in it for you and your program?
 - Improvement in the fundamentals like plan development and maintenance efficiency
 - The return on digital transformation investment goes well beyond that
 - Earning a seat at the risk table
 - Identifying risk via data mining
 - Establishing an external stakeholder-first mentality (boards, customers, prospects, and regulators)

With more than twenty years of experience in business continuity, Tracey Rice is an accomplished industry leader and a passionate evangelist, who builds relationships with BCM leaders in enterprise organizations across the globe.

Rich Cooper serves as the Global Head of Financial Service Go-To-Market at Fusion Risk Management. Prior to joining Fusion, Rich lead Arbor Continuity Inc. that was a successful boutique consulting company he started after spending 14 successful years at Business Protection Systems International (BPSI), where he held various executive, service, and sales roles including company COO. Before joining BPSI, Richard was a founding partner and CEO of the Packing House Inc. a leading document management company that was ultimately acquired by Iron Mountain Inc. Rich holds MBCI certification from the Business Continuity Institute.

As Principal Consultant at Sungard AS, John Beattie works closely with organizations to implement 3rd party risk management programs, and reduce operational risk through new BC and DR programs or transforming existing ones to improve effectiveness.

4:35 p.m. – 5:30 p.m. EST

TUESDAY PANEL DISCUSSIONS (join 1 of 4 sessions)

Steven
HaynesUniversity
of Texas at
DallasDr. Tony
McAleavyOklahoma
State
University

1 - Advanced BIA and Hazard Risk Analysis in the Post-COVID Era

Learn how to identify, record, evaluate, and analyze the risks your organization may face. Develop your own metrics to classify the probability and severity of those risks using industry-proven standards and practices.

Steven Haynes is the Director of the Risk Management and Insurance Program at the University of Texas at Dallas. His research interests include risk analysis, organizations under crisis, mixed methods research design, and disaster science.

Dr. Tony McAleavy is an Assistant Professor in Fire and Emergency Management at Oklahoma State University. He is a former Coastguard, Ambulance Service officer and local government emergency and contingency manager.



Joan Landry

Abbott
Laboratories

Vera Bullock

Western
Alliance
Bank

Joan Landry, AFBCI, MBCP, is the Business Continuity Principle Consultant for Abbott, a global healthcare company. Joan has spent more than a decade working to ensure resiliency in the face of disruption across Abbott's diverse businesses.

Vera Bullock is a Financial Services and Consumer Finance Senior Professional with CBCP Certification from 2007. Currently a WAB as a Business Continuity and Disaster Recovery Professional with Western Alliance Bank (WAB) out of Phoenix, AZ. She feels fortunate to have been provided with opportunities to work with the following Financial Services providers as a CBCP; GE Capital, Synchrony Financial, Worldpay (now Fidelity National Information Services). Vera loves Business Continuity and Data Security and is very grateful for the opportunity to continue working in this field.

Regina
PhelpsEMS
Solutions Inc.Adam
Marget

Unitrends

2 - Protecting Your Organization from Ransomware and Other Cyberattacks

While many disaster recovery programs are designed for IT infrastructure breakdown, far less are prepared for cybersecurity failure. Ransomware is leading the way for these malware incidents, specifically targeting corporate communications, IT operations, legal, disaster recovery, crisis management, and IT security. Today's cyberattacks not only seek to lock up production systems, but also backups and other redundant systems.

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic and contingency planning. Since 1982 she has provided consultation, training & speaking services to clients on five continents and is the author of three books.

Michael
BrattonCastellan
SolutionsBrian
Robison

BlackBerry

Adam Marget is an experienced technical marketing professional at Unitrends, a leader in data center backup and disaster recovery solutions. He has been a member of the Unitrends team since 2016, during which time he's held several roles at the company. Driven by a love and curiosity for technology, Adam's been delighted to have been afforded the opportunity help both end users and channel partners solve challenges around disaster recovery and business continuity. Prior to joining Unitrends, Adam worked with CDW where he leveraged a variety of partner solutions to help his customers achieve their goals across a variety of technology categories including backup, networking, security, power and cooling, and data center.

Andrew
Lemke

Kyndryl

Michael Bratton is Consulting Practice Leader for Castellan. Michael has consulted with a diverse range of clients spanning numerous industry verticals and sizes. He specializes in translating business and organizational requirements into recovery strategies and response frameworks that help organizations effectively respond to disruptions. Michael has worked with numerous organizations to implement new programs, but also has a long-standing base of clients where he continues to serve as an active and trusted advisor.

Brian Robison is the Chief Evangelist at BlackBerry, where he educates the world that preventing cybersecurity threats is actually possible and a much better approach than detecting and responding after the attack. Prior to joining BlackBerry

(then Cylance), Robison spent five years helping secure corporate data on mobile devices—three years at Citrix as Director of Technical Marketing and two years driving enterprise product strategy at Good Technology. Before moving into the mobile security space, Robison's career focused on endpoint security and risk and compliance. At McAfee, he led the effort to bring ePolicy Orchestrator into the modern age as well as managing the vulnerability management and policy compliance solutions.

With twenty-two years of experience in all areas of cybersecurity, Andrew Lemke is currently Kyndryl's cyber resilience leader for North America. He leads consulting engagements with multinational accounts in multiple sectors and the resulting work products have become the foundation for budgetary planning and have been re-used to respond to customer compliance needs. Specific to the banking industry, he advises clients on meeting those specifications for Sheltered Harbor. As an application architect, he led a team of thirty contributors to build IBM's platform for security non-compliance tracking and as a program manager he subsequently deployed that product to all countries in which Kyndryl operates. As a security architect, has been responsible for the architecture work products for many IBM internal projects with global scope as well as client proposals. He is an active innovator with four patents issued in various areas of cybersecurity, and he has been a reviewer for IBM's security invention disclosure team. He is currently driving the transformation of the DR, backup and business continuity fields to incorporate the latest cyber threats such as ransomware and he represents Kyndryl by sharing Kyndryl's point of view on cyber resiliency as well and the intersection of cybersecurity and finance. He has authored several external publications and has been sought out to speak by organizations such as Finance Executives International, Evanta/Gartner, DAI and Chief Nation.

Rich
Cocchiara
Cognitient
Corp.Chris Hurst
OnSolve

3 - Understanding Situational Resilience in a Complex Enterprise

This panel will discuss how they have uncovered risks associated with situational resilience in enterprises they have worked at or consulted to. The panel will discuss what they did to understand those risks and create successful mitigation strategies that resulted in improved situational resilience. The panel will provide their insight into how a practitioner can help their enterprise stop guessing and know what the risks might be so as to avoid costly mistakes in the future. The panel will give examples how the lack of knowledge, experience and past performance has resulted in lost revenue, increased downtime or failure to meet objectives.

Rich Cocchiara is the Chief Innovation & Security Officer for Cognitient Corp and he is the former Chief Information Security Officer for the NYC Dept of Education and has held positions such as CTO for Smarter Risk Corp, CTO & Distinguished Engineer for IBM.

Dawn
Grzena
ZendeskBridget
Guerrero
GoDaddy

Chris Hurst is the VP of Global Technology Solutions at OnSolve, a Critical Event Management company headquartered in Atlanta, GA. Prior to his current role, Chris co-founded Stabilitas, a Risk Intelligence company that uses Artificial Intelligence and Machine Learning to detect physical risks to operations and people and is now a part of OnSolve. Chris is a 2001 graduate of West Point and a former Army Diver. After his military career, Chris led infrastructure planning and engineering teams in a number of conflict zones, and later serve.

Dawn Grzena has been in the industry for over 25 years. She currently leads a global business continuity / crisis management team at Zendesk and loves every minutes of the challenge.

Bridget manages Operational Resilience at GoDaddy and has more than two decades experience in risk management, crisis management, intelligence and security operations. She focuses on building robust, defensible risk identification, quantification and management programs to keep GoDaddy's employees and assets safe, wherever they may work.



Jason
Jackson
Infinite Blue



Ann Pickren
OnSolve

4 - Building an Effective Crisis Communication Strategy

Efficient crisis communication takes planning. When disaster strikes, your organization must be able to notify employees and reassure the public without hesitation. Learn how to provide accurate, thoughtful information to your co-workers while encouraging your customers, stakeholders, and community of your organization's ability to mitigate the situation.

Jason Jackson is a highly respected executive and thought leader in security, safety and crisis management and is appreciated for his ability to bring people together when developing innovative, forward-thinking strategies. Jason's experience includes leading Walmart's global emergency management and business continuity teams, where he developed a vision for and launched forward leaning technology and operating platforms to improve the company's ability to mitigate and manage crises. He most recently served as the Chief Security Officer for Bass Pro Shops family of companies with responsibility for security, safety and regulatory compliance to include cybersecurity, business continuity, and crisis management.

In his role as the Vice President of Customer Experience at Infinite Blue, Jason develops customer experience excellence by driving holistic thinking and making continual progress with customer alignment throughout Infinite Blue. Working closely with Product Management, Customer Success, and Account Management, he is the consistent voice of the customer throughout Infinite Blue.



Peter
Steinfeld
AlertMedia



Dubhe
Beinhorn
BlackBerry

Ann Pickren currently serves as the Chief Customer Officer of OnSolve. As the Chief Customer Officer, Ann oversees Customer Support, Customer Journey, Professional Services, Project Management and Implementation and Education Services for OnSolve customers. Since 2003, Ann has been working with companies on the implementation of notification solutions as part of their Business Continuity and resiliency programs. She has been with OnSolve for the past 10 years (incorporating her time at MIR3). Ann Pickren has spent 20+ years in the Business Continuity and Crisis Communications field, having held positions at Comdisco and SunGard for over 16 years. Ann currently holds her MBCI certification and is a member of the DRJ Executive Council, a past board member of the BCI USA Chapter, past President and board member of the Atlanta ACP Chapter Ann holds a MBA from Georgia State University.

Peter Steinfeld is the Senior Vice President of Safety Solutions at AlertMedia and host of The Employee Safety Podcast, where each week, he interviews safety, security, business continuity, and disaster recovery experts from all over the world. Peter also leads AlertMedia's sales organization, ensuring his team has the right information and resources to successfully bring in new customers and prospects. Prior to AlertMedia, Peter held sales leadership roles at Symantec and Dell, among several other enterprise software companies. He has been involved in the emergency communications industry for more than 20 years, advising organizations of all sizes on matters related to employee safety, and is passionate about helping organizations protect their most valuable assets: their people. Peter is a graduate of Middlebury College, where he earned a bachelor's degree in Economics. He also earned his MBA from the Jesse H. Jones Graduate School of Management at Rice University.

Dubhe Beinhorn is the Vice President of Federal Sales and Customer Success at BlackBerry AtHoc. Prior to the acquisition of AtHoc by BlackBerry, Ms. Beinhorn was part of the original management team when AtHoc was established. Prior To AtHoc, Ms. Beinhorn held various executive sales positions at Unisys, Juniper Networks, SafeNet, Network Equipment Technologies and Xerox. Ms. Beinhorn is a seasoned sales executive with significant expertise in federal markets worldwide.

DAY 3 AGENDA

Wednesday, October 13, 2021

10:00 a.m. – 11:00 a.m. EST General Session 5

GS-5..... Bradley, Pickren The Importance of Organizational Convergence to Create Sustainable Resilience

11:00 a.m. – 12:00 p.m. EST Breakout Track 5

BT5-01 Marling BCM Competencies in Demand to Ensure Career Resiliency
BT5-02 Schulze, Jajal, Tamasi, Slaby, Lukes ... Disaster Recovery is the Secret Weapon in your Cybersecurity Toolbox
BT5-03 Warrior IT Disaster Recovery Exercising
BT5-04 Gruber, Vanover Is Ransomware Your Next Disaster? Plan for Recovery Now
BT5-05 Millett, Frederick Rethinking Business Continuity
BT5-06 Whitaker How Can a Supply Chain Disruption in the Suez Canal Help Shape the Future of Resiliency?
BT5-07 Green Friend or Foe? Business Continuity and Enterprise Risk Management
BT5-08 Kohli The Future Is Operational Resilience - The Intersection of Between Resiliency and Risk is Foundational

12:00 p.m. – 12:15 p.m. EST 15-Minute Break

12:15 p.m. – 12:30 p.m. EST 15 Minute Demonstration (Silver Sponsor)

DEMO Kumar Cutover
DEMO Wilde Everbridge

12:30 p.m. – 12:35 p.m. EST 5-Minute Break

12:35 p.m. – 1:35 p.m. EST Sponsor Speed Networking

1:35 p.m. – 1:45 p.m. EST 10-Minute Break

1:45 p.m. – 2:00 p.m. EST 15 Minute Demonstration (Silver Sponsor)

DEMO Sue, Nichols Acronis
DEMO Mullis Agility Recovery

2:00 p.m. – 3:00 p.m. EST Breakout Track 6

BT6-01 Phelps Apply Your COVID-19 Learnings to your BC, CM & CC Plans NOW, BEFORE You Lose Them!
BT6-02 Reed, Downs, Mills Operational Resilience is Essential in a Hybrid Cloud World
BT6-03 Potter How Difficult Times Create Resilient People and Organizations
BT6-04 Nelson Risk Culture and Operational Resilience
BT6-05 Stanley A New Era, or New Error? or Navigating the New Normal: The Expanded Role of the Emergency Manager Post COVID-19
BT6-06 Layman, Zielan Risk: Mitigate What You Can and Manage the Rest
BT6-07 Sanderson Reid, Reid Cybersecurity Partnership: A Force Multiplier for Resilience
BT6-08 Faletra Be Prepared – Be Protected - Stay Connected

3:00 p.m. – 3:15 p.m. EST 15-Minute Break

3:15 p.m. – 3:30 p.m. EST 15 Minute Demonstration (Silver Sponsor)

DEMO Stange Virtual Corporation
DEMO Warrior eBRP

3:30 p.m. – 3:35 p.m. EST 5-Minute Break

3:35 p.m. – 4:35 p.m. EST General Session 6

GS-6 Zawada The Resilience Movement: What, Why, How... Now

4:35 p.m. – 5:30 p.m. EST Wednesday Panel Discussions – join 1 of 4 sessions

WPD1 Holloman, Rhodes, Piggott, Rys, Jajal Managing IT Disaster Recovery to Increase Resiliency
WPD2 Rice, Brown, Bisgard, Munoz, Barrett Keeping Business in Business Beyond COVID-19
WPD3 Liuzzi, Nielsen, Millett, Halford End-To-End Supply Chain Continuity - "So How Do They Do It?"
WPD4 Mangialardi, Jones, O'Callaghan, Vakil Who Needs Business Continuity? Do Up Your Seat Belt!

VIRTUAL AGENDA

DAY 3

Wednesday, October 13, 2021

10:00 a.m. – 11:00 a.m. EST

GENERAL SESSION 5



Matt Bradley
OnSolve

The Importance of Organizational Convergence to Create Sustainable Resilience

The past 2 years have created an opportunity to rethink resiliency and what it means for our organizations. We can now make a concerted effort to rebuild our programs to better align to this definition of resilience.

Join OnSolve Chief Customer Officer, Ann Pickren, and Vice President of Global Security Solutions, Matt Bradley as they discuss how the convergence of Security operations and resilience professionals can result in an even stronger, more resilient organization.



Ann Pickren
OnSolve

A veteran security operations expert for more than two decades, Matt Bradley has deep, first-hand knowledge of security operations management, as well as an understanding of the critical challenges facing organizations in the future. Most recently, Bradley served as Regional Security Director for the Americas at International SOS, where he led the security services business and advised key executives on risk management solutions. Prior to International SOS, Bradley worked in Honduras as the Security Director for Tigo Honduras where he handled all matters relating to physical security; health, safety and environment; crisis management; and fraud investigation. He was also a General Manager for I Solution Security, where he advised on security matters for the Honduran President, Minister of Security, and Minister of National Emergency Commission. Previously, Bradley had a distinguished 14-year career with the Central Intelligence Agency (CIA).

Ann Pickren currently serves as the Chief Customer Officer of OnSolve. As the Chief Customer Officer, Ann oversees Customer Support, Customer Journey, Professional Services, Project Management and Implementation and Education Services for OnSolve customers. Since 2003, Ann has been working with companies on the implementation of notification solutions as part of their Business Continuity and resiliency programs. She has been with OnSolve for the past 10 years (incorporating her time at MIR3). Ann Pickren has spent 20+ years in the Business Continuity and Crisis Communications field, having held positions at Comdisco and SunGard for over 16 years. Ann currently holds her MBCI certification and is a member of the DRJ Executive Council, a past board member of the BCI USA Chapter, past President and board member of the Atlanta ACP Chapter Ann holds a MBA from Georgia State University.

11:00 a.m. – 12:00 p.m. EST

BREAKOUT TRACK 5 - SESSION 1



Cheyene Marling
BC Management
- a Castellan
Solutions
Company

BCM Competencies in Demand to Ensure Career Resiliency

Years of expertise, degrees and certifications, although beneficial and marketable, will not necessarily predict your professional trajectory. Data shows that if you want to get hired, stay hired, and grow your career you need to develop highly requested soft skills, build a powerful personal brand, and be adaptable to change. Becoming a top talent requires more than using your expertise to meet the needs of your organization. It necessitates using your talents, creativity, and expertise to think outside of box and advance the success of your team, program, and company.

Cheyene Marling is a global leader with 23 years expertise in business continuity. She founded BC Management in 2000 (now Castellan Solutions) and she is responsible for staffing strategies and research analytics for our clients globally in addition to providing career and coaching expertise.

BREAKOUT TRACK 5 - SESSION 2



Kris Schulze
Acronis



Biren Jajal
Acronis

Disaster Recovery is the Secret Weapon in your Cybersecurity Toolbox

Every day brings another headline of a cyberattack inflicting costly downtime and data loss on some unlucky business. Ransomware has emerged as the largest cyberthreat on the planet, with attacks growing more frequent and sophisticated by the week. Recovering from such a breach can take days or weeks. Research shows that 60% of small and medium businesses (SMBs) that suffer a cyberattack like ransomware will go out of business in six months.

Faced with the prospect of cyberthreat-driven disaster, SMBs need to revisit their business continuity strategies, especially in light of newly affordable and manageable cloud disaster recovery (DR) services. Join a panel of veteran DR consultants and solutions engineers – Keith Lukes of UbiStor and Biren Jajal, Len Tamasi and James Slaby of Acronis – for a live session that will explore:

- The latest cybercriminal threats and tactics that represent an existential threat to SMBs
- How cloud DR services can provide a cost-effective hedge against cyberattacks that could threaten a business's viability
- How an integrated approach to backup, cybersecurity and cloud DR can yield huge returns in operating costs, risk reduction, ease of operation, uptime preservation, and the ability to effectively test incident response scenarios.

Save your seat today!

Kris Schulze is the Disaster Recovery Program Manager at Acronis. A writer and marketing professional, she has published pieces on a wide variety of topics in B2B technology, including disaster recovery, data privacy, and ransomware.

Biren Jajal has over 25 years of experience in the backup, disaster recovery, virtualization, and enterprise storage space.

He has served as a Disaster Recovery Specialist with Acronis for over 8 years and regularly engages in helping partners build a cloud disaster recovery practice as part of their managed services offering and helps customers establish a cloud disaster recovery strategy for critical server workloads.

Len Tamasi focuses on empowering partners and clients to grow and protect their business with Acronis Disaster Recovery solutions. Len has over 20 years of experience in the Disaster Recovery and Information Technology markets with companies such as GiantLoop, Verizon Enterprise and Terremark.

James R. Slaby is the Director of Cyber Protection at Acronis. He has also worked as an industry analyst covering cybersecurity, cloud services and networking at research firms like Forrester and the Yankee Group. With over 300 published tech research reports, he has been quoted in The Economist, the Wall Street Journal and hundreds of tech publications. Slaby has also held product and solutions marketing roles at tech vendors including Sonus, Acme Packet, Bay Networks and Motorola.

Keith Lukes brings decades of expertise in DR consulting to advise companies on the business and technical drivers of modern DR deployments. Besides extensive experience with complex managed services and enterprise data storage, Keith has deep knowledge of the current generation of leading DR vendor solutions.

BREAKOUT TRACK 5 - SESSION 3



Ramesh Warriar
eBRP Solutions

IT Disaster Recovery Exercising

Restoring IT Services is the primary objective of an enterprise DR test BUT not the only objective. With today's technology, many of the IT service components can be recovered automatically or scripted to recovery with minimal manual intervention.

In this session, we explore options for restoring compromised infrastructure, be it on-premise or cloud-hosted, as well as address the overall monitoring, measuring and managing the exercise to cater to the needs of different stakeholders.

Ramesh Warriar is Director eBRP Solutions.

BREAKOUT TRACK 5 - SESSION 4



Steve
Gruber
Converge

Is Ransomware Your Next Disaster? Plan for Recovery Now

There are many threats to your data and ransomware is one of the most prominent types of disasters that can stop a business in its tracks.

According to IDC analysts, a Spring 2021 survey stated that 95.1% of organizations have suffered a malicious attack within the past 12 months.

This joint session presented by Converge and Veeam will showcase the many options that are in the market to address the many problems in play today and how IT teams are addressing and working to avoid these threats. Please join us as we share how organizations have been able to navigate through, or avoid the paralyzing effect of malware and ransomware attacks. Additionally, we will address ways to sure-up potential vulnerabilities that may exist in your environment today.

Today it still comes down to data protection coupled with business resiliency.



Rick
Vanover
Veeam

Steve Gruber has 26 years of experience in the Disaster Recovery and Business Continuity industry with focus on technology and business resiliency. In 2006, Steve joined the Corus360's RES-Q™ Services which was acquired by Converge Technology Solutions

Today's mission within the Converge Enterprise Cloud practice is providing cost-effective data protection and resiliency solutions for the enterprise across all industries.

Rick Vanover (Microsoft MVP, Cisco Champion, VMware vExpert) is Senior Director of Product Strategy for Veeam Software. Rick's experience includes system administration and IT management; with virtualization, cloud and storage technologies being the central theme of his career recently. Follow Rick on Twitter @RickVanover or @Veeam.

BREAKOUT TRACK 5 - SESSION 5



Margaret
Millett
Uber
Technologies,
Inc.

Rethinking Business Continuity

Are you responsible for building, maintaining, or leading a business continuity program but feel unsupported? You are not alone! Often, we hear from practitioners' decrying a lack of commitment and involvement from their top management, the crucial gatekeepers to getting any major, cross-functional program off the ground. Even when executive sponsorship is secured, it is not always a 100% guarantee that organizations are fully invested in Business Continuity Management for the right reasons. The purpose of this session is to share why executives and others don't always see business continuity as a top priority, including confronting some of the challenges, flawed assumptions, and sharing lessons learned on gaining consensus.

Margaret Millett (MSBC, FBCI (Hon), MBCP) is a DRJ Editorial Advisory Board Member. She has been actively involved in the business continuity management profession for many years and worked for Fortune 300 companies.



Keith
Frederick
West
Pharmaceutical
Services

Keith Frederick, FBCI, CBCP, is the Senior Manager of Global Business Continuity at West Pharmaceutical Services. He has a 20-year track record of success in designing programs with proven effectiveness during times of crisis and disruption.

BREAKOUT TRACK 5 - SESSION 6



Katherine
Whitaker
Nestle

How Can a Supply Chain Disruption in the Suez Canal Help Shape the Future of Resiliency?

How does one event, cause massive disruption, threaten global trade and supplies, and cause us to rethink? At the end of March, we experienced a blockage of the Suez Canal following the grounding of the Ever Green container ship. What the event highlighted is the interconnectedness & continued fragility of our global infrastructure. Unexpected events cause disruption that can reverberate through a Market or Industry and in this case impacted freight rates and costs which were ultimately passed to the Consumer. Supply Chain strain went as far, as it went deep in 2020 and 2021, with rising costs on materials and labor. Supply Chains were more focused on bottlenecks in transportation, increasing raw material costs or limited availability, to rising labor costs. As Business Continuity and Resiliency professionals, we know capability building is so important - but how to do this within Supply Chain? The plans themselves should have buffers built in - but what does this really mean? Resiliency isn't of course just with physical supplies; it impacts the digital parts of an organization - Where does this apply in Supply Chain? While we may not be able to plan or insure against every potential Supply Chain impact, we must still plan accordingly in an increasingly connected world.

Katherine Whitaker is the Head of Business Continuity & Resilience at Nestle NA.

BREAKOUT TRACK 5 - SESSION 7



Friend or Foe? Business Continuity and Enterprise Risk Management

With a global pandemic and skyrocketing cases of ransomware, many BC professionals have spent the last two years discussing how business continuity should be more aligned with cybersecurity and vendor risk management departments in order to better mitigate risks.

James
Green

Consultant

But what about Enterprise Risk Management (ERM)? Many people think that ERM only has to do with financial risks, or that ERM is only relevant in the financial services sector. Some BC professionals even find that the resources devoted to their organization's risk register takes time away from, or is even an obstacle to, business continuity planning.

But when done right, leveraging the data and insights gathered from ERM can actually act as a catalyst for your BC program. But it's not as simple as just putting everyone onto the same zoom call! In this session we will discuss why and how ERM and BC should be aligned, the benefits your BC program can receive from ERM, and pitfalls to avoid when working with ERM.

James Green is a sought-after global speaker on risk and resilience. In 2020 he was named the Business Continuity Institute's Continuity and Resilience Consultant of the Americas, becoming the first person to be honored with this award twice.

BREAKOUT TRACK 5 - SESSION 8



The Future Is Operational Resilience - The Intersection of Between Resiliency and Risk is Foundational

We need to think far beyond rebuilding from COVID to move from traditional business resilience to operational resilience. This is a critical to ensure a business continues to provide important business services during adverse operational events.

Nita Kohli

Freddie Mac

We need to set in motion a vision to transform from a traditional business resiliency and risk management approach to an operational resilience approach that factors in risk, such as:

- Part of transitioning from traditional resiliency to ops resiliency is to truly understand the interdependencies and alignment across an enterprise.
- Functions can no longer operate in silos
- Partner with business lines, risk management, HR, legal, etc.

We want to connect our business and shared service lines to better manage risk and incorporate operational resiliency into every aspect of our firm - from personal responsibility to management to the executive level.

Freddie Mac's Operational Resilience program is focused on delivering repeatable, predictable capabilities that can demonstrate agility and sustainability to carry out our mission during disruptive events and continue to operate critical processes within defined-risk tolerance limits.

Nita Kohli is responsible for Operational Resilience and Crisis Management at Freddie Mac. Overseeing Business Resiliency across the company, Nita drives to strengthen and mature Freddie Mac's resiliency capabilities as the industry aligns to Operational Resilience. She partners with her executive, regulator, and industry counterparts to manage robust risk and control frameworks designed to deliver solutions, align core goals, and help lead the organization as Freddie Mac prepares to exit conservatorship.

12:00 p.m. - 12:15 p.m. EST

15-MINUTE BREAK

12:15 p.m. - 12:30 p.m. EST

15 MINUTE DEMONSTRATION (SILVER SPONSOR)

Cutover - Madan Kumar

Everbridge - Tim Wilde

12:30 p.m. - 12:35 p.m. EST

5-MINUTE BREAK

12:35 p.m. - 1:35 p.m. EST

SPONSOR SPEED NETWORKING

1:35 p.m. - 1:45 p.m. EST

10-MINUTE BREAK

1:45 p.m. – 2:00 p.m. EST

**15 MINUTE DEMONSTRATION
(SILVER SPONSOR)****Acronis** - Raymond Sue & Stephen Nichols**Agility Recovery** - Warren Mullis

2:00 p.m. – 3:00 p.m. EST

BREAKOUT TRACK 6 - SESSION 1

Regina
Phelps
EMS
Solutions
Inc.

Apply Your COVID-19 Learnings to Your BC, CM & CC Plans NOW, BEFORE You Lose Them!

Each of us has learned a lot during the first year of the pandemic. As we reflect back, for many of us, it might all be a big blur! Did you capture notes, improvements and issues that will need to be changed in your plans going forward? Did you prepare an after-action report (or more than one!) that captured the key learnings? And at the same time, promote your program!

First review the pandemic lessons learned and compare those to what you have documented in your plans. Then you will want to apply and include those lessons into your plans, seek approvals as necessary and then provide training and exercises to bring your teams up to speed with the new processes and plans.

This session will talk about how to capture and apply lessons learned from the COVID-19 pandemic into your plans. We will also share with you many of the challenges our clients faced over the last year as well as some of their solutions. The COVID learnings and experiences are like gold and will help us build even more resilient programs, plans and teams.

Topics Covered:

- What were the big takeaways from the pandemic? What's in your after-action report?
- After-action reports and how to use them to build your program
- Building support and engaging your continuity steering committee
- Planning and working with other company sites to ensure continuity
- Planning for crises when remote work is a part of your daily work environment

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic & contingency planning. Since 1982 she has provided consultation, training and speaking services to clients on five continents and is the author of three books.

BREAKOUT TRACK 6 - SESSION 2

Aaron Reed
Kyndryl

Operational Resilience is Essential in a Hybrid Cloud World

Digital transformation and increased adoption of hybrid IT create unintended operational complexity and risks. Organizations need to secure enterprise applications and data, maintain highest service availability, and ensure regulatory compliance while optimizing costs. Learn how integrated security and resiliency can help you be prepared for disruptions in the digital era.

With nearly 20 years in Business Resiliency & Incident Recovery, Aaron Reed is a thought leader focused on addressing the challenges clients face in data security, cyber incident recovery, and in the overall management, backup, and recovery of critical hybrid environments. He holds a Finance MBA and a BS in Management & Information Systems. Aaron leads an experienced team of Cyber Incident Recovery, Disaster Recovery and Resiliency Orchestration subject matter experts. His team provides support for clients across all markets and regions of North America.



Allen Downs
Kyndryl

Allen Downs leads the Global Business Resiliency Services Organization as Vice President, focusing on addressing business resiliency needs of clients across the all layers of the enterprise, facilities, compute infrastructure, data, applications, organization skills and process, aligned to the strategy and vision of the organization. Since joining IBM in 1996 in London, England, Allen has acquired vast global experience by working with clients around the world and covered multiple industries, including manufacturing, banking, finance and distribution.



Margaret
Mills
Kyndryl

Margaret Mills is an Associate Partner for Kyndryl with 30+ years experience in Business Resilience when developed the DR capability for an internet-based data provider. Since then, Margaret has managed global teams to develop business and resiliency strategies for many global businesses. Margaret experience includes design, analysis, implementation and validation of enterprise wide resilience solutions that encompass Crisis Management Business Continuity, Disaster Recovery, High Availability and Cyber Resilience.

BREAKOUT TRACK 6 - SESSION 3



How Difficult Times Create Resilient People and Organizations

Patrick
Potter

Notwithstanding the real suffering that people have experienced during the pandemic, many lessons have been learned on both organizational and personal levels from not only the pandemic, but from associated disruptions to people, supply chains, technology, the economy, geopolitics and more.

Archer

Attend this session to learn about lessons both people and organizations have learned from the worldwide crisis, and how personal and operational resilience parallel each other in many ways.

Patrick has over 30 years' experience leading risk management, operational resiliency, compliance, internal audit, third-party management, strategic planning and process improvement in both practitioner and consulting roles. He has developed a unique perspective working with analysts, partners and customers spanning many industries including financial services, healthcare, government, energy, education, and travel and hospitality.

He has been a speaker for the Institute of Internal Auditors, Disaster Recovery Journal, RSA Archer Summit, Financial Executives Networking Group, Association of Continuity Planners, Audit World and the Information Systems Audit and Control Association. Patrick has also contributed thought leadership articles for such publications as Continuity Insights, Internal Auditor Magazine, SC Magazine and Disaster Recovery Journal.

Patrick is a subject matter expert for Archer where he provides strategic input into the development of the Archer Suite and works with customers on best practices.

BREAKOUT TRACK 6 - SESSION 4



Risk Culture and Operational Resilience

Lynnda
Nelson

Risk culture refers to the mindset and behavioral norms that determine how an organization identifies and manages risk. A healthy risk culture is more important than ever in a post-pandemic world. Long term a healthy risk culture is a critical element of resilience against risk.

ICOR

A healthy risk culture is also an enabler of more dynamic and flexible risk management. This presentation will explore how to set up an effective risk culture program and how to build a more dynamic and flexible approach to managing risk and increasing operational resilience.

As founder and the President of ICOR, Lynnda Nelson manages ICOR's education and credentialing programs. She is an expert on international standards for business continuity, crisis management and communications, organizational and community resilience.

BREAKOUT TRACK 6 - SESSION 5



A New Era, or New Error? or Navigating the New Normal: The expanded role of the emergency manager post COVID-19

Ellis Stanley
Coastal
Resilience
Center

The past two decades have been marked by a resurgence and alteration in the responsibilities, capabilities and functions of emergency management. It is a changing environment that has required us, as a community, to expand the functionalities of emergency management and expand the role of the Emergency Manager beyond its traditional scope. What is known is that as a profession, Emergency management must continually adapt to meet the security and safety needs of our communities. Yet, what is left to be seen, is the shape EM will take, the functions it will serve in the years to come, how we as emergency managers will navigate this new normal.

Even today, the role of Emergency Management is not fully understood by Public Officials, and even less by the Public. How do we change these mindsets and who is responsible? This talk will delve into the journey that the field of Emergency Management has taken: its miss steps as well as successful movements, the identity of the Emergency Manager, the ways and means to shape conversations revolving the changing functions of EM, and most importantly, we will investigate the ways and means of shaping the mindsets of emergency managers themselves. In this way, EM professionals can claim a seat at the community table and be recognized as leaders.

Through political divide, growing pains and lessons learned, we must remain cohesive and not divided towards a common goal that is at its core: how best to serve our local and global communities. As we move in to the future, will we error by not learning from the past or choose to build upon the current tools and lessons learned to usher in a successful and responsive era of emergency management? That is the question.

Ellis Stanley is Managing Partner, Ellis Stanley Partners, LLC. Former General Manager of the City of Los Angeles Emergency Preparedness Department.

Graduate of UNC at Chapel Hill. the Executive Leadership Program from the Post Naval Graduate School and John F. Kennedy School of Government's National Preparedness Leadership Initiative.

Chairman Emeritus the Global Board of the International Association of Emergency Managers.

BREAKOUT TRACK 6 - SESSION 6



Joe Layman
Bright
Horizons

Risk: Mitigate What You Can and Manage the Rest

Risks vary from company to company.

In this collaborative session, Joe Layman, Business Continuity Management, and Susan Zielan, Business Continuity Program Manager, will assist with the development of a risk assessment and determining which risks matter to your business lines and C-level management.

Susan and Joe will provide guidance to identify and prioritize the most critical to least critical risks within your organization.



Susan
Zielan
CoreLogic

Joe Layman is the BC and DR Manager for Bright Horizons Family Solutions. Joe has wide ranging experience in leadership positions for several large companies in Business Continuity Management. His background spans across business continuity management, disaster recovery, and emergency management. Joe has coordinated the response to several incidents and disasters that impacted business functions at multiple offices minimizing impact to affected business operations. Joe serves as President on the Board of Directors for the Association of Contingency Planners, Orange County Chapter (ACP-OC), Editorial Advisory Board, Rules and Relations and Glossary Committee for Disaster Recovery Journal

Susan Zielan is the Business Continuity Program Manager, for CoreLogic, Inc.

BREAKOUT TRACK 6 - SESSION 7



Jamie
Sanderson
Reid
The AES
Corporation

Cybersecurity Partnership: A Force Multiplier for Resilience

Cybersecurity plays a critical role in managing the likelihood and impact of loss event scenarios related to availability, such as outages of key business systems due to cybercriminals performing a ransomware attack via a phishing e-mail.

This session will explore 'a risk-based approach to availability of systems and data' as the nexus of partnership between Business Continuity/Disaster Recovery (BC/DR) professionals and Cybersecurity professionals. This partnership can act as a Force Multiplier to improve the overall resiliency of your organization, which is a critical success factor in today's dynamic threat landscape.

The NIST Cybersecurity Framework is arranged around five functions: 1) Identify 2) Protect 3) Detect 4) Respond 5) Recover. The framework can help improve communication and collaboration around cybersecurity capabilities. The functions provide a useful reference to consider areas for Cybersecurity and BC/DR collaboration for improved avoidance, response and recovery with regards to cybersecurity incidents impacting availability of key business systems and data. We'll deep dive into Response, which typically proves to be a challenge in terms of collaboration and provides opportunities for continuous improvement, with practical actions that can be taken to prepare for a well-coordinated response.



Malcolm
Reid
Brison LLC

Jamie Sanderson Reid is a cyber resilience professional committed to helping organizations improve their level of resilience through empowering people, simplifying processes, and leveraging technology. She holds the CISSP, CCSP, CRISC, CPP, and MBCI certifications.

Malcolm Reid, FBCI CBCP, CPP, is a globally recognized thought leader and trusted advisor in the Cyber Resilience, Security and Business Continuity space. In 2018 he was listed by IFSEC Global in the Top Ten Most Influential Security Thought Leaders in the World and in 2020 he was awarded the Continuity and Resilience Contributor of the Americas award attesting to his valuable contributions in his field. In 2017 and 2019, he was also a finalist for the Business Continuity Institute's Personality of the year for the Americas region.

Malcolm currently heads Brison LLC, a risk management consulting practice, based in Virginia, USA. He has executed enterprise risk assessments, security master plans, fraud risk assessments, and business continuity program development for a number of large, global and complex organizations. At a country level, he has also completed the comprehensive Assessment, Ranking, & Mapping of the entire critical infrastructure network of an energy producing nation.

BREAKOUT TRACK 6 - SESSION 8

**Be Prepared – Be Protected - Stay Connected**Chris
FaletraCOMSAT - A
Division
of Satcom
Direct

Natural and man-made events don't give you a choice where and when you need to respond. Traditional terrestrial networks can be down, but you still need to coordinate operations, share information and access key data. From beginning to end, you need reliable communications for all emergencies, in all conditions. Satellites remain on the job in all circumstances.

You might be closer to using today's satellite-based wireless communications than you realize. Your agency or company may already have some satellite equipment on command vehicles, sitting in a closet, or installed in your operations centers. Satellite-based wireless communications are more than just an option in response and recovery planning. Collectively the equipment and services form a group of essential elements worthy of consideration by each and every first responder or business organization. Please take the time to reach out to us. We stand ready to assist in planning, then partnering with you in the implementation process when the time to respond arrives.

Our world-wide, fully redundant and self-healing fiber backbone connects multiple Data Centers and Internet Access Points to the East Coast and West Coast Teleports. Along with vital connectivity and uninterrupted communications, in a crisis SD Data Center's purpose-built Tier III facilities ensure the security and accessibility of your critical systems and data with. In addition, our cybersecurity services protect your critical data and operations.

SD Land & Mobile and COMSAT have access to a multitude of satellite networks to provide mobile and quick deploy connectivity for all your teams in the disaster area.

Get superior, reliable network performance via multiple Satellite Operators with our WTA Tier 4 Certified and independently owned Teleports providing Large Pipe Satellite Connectivity for voice, data, internet and video.

Chris Faletra is the Director of Teleports COMSAT for last 4+ years, has 30+ years in satellite communication industry. GTE Telecom 1986 to 1994. Varian/CPI 1994 to 1996. Comtech EF Data 2004 to 2016. Holds BSEE from Northeastern University.

3:00 p.m. - 3:15 p.m. EST

15-MINUTE BREAK

3:15 p.m. – 3:30 p.m. EST

**15 MINUTE DEMONSTRATION
(SILVER SPONSOR)**

Virtual Corporation - Lance Stange
eBRP - Ramesh Warrior

3:30 p.m. - 3:35 p.m. EST

5-MINUTE BREAK

3:35 p.m. – 4:35 p.m. EST

GENERAL SESSION 6**The Resilience Movement: What, Why, How... Now**

Operational resilience concepts resonate with C-Suite executives and Board-level audiences.

Why?

Uncontrolled resilience-related challenges are challenging them almost every day!

Through data research, open conversation, and observation, we've gathered global input to answer many of the pressing challenges that business continuity and operational resilience leaders are facing today when engaging their executive leadership teams. Core to these challenges are topics ranging from how executives think about resilience and what they really care about to what they want from their business continuity and operational resilience programs.

In this presentation, we'll review our findings and provide you with key insights to help you better understand how to engage your executive leadership team and Board. We will equip you with key actions you can take right now to effectively engage your C-Suite and Board to ensure active involvement over the long-term..

Brian Zawada is the Chief Operating Officer for Castellan Solutions, the largest, global provider of business continuity consulting, software, managed services, and staffing. Brian has more than 25 years of experience managing and building world-class, global business continuity programs that help organizations achieve and sustain the right level of resilience.

4:35 p.m. – 5:30 p.m. EST

WEDNESDAY PANEL DISCUSSIONS (join 1 of 4 sessions)

Ray
Holloman
HCA
Healthcare



Melissa
Muniz
Rhodes
Consultant

1 - Managing IT Disaster Recovery to Increase Resiliency

Disasters do not discriminate. They affect everyone in the organization, including the IT team tasked with ensuring application availability. For this reason, organizations must take a holistic approach to DR planning instead of waiting until manpower and funds are limited at the time of an event. DRaaS solutions are designed to achieve this goal, combining technology and operational capabilities in cloud-delivered services. DRaaS providers help organizations of all sizes fill this gap with solutions tailored to their specific size, industry, or application(s).

Ray Holloman, CBCP, M.B.A., M.S. is a Senior Business Continuity Administrator for HCA Healthcare. He started working in IT in 2009 and specifically in Business Continuity/Disaster Recovery in 2014.

Melissa Muniz Rhodes has worked in DR for almost 20 years, across different industries and company sizes. She has a passion for persuading companies to see the importance of business resilience through IT resilience.



Steve
Piggott
Cutover



Bart Rys
Everbridge

Steve Piggott works within all facets of Cutover to drive market awareness, revenue growth, and to align with our customers' requirements and expectations in receiving exceptional enterprise resiliency results. He brings a wealth of experience in driving successful customer outcomes across business transformation, operational resilience, disaster recovery, and business continuity program development.

Bart Rys currently works as a Director, Business Solutions for the Global Center of Excellence. In this role, he supports Everbridge globally on the execution of Enterprise Strategy and Sales support of the IT Alerting product. Prior to this role, Bart was a Sr. Engagement Manager, streamlining IT Operations and Incident Response for countless Enterprise clients by deploying the Everbridge Platform with a maniacal focus on Customer Success.



Biren Jajal
Acronis

Biren Jajal has over 25 years of experience in the backup, disaster recovery, virtualization, and enterprise storage space. He has served as a Disaster Recovery Specialist with Acronis for over 8 years and regularly engages in helping partners build a cloud disaster recovery practice as part of their managed services offering and helps customers establish a cloud disaster recovery strategy for critical server workloads.



Tracey Rice
Fusion Risk
Management



Susan
Brown
Guggenheim
Partners, LLC

2 - Keeping Business in Business Beyond COVID-19

As we move beyond the world of COVID-19 and the return to workplace varies by industries and locations, how should we as Business Continuity professionals think about keeping our organizations operationally resilient? What are some of the steps we can begin to implement now to protect our employees and maintain continuity of business?

With more than twenty years of experience in business continuity, Tracey Rice is an accomplished industry leader and a passionate evangelist, who builds relationships with BCM leaders in enterprise organizations across the globe.

Sue Brown is the Vice President at Guggenheim Partners. Her approach to align the BCP program with the organizations mission have not only enhanced the BCP program, but brought value add for the development of other controls outside of the BCP program.



Cole
Bisgard
Hy-Vee



Shelly
Munoz
BOX

Cole Bisgard is the Resiliency Program Manager for Hy-Vee, Inc., an employee-owned corporation operating more than 280 retail stores across eight Midwestern states with annual sales of more than \$11 billion. He has served in this space for the past six years, and has 13 years of diverse operational experience that informs his approach to help the organization navigate adverse events ranging from floods and tornados to cyber and the COVID-19 pandemic. Cole has a passion for enabling resiliency so that Hy-Vee can continue to make its customers' and employees' lives easier, healthier and happier.

Shelly Munoz administers comprehensive crisis, emergency management and occupational health and safety programs for a global cloud content collaboration management organization. She upholds business continuity program practices with focuses on mitigation and disaster preparedness strategies for disaster risk reduction. Shelly utilizes an all-hazards methodology, and various facets of risk management are included to programs to enhance organizational preparedness.

Adam Barrett has spent most of his career implementing or maintaining business continuity management systems within medium to large organisations, from Financial Services to Telecommunications. He has previously worked as a cross-industry resilience consultant, holds an MSc in Risk Analysis from King's College London and is an active Associate Fellow of the Business Continuity Institute.



Adam
Barrett
Dentsu
International



John Liuzzi
Southern
Glazer's
Wine and
Spirits



Donna
Nielsen
Gemstone
Consulting

3 - End-To-End Supply Chain Continuity - "So How Do They Do It?"

As the globalization of economies and business markets continue to expand, so do the risks and vulnerabilities of the supply chains that support them. The reality that events anywhere in the world can impact any business at any time is a compelling challenge facing many organizations today. Reassessing the risks and building an end-to-end supply chain continuity program is now a top priority for all businesses today.

So how do you build a program to ensure end-to-end supply chain continuity? This informative panel discussion will present easy to understand concepts and best practices that have been proven by the world's leading organizations in order to sustain an effective business continuity program throughout their supply chains. Our expert panelists will share their real-world experiences and offer practical suggestions on how to drive the innovation that is needed to build an end-to-end supply chain continuity program that will achieve world-class results. Some topics that will be discussed include engaging supply chain partners, identifying supply chain risks and interdependencies, improving information and communications throughout the supply chain, and performing scenario testing and integrated exercises.



Margaret
Millett
Uber
Technologies,
Inc.



David
Halford
Fusion Risk
Management

John Liuzzi has over 25 years of Business Continuity experience. He is an experienced company President, C-Level executive, and three term Congressional appointee. He is currently the Director of Business Continuity for Southern Glazer's Wine and Spirits.

Donna Nielson has a strong background in cybersecurity, project management and vendor management in her consulting practice. Working in a range of industries from banking, healthcare, manufacturing, she excels at risk analysis and mitigation.

Margaret Millett (MSBC, FBCI (Hon), MBCP) is a DRJ Editorial Advisory Board Member. She has been actively involved in the business continuity management profession for many years and worked for Fortune 300 companies.

At Fusion, David Halford is responsible for leading Fusion's product vision for all Business Continuity Management (BCM) aspects of their solutions with a focus on delivering value through software to every aspect of BCM program management.



Vito
Mangialardi
Public
Transit
Canada



Lisa Jones
Global Life
Sciences

4 - Who Needs Business Continuity? Do Up Your Seat Belt!

Buckle up as a panel of experienced professionals will take you on a fast journey across a number of topics relevant to all. Leading with humorous video clips and adding serious commentary, panel members will provide fresh insights for all experience levels, demonstrating an interactive approach to awareness raising. This session is interactive leveraging the 'Ted Talk' format addressing topic BCM subjects that include:

Climate Change and Impacts of Severe Weather Event, Continuity planning for the new reality, Cyber Threats and Risks, Exercising (testing) response plans, Preparedness and lessons learned from COVID-19, Professional Certification, BCM Succession planning and What where is our next business continuity shock coming from?



Des
O'Callaghan
BCM
Consultant



Sarah Vakil
Professional
Services

Vito Mangialardi leads the BCM Program for METROLIX, the public transit operator in the Toronto, and is the Covid-19 Incident Commander. With a 25-year career, he has led, enabled and motivated organizations to become resilient to business interruptions.

Lisa Jones has over 13 years promoting resiliency and elevating contingency planning visibility. She has led comprehensive programs in the healthcare and education. She is currently leading collaborative efforts in building dynamic relationships between operations and technology for a global Life Sciences distribution and manufacturing organization. She also is the Secretary for BCI's USA Chapter. Lisa is a gifted communicator who readily shares insight on planning awareness, recovery strategies and industry trends, through presentations, articles and thought leadership projects. Lisa's goal is to ensure organizations recognize the value business continuity professionals provide.

Des O'Callaghan FBCI has 31 years of BCM experience, much in the financial sector, He now consults, teaches and volunteers as BCI Canada Leader, BCI Americas Next Practice Group Chair and Lead Assessor. Des often presents at conferences in Canada.

Sarah Vakil has more than 10 years' experience as a consultant in business resilience and business continuity management supporting public and private sector clients in Canada, the US, and internationally to design, develop, implement, validate, and audit BCM programs. In her roles with organizations such as KPMG and PwC (where she currently leads the firm's BCM practice in Western Canada), Sarah has completed dozens of projects across numerous vertical markets. Sarah is active in the profession as a speaker and researcher, and has held board positions with the Association of Continuity Professionals (ACP) and the Disaster Recovery Information Exchange (DRIE). She holds a Master of Science in Management (University College Dublin), is a Certified Business Continuity Professional and Member of the Business Continuity Institute.

DAY 4 AGENDA

Thursday, October 14, 2021

10:00 a.m. – 11:00 a.m. EST General Session 7

GS-7 Phelps, Pinero Leadership at Time of Crisis: Learnings from the COVID-19 Pandemic

11:00 a.m. – 12:00 p.m. EST Solutions Track

ST-1 Lambert DRJ Academy BC Primer Course
ST-2 Goldstein How Software is Improving Organizational Resiliency and Addressing the Continual Evolution of Business Continuity
ST-3 Cocchiara Understanding Situational Resilience Using Comparative Risk Analysis
ST-4 Lucht Build Back Better by Getting Back to Basics with your Business Impact Analysis
ST-5 McGaw My GSOC Journey from 1 Desk to 1 Pane of Glass
ST-6 Morris Business Continuity Management on a Limited Budget
ST-7 English, Squirini How the City of Fairfax is Preparing Their Community with an Online Preparedness Platform
ST-8 Kirkpatrick, Grillenmeier Recovering Active Directory from Cyber Disasters
ST-9 Harper Leading Forward: Re-Charge, Re-Focus, Re-Purpose and Re-Invent
ST-10 Marget Unitrends Unified BCDR: Why Backup Alone is No Longer Enough
ST-11 Gilman How to Prepare a Spokesperson for Crisis Communications
ST-12 Hunt Business Continuity Perspectives on Preventing Workplace Violence for Remote Employees

12:00 p.m. – 12:15 p.m. EST 15-Minute Break

12:15 p.m. – 12:30 p.m. EST 15 Minute Demonstration (Silver Sponsor)

DEMO Chalke Kyndryl
DEMO Marget Unitrends

12:30 p.m. – 2:30 p.m. EST Workshop Track

WS-1 Zawada, Bratton BCOS Workshop: Generating Focus and Increasing Executive Engagement
WS-2 Phelps Ransomware is the #1 Cyber Threat - You Need To Do A Cyber Exercise To Find Out If You Are Ready!
WS-3 Primeau, Cehajic How to Conduct Dynamic Tabletop Exercises Virtually
WS-4 Snow When Building Your Future Plans Prepare for a Complex, Multi-Channel Communication World

2:30 p.m. – 2:45 p.m. EST 15-Minute Break

2:45 p.m. – 3:00 p.m. EST 15 Minute Demonstration (Silver Sponsor)

DEMO Phillips Regus

3:00 p.m. – 4:00 p.m. EST General Session 8

GS-8 Turner Lessons Learned: Parsing Through Life With a Continuity and Resilience Twist

4:00 p.m. – 5:00 p.m. EST Town Hall / Closing Session

TH Moderator - Green
Panelist - Infinite Blue - Schultz
Panelist - Fusion Risk Management - Halford
Panelist - OnSolve - Pickren
Panelist - BlackBerry - Pinero
Panelist - AlertMedia - Pratley

VIRTUAL AGENDA

DAY 4

Thursday, October 14, 2021

10:00 a.m. – 11:00 a.m. EST

GENERAL SESSION 7



Regina
Phelps
EMS
Solutions
Inc.

Leadership at Time of Crisis: Learnings from the COVID-19 Pandemic

It's hard to be a leader in the best of times, and the Covid-19 pandemic crisis has created an entirely new set of challenges. The pandemic has proven to be a crucial test for world leaders and their governments and business executives from both large and small organizations. Experts who study crisis leadership say while some aspects of the pandemic transcend any one person's power, a few key themes have emerged from countries and organizations that have contained and/or managed the virus and kept the trust of the public and their employees.

It takes a unique kind of leadership to push against the natural human tendency to downplay and delay. Far too many leaders instead try to send upbeat messages assuring all is well — which, in the current tragedy, has unfortunately led to unnecessary lost life at a scale that may never be accurately counted.



Ramon
Pinero

Building on both the pandemic leadership demonstrated and the lack thereof across the world, this general session presentation will distill eight lessons from this novel crisis for all crisis and continuity professionals. These skills can inform leaders and their teams moving forward to ensure that their organizations and people emerge whole at the end of any major crisis.

Regina Phelps is an internationally recognized thought leader in the field of emergency management, pandemic & contingency planning. Since 1982 she has provided consultation, training & speaking services to clients on five continents & is the author of three books.

Ramon is responsible for the implementation and deployment of AtHoc solutions across all sectors and customer support. In this capacity, Ramon interfaces closely with AtHoc product groups, the CTO and engineering, yielding a field-ready product line, compatible with evolving customer environments and ensuring an outstanding customer deployment experience. In prior positions, Ramon was a web application developer, manager of all presales, implementations, customer support and training for AtHoc. Ramon attended San Francisco State University.

11:00 a.m. – 12:00 p.m. EST

SOLUTIONS TRACK 1



Phil Lambert
Lambert
Learning

DRJ Academy BC Primer Course

Every organization requires practitioners to be properly trained, and sufficiently motivated to execute the planning process and to promote the value to day-to-day operations. Researching information on BC strategy is relatively easy. Yet, a plethora of BC books and recommendations has created a complex and contradictory array of choices for those who are desperate to do a great job. Conventional standards and legacy strategies worked well in the business world of yesterday, yet no one is telling you what it takes to be successful has changed. This workshop will. The professional practitioner of today looks extraordinarily different than the planner of the past. How? Well, we have already envisioned what the professional of today and tomorrow will need to be successful. Come join us.

The DRJ Academy's BC Primer course is all about providing a modern-day framework for those planners who are struggling to implement a program and those just starting out. We'll walk you through step by step the first 12 months in starting a new program, reigniting a broken program, and raising the significance of a weakened program. We'll show you how to make small shifts that will make a seismic difference in results.

The BC Primer course is a Business Continuity basics course which represents a breakthrough in the design, approach, and delivery of a BC training Program. 33 short sessions with 79 digital downloads of support documents, graphics, charts, presentations, and forms. DRJ Academy has partnered with Lambert Learning in the course's creation.

Phil Lambert is a visionary, game changer, and enjoys challenging outdated program strategies. With 25 years of experience Phil is an expert in the resiliency planning field. He has proven success in the design, development, and facilitation of training courses and workshop facilitation.

SOLUTIONS TRACK 2



Monica
Goldstein
Agility
Recovery

How Software is Improving Organizational Resiliency and Addressing the Continual Evolution of Business Continuity

The Pandemic provided a spotlight on organizational resiliency at all levels and tested the activation of Business Continuity Plans throughout the world. The evolution of Business Continuity has seen the development of different approaches and frameworks based on changes in the business and regulatory landscape and having to address differing impacts and threats. Having a software platform that provides for “at your fingertips” action items, automates delegation of authority, stores updated contact information and houses pre-established communication greatly improves the success of businesses with Plans in place. In this session, Monica Goldstein, former CEO of RecoveryPlanner and now part of Agility Recovery, shares her insights on best practices for utilizing Business Continuity Management software as part of an organization’s Planning and Resiliency strategy that focuses on ways to maximize and fully leverage your BCM software.

Since 1995, Monica Goldstein’s experience in business continuity planning and software has been comprehensive. Monica recently joined Agility Recovery with its acquisition of RecoveryPlanner, a global leader in BCM software and consulting. Monica was one of the founders of RecoveryPlanner and prior to joining its Executive team in 2008 was a part of the Senior Management team for CAPS Centers, an alternate site and BCM consulting company. Throughout her time with RecoveryPlanner and CAPS she consulted on a variety of BCM projects for a wide range of enterprise organizations and financial institutions, including implementing Business Impact Analysis (BIA), Business Continuity Plan development and Tabletop Exercises.

SOLUTIONS TRACK 3



Rich
Cocchiara
Cognitient
Corp.

Understanding Situational Resilience Using Comparative Risk Analysis

Rich Cocchiara has been helping companies and governments to assess risks to their strategies, processes, organization, technology, applications, data and facilities for more than 30 years. His experience as a CIO, CTO and CISO give him unique insight to what is needed to ensure resilience against multiple demands, disruptions and threats being faced by companies and governments today and going into the future. Based on his observations of how companies responded to the COVID threat has led him to conclude that many companies view risk from one dimension and find themselves unable to deal with the dynamic risks they face today. Risk mitigation plans that do not take into account multiple scenarios are doomed to failure when something unexpected such as COVID arises and employees are challenged to respond quickly and concisely using their knowledge, experience and past performance (KEP).

Developing situational resilience requires companies use comparative risk analysis to more accurately assess their risk mitigation abilities. Companies must go beyond normal risk planning by accurately determining how their staff will be able to respond to multiple scenarios and how that compares to best-in-class and industry competitors.

In this session attendees will learn how to use this type of analysis to allow them to get to the real truth of how their company handles multiple different scenarios thereby giving them the ability to develop risk mitigation plans that work in the real world as opposed to on paper.

Rich Cocchiara is the Chief Innovation & Security Officer for Cognitient Corp and he is the former Chief Information Security Officer for the NYC Dept of Education and has held positions such as CTO for Smarter Risk Corp, CTO & Distinguished Engineer for IBM.

SOLUTIONS TRACK 4



Melanie
Lucht
Carnegie
Mellon
University

Build Back Better by Getting Back to Basics with your Business Impact Analysis

As risk management professionals reflect upon resiliency achievements and challenges during the COVID-19 global pandemic, now is an excellent opportunity to take a step back and incorporate valuable lessons learned into your Business Continuity (BC) Program - starting with the Business Impact Analysis (BIA). Whether you are new to or a veteran of Business Continuity Management, the BIA is the foundation upon which a BC Program resides. Establishing or revisiting this foundation to ensure the structural integrity of your BC Program will strengthen the sustainability and overall resiliency of the program itself. Topics such as relationship building, knowledge management, quality assurance approaches, process engineering, risk identification and technology management will be addressed. Whether you are ready to take a fresh look at your existing program, a BC veteran starting a new opportunity, or new to business continuity planning itself, this session is designed to offer techniques to build back better by getting back to basics with your Business Impact Analysis.

Melanie Lucht serves as the associate vice president for Enterprise Risk Management and chief risk officer at Carnegie Mellon University. In this role since 2017, Melanie oversees the following organizations: Environmental Health and Safety, Disaster Recovery and Business Continuity, Emergency Preparedness, and Risk Operations.

Melanie Lucht serves as the associate vice president for Enterprise Risk Management and chief risk officer at Carnegie Mellon University.

SOLUTIONS TRACK 5



My GSOC Journey from 1 Desk to 1 Pane of Glass

Mr. McGaw leads the Global Security and Services team at athenahealth, Inc., headquartered in Watertown, MA. In this role, he serves as the corporate security director overseeing safety, security, incident management, business continuity, aviation, and transportation services for the 5600-person, \$1.7B revenue cloud-based health IT company.

Bridger
McGaw
athenahealth

Securing Program Buy-in. Overcoming Organizational Re-Designs. Navigating Leadership changes. Finding a Single Plane of Glass or an Integrated Platform or a Common Operating Picture. Justifying 365/24/7. Today, information develops quickly. Analyses have to be CEO-ready. Threat and Risks Information Sharing is time consuming. Personnel Retention and Training is ongoing. In this session, I will share my experience and approach to building a security program from the bottom up. I hope it may provide some opportunities for new security directors and business continuity program managers to consider some early wins as they attempt to establish their programs, bring in proven practices, attract or grow talent, and secure and maintain internal partnerships vital to program evolution, business value, and cultural adoption.

Bridger McGaw leads corporate security, incident management, business continuity, and other services for the \$1.7B revenue health IT company. He also served in the Departments of Defense and Homeland Security, as well as White House and Capitol Hill.

SOLUTIONS TRACK 6



Business Continuity Management on a Limited Budget

Effectively baseline the current state of BCM, if any. What's in place today, what is needed and what do I need to know to ensure a successful implementation of a BCM program?

Bill Morris
Virtual
Corporation

Build a BCM Framework that contains the necessary components to build upon, revise or develop.

Identify support - Who are the C, Director, VP level supporters. Also identify line of business, IT or other subject matter experts who are influencers in the organization.

How to get started? Develop a short- and long-term roadmap for quick wins that will build a strong foundation.

William Morris has spent over 30 years delivering business and technical resiliency solutions to a broad range of industries and clients. William has served as BCM consultant and advisor for Virtual Corporation for the last 15 years.

SOLUTIONS TRACK 7



How the City of Fairfax is Preparing Their Community with an Online Preparedness Platform

This session will introduce how the City of Fairfax, Virginia, is using innovative technology to prepare its residents for disasters through an online preparedness training center located at www.PlanetReady.com/FairfaxCity.

Walter
English
City of
Fairfax, VA,
Office of
Emergency
Management

For example, during a recent National Preparedness Month, the City of Fairfax delivered web-based Long Duration Power Outage trainings and exercises that reached 450+ Fairfax City Staff and 8000+ unique residents. In the wake of the COVID-19 pandemic, the City was thrown into uncertain waters to figure out how to return to operations while keeping the community safe. Thus, the City delivered a COVID-19 Return to Work online exercise to prepare staff to go back to work safely.

In the current environment, there has been an increased dependency on technology to deliver services due to COVID-19. Thus, the City of Fairfax will deliver a Cyber Security Preparedness training and online exercise that can be completed in 20 minutes or less and will include a series of short and engaging scenario-based situations and knowledge review for participants to evaluate their current level of preparedness about cyber security.



The City uses PlanetReady.com/FairfaxCity to offer residents 24/7/365 on-demand access to interactive trainings, exercises, courses and games. Given the need to prepare all the residents in the City and the limitation in resources that cities often have, this approach helps the City reach and prepare a wider audience throughout the community including individuals, families, houses of worship and local businesses.

Alexa
Squirini
SPIN
Global, LLC

Walter i English is an Emergency Manager and Planner in a major metropolitan area of Washington DC suburbs. He is a Certified instructor with Center for Domestic Preparedness, Virginia Department of Fire program and Virginia Department of Emergency Management.

Alexa Squirini is an analyst and consultant specializing in homeland security, emergency management, disaster resilience, and terrorism studies at SPIN Global.

SOLUTIONS TRACK 8



Gil
Kirkpatrick
Semperis

Recovering Active Directory from Cyber Disasters

Organizations are aware an Active Directory (AD) outage would have a significant - if not catastrophic - impact on operations, and yet many aren't confident in their ability to recover AD quickly and most haven't tested their AD recovery plan. As critical as AD is to businesses, enterprises struggle to manage it securely while embracing cloud computing and remote workforces. The growing complexity of IT environments has increased the complexity of AD management, and the ripple effect of this reality directly impacts incident response.



Guido
Grillenmeier
Semperis

Join Gil Kirkpatrick and Guido Grillenmeier as they discuss how to recover Active Directory from cyber disasters. During the session, Gil and Guido will share advice on how to prepare an AD recovery plan and how to test the plan to ensure your organization's disaster recovery process will be effective. They'll also address the top concerns for recovering AD after a cyberattack and help to alleviate the personal affects the threat of a cyberattack can have on an organization.

As well as directions for recovering AD, attendees will also come away from this session with specific guidelines for securing AD from cyberattacks, including:

- Identifying Indicators of Exposure (IoEs)
- Preparing for AD attack remediation
- Understanding limitations of native AD rollback capabilities
- Ensuring post-attack recovery doesn't re-introduce malware

Gil Kirkpatrick is the Chief Architect for products at Semperis, a leading provider of cyber preparedness, incident response, and disaster recovery solutions for enterprise directory services on-premises and in the cloud.

Guido Grillenmeier is Chief Technologist with Semperis. Guido has been a Microsoft MVP for Directory Services for 12 years. He spent 20+ years at HP/HPE as Chief Engineer. He's helped various customers secure their Active Directory environments.

SOLUTIONS TRACK 9



Marie
Harper
American
Public
University
System

Leading Forward: Re-Charge, Re-Focus, Re-Purpose and Re-Invent

Many believe that we are in the final days of the pandemic as they look forward to emerging back into their "way of life". Employees have experienced some time to think about what their future looks like, especially as it relates to the world of work.

How does an employee take control of their lives by re-branding themselves to fit into the new world of work? Come join us as we discuss topics such as:

Career Choices: Where does the "inner you" want to go next?

The Workplace: How do you work best?

Team Building: What does a high impact team look like in the New Norm?

Dr. Marie Gould Harper is the Dean of the School of Business at American Public University System. She is a progressive coach, facilitator, writer, strategist, and human resources/organizational development professional.

SOLUTIONS TRACK 10



Adam
Marget
Unitrends

Unitrends Unified BCDR: Why Backup Alone is No Longer Enough

Data is the lifeblood of all businesses, and each day IT professionals are tasked with protecting more of it all while maximizing uptime for their organizations. In an ongoing battle against cyber threats and attacks on your data, one of the most impactful investments any organization can make is in its employees. An end user who's educated and empowered plays an integral role in defense of your networks and data. At Unitrends, we've integrated our backup and recovery solutions with powerful security tools to provide protection beyond simple backup and restore capabilities.

A modern BCDR solution enables holistic data protection, whether it lives on-prem, across remote endpoints, or in clouds and SaaS applications. If you're ready to embrace a solution complete and agile enough to address all workloads while injecting automation and artificial intelligence to simply complex systems, you've come to the right place.

Join Adam Marget, Unitrends Technical Marketing, as he explores:

- Powerful recovery options to meet aggressive RTOs and RPOs for on-prem and cloud-based workloads
- Automated recovery testing for 100% proof and confidence in recovery
- Key security integrations to harden the backup environment and enable employees to defend through actionable, front-end protection
- Cloud integrations, including no-touch failover with Unitrends Disaster Recovery as a Service
- And much more!

Adam Marget is an experienced technical marketing professional at Unitrends, a leader in data center backup and disaster recovery solutions. He has been a member of the Unitrends team since 2016, during which time he's held several roles at the company. Driven by a love and curiosity for technology, Adam's been delighted to have been afforded the opportunity help both end users and channel partners solve challenges around disaster recovery and business continuity. Prior to joining Unitrends, Adam worked with CDW where he leveraged a variety of partner solutions to help his customers achieve their goals across a variety of technology categories including backup, networking, security, power and cooling, and data center.

SOLUTIONS TRACK 11



Andrew
Gilman

CommCore
Consulting
Group

How to Prepare a Spokesperson for Crisis Communications

Most attendees at DRJ are involved in planning and recovery for disaster response. Yet, attendees can either be the "first one on the scene" or selected by rank or responsibility to respond to media coverage during a rapid response situation. Or, attendees can be preparing a media spokesperson who does not have a subject matter expertise. Media response is both strategic and tactical process - different than proactive media communications. Session will cover: Gathering information, Preparing Opening Statements, Strategies for responding to questions.

President/CEO & founder of CommCore, Andrew Gilman, is an award winning journalist and a lawyer. He has counseled clients for challenges that include "60 Minutes," Congressional Hearings, FDA Advisory Committees, business pitches, crisis response and product launches.

SOLUTIONS TRACK 12



Dave Hunt
Homeland
Security
Consulting,
LLC

Business Continuity Perspectives on Preventing Workplace Violence for Remote Employees

As organizations restructure their workforce to accommodate diverse worksite arrangements, the responsibility to keep employees safe becomes more complex. Business Continuity programs need to address risks for employees working from home or only occasionally at the office. This session will address development of an extreme workplace violence program, tailored to the organization, on prevention, mitigation, response, and recovery issues. Implementing a program for workplace violence prevention also helps identify persons exhibiting behaviors indicating they may cause the organization harm through theft of intellectual property, IT system compromise, reputational damage, or pilferage.

Dave Hunt, FBCI, CPP is a national subject matter expert on workplace violence and active shooter preparedness. He has worked with organization of all sizes to develop strategic plans and capabilities to prevent and respond to crisis incidents.

12:00 p.m. - 12:15 p.m. EST

15-MINUTE BREAK

12:15 p.m. - 12:30 p.m. EST

15 MINUTE DEMONSTRATION (SILVER SPONSOR)

Kyndryl - Swapnil Chalke

Unitrends - Adam Marget

12:30 p.m. – 2:30 p.m. EST

WORKSHOP TRACK - SESSION 1



Brian
Zawada

Castellan
Solutions

BCOS Workshop: Generating Focus and Increasing Executive Engagement

Every business continuity program struggles at some point with lack of focus and a lack of engagement. These challenges exist for both robust, mature programs, as well as for programs just getting started. To help solve for focus and engagement issues, Castellan developed the Business Continuity Operating System (BCOS) - our proven process for driving business continuity and operational resilience success.

BCOS focuses on strengthening the seven core elements that differentiate a high-performing program from an under-performing one. Leveraging this framework enables business continuity leaders to answer "yes!" to the following statements:

1. I am empowered to make my organization operationally resilient
2. I have the resources needed to protect the organization aligned to management's expectations
3. I am challenged to grow personally and mature the program
4. I enjoy my work



Michael
Bratton

Castellan
Solutions

Attend this workshop to learn about the BCOS, why it's essential to your personal and professional success, and the core tools used to achieve focus and engagement. During this workshop, we will work through three essential tools so you can start implementing the BCOS next week to achieve the right level of resilience for your organization.

Brian Zawada is the Chief Operating Officer for Castellan Solutions, the largest, global provider of business continuity consulting, software, managed services, and staffing. Brian has more than 25 years of experience managing and building world-class, global business continuity programs that help organizations achieve and sustain the right level of resilience.

Michael Bratton is the Business Continuity Consulting Practice Leader for Castellan Solutions, the largest, global provider of business continuity consulting, software, managed services, and staffing.

WORKSHOP TRACK - SESSION 2



Regina
Phelps

EMS
Solutions
Inc.

Ransomware is the #1 Cyber Threat - You Need To Do A Cyber Exercise To Find Out If You Are Ready!

Ransomware is one of the top threats in cybersecurity. According to the Identity Theft Resource Center, there were 878 major cyberattacks in 2020 in the US, 18% of which were recorded as ransomware. Have you had a ransomware attack yet? If not, consider yourself lucky! Why is it so popular? Simply because ransomware is a lucrative business. The average ransom paid by organizations in the US, Canada, and Europe increased from \$115,123 USD in 2019 to \$312,493 USD in 2020—a 171% year-over-year increase. With new tactics like double extortion, this number will only continue to rise.

Organizations around the world are being held hostage by ransomware, and many are being forced to pay cybercriminals because they're not equipped to combat the threat for varying reasons, from a lack of recoverable backups to the cost of downtime outweighing the cost of paying the ransom. Experts all agree on one thing...it is simply a matter of when, not if it will happen.

Attend this session and learn how to go about developing a realistic cyber exercise that will demonstrate the impact of a ransomware attack and can challenge the Executives, Crisis Management Team, technology staff and business units alike.

Regina Phelps an internationally recognized thought leader in the field of emergency management, pandemic & contingency planning. Since 1982 she has provided consultation, training & speaking services to clients on five continents & is the author of three books.

WORKSHOP TRACK - SESSION 3



Marie-Hélène
Primeau
Premier
Continuum
Inc.

How to Conduct Dynamic Tabletop Exercises Virtually

We believe that organizations that perform regular exercises have been proven to be the fittest to recover from a crisis. As practitioners, we might daydream that each participant invited to our tabletop exercise will be thrilled to test his or her skills during a simulation that will be a company-wide echoing success. The results are too often rather disappointing.

Strong from her field-oriented approach reflecting over 18 years of experience in supporting organizations, Marie-Hélène has overseen lots of simulations and exercises, onsite and virtually, with numerous clients from various industries and with up to 200 participants. She is considered an expert. Having worked with hundreds of executives and senior managers, Marie-Hélène is known for her presentation skills, interactive training approach and her proven methodologies.



Senad
Cehajic
OMERS

She will be joined by Senad Cehajic, professional in Business Continuity, who has extensive experience working within multinational organizations in diverse sectors and geographies. He is recognized for his leadership and ability to raise the profile of business continuity with Executives which includes running successful dynamic tabletop exercises.

Throughout this workshop and using field examples, they will share strategies and tips on how to make tabletop exercises dynamic and fun while meeting set objectives.

Learning Objectives • Identify key success factors for tabletop exercises • Address how exercises need to be planned and delivered in a different and most optimal way in a virtual world • Experience tools making exercises more dynamic • Exchange with fellow practitioners about best practices and lessons learned.

With over 18 years of experience, Marie-Hélène is an expert-in supporting public and private organizations on their Business Continuity lifecycle. She has conducted numerous exercises, onsite and virtually, with clients from various industries.

Professional in Business Continuity, Senad has extensive experience working within multinational organizations in diverse sectors and geographies. He is recognized for his leadership and delivery of dynamic tabletop exercises with Executives.

WORKSHOP TRACK - SESSION 4



Mari Anne
Snow
Sophaya
and The
Remote
Nation
Institute

When Building Your Future Plans Prepare for a Complex, Multi-Channel Communication World

Planning for business resilience has never been easy, but today's planners are faced with far more complexity than ever. New technology, highly dispersed teams, broadband inequities, and multi-generational differences have created an unprecedented communication environment of fragmented channel choices and lots of confusion. In this lively, highly interactive workshop, participants will explore the realities of a modern day communication environment with a lot of variables and nuance. Participants attending this session will leave with:

- A big picture understanding of the complexities of multi-channel communications
- Top ten shifts in communication etiquette that applies to emergency communications
- Top ten shifts in human behavior that will impact people's reactions any plan implementation
- An action list of to-dos that will increase your plans effectiveness

Mari Anne Snow, CEO, Sophaya & the Remote Nation Institute. Mari Anne is a recognized remote work and distributed team expert. Sophaya helps organizations optimize remote team work and Remote Nation Institute educates today's remote professionals.

2:30 p.m. - 2:45 p.m. EST

15-MINUTE BREAK

2:45 p.m. – 3:00 p.m. EST

15 MINUTE DEMONSTRATION (SILVER SPONSOR)

Regus - Branda Phillips

3:00 p.m. – 4:00 p.m. EST

GENERAL SESSION 8



Michele
Turner
Amazon

Lessons Learned: Parsing Through Life With a Continuity and Resilience Twist

As Continuity and Resilience professionals, we are constantly parsing through data to get to those nuggets that will assist us in assessing organizational risk, continuing critical operations, and supporting the priority of employee life safety at the forefront of all that we do. This is a tall order, with the need to manage personal life on the side! How do you balance it all...you don't, you integrate!! Over the course of my close to 30 year career, I've found that the aspects of continuity and resilience have been woven in to my day to day so much so, that I've applied some of these tactics to manage through life's interruptions. PARSE: Prepare, Assess, Remediate, Sustain, and Examine. During this session, we will discuss this methodology, and how it can be used to support both personal and professional life. "it is in the challenge, in the change, that we learn our greatest lessons".

Michele Turner is the head of Global Business Resiliency.

4:00 p.m. – 5:00 p.m. EST

TOWN HALL / CLOSING SESSION



James
Green
Consultant



Frank Shultz
Infinite Blue

Resiliency in a Time of Rebuilding

It's been more than a year since the pandemic forced us to rethink everything about the way we work and how we maintain resiliency. In this session, we'll look forward to examine the changes organizations need to make in order to rebuild and increase resiliency in the next normal.

James Green is a sought-after global speaker on risk and resilience. In 2020 he was named the Business Continuity Institute's Continuity and Resilience Consultant of the Americas, becoming the first person to be honored with this award twice.



David Halford
Fusion Risk
Management



Ann Pickren
OnSolve

As a founder of the company, Frank Shultz has overseen the growth of BC in the Cloud, Infinite Blue's flagship business continuity lifecycle application. His BC/DR expertise allowed him to develop, design, and implement products over the past 16+ years.

As Vice President, Continuity Solutions, David Halford leads Fusion's product vision for all Business Continuity Management (BCM) & Operational Resilience Program aspects of our solutions resulting in customer driven requirements.



Ramon
Pinero
BlackBerry



Sara Pratley
AlertMedia

Ann Pickren currently serves as the Chief Customer Officer of OnSolve. As the Chief Customer Officer, Ann oversees Customer Support, Customer Journey, Professional Services, Project Management and Implementation and Education Services for OnSolve customers. Since 2003, Ann has been working with companies on the implementation of notification solutions as part of their Business Continuity and resiliency programs. She has been with OnSolve for the past 10 years (incorporating her time at MIR3). Ann Pickren has spent 20+ years in the Business Continuity and Crisis Communications field, having held positions at Comdisco and SunGard for over 16 years. Ann currently holds her MBCI certification and is a member of the DRJ Executive Council, a past board member of the BCI USA Chapter, past President and board member of the Atlanta ACP Chapter Ann holds a MBA from Georgia State University.

Ramon is responsible for the implementation and deployment of AtHoc solutions across all sectors and customer support. In this capacity, Ramon interfaces closely with AtHoc product groups, the CTO and engineering, yielding a field-ready product line, compatible with evolving customer environments and ensuring an outstanding customer deployment experience. In prior positions, Ramon was a web application developer, manager of all presales, implementations, customer support and training for AtHoc. Ramon attended San Francisco State University.

Prior to joining AlertMedia, Sara Pratley was VP of National News for CNN's domestic newsgathering unit, where she led the network's coverage of major events. During her decade at the network, Sara gained an incredible ability to easily assess, analyze, and decipher information.

VIRTUAL AGENDA

ADDITIONAL COURSES OFFERED

These courses require an additional fee.

VIRTUAL COURSE 1

Business Impact Analysis (BIA)



Sunday, Oct. 10 from 1:00 p.m. - 5:00 p.m. and Friday, Oct. 15 from 8:00 a.m. to 12:00 p.m. (an 8 hour course in total)

\$1200 per person

Presenter: Ted Brown, KETCH Consulting

This course is an in-depth look at how to conduct a Business Impact Analysis (BIA). The class is for both BIA novices and experienced professionals. It provides you with the opportunity to gain a deeper knowledge and understanding of the BIA. The course will explore the concept of the BIA. You will be taught two different approaches to a BIA - interviews and workshops and the value of each. You will also be provided with an actual BIA survey and the results of clients BIA's. The objectives of this class are:

The objectives of this class are:

- Understand the BIA process;
- Understand how to structure a BIA;
- Apply the standard methods to conduct a BIA;
- How to determine the results of the BIA & identify the critical functions for recovery strategies.

For more course information email ted.brown@ketchconsulting.com or call 484-919-2966.

To register for this course, please email [DRJ at conf.reg@drj.com](mailto:DRJ@conf.reg@drj.com).

Ted Brown has a fifty+ year professional/leadership career. Elected to Penn State BOT in 2013 following the Sandusky Scandal and with extensive experience in risk management, he serves as Audit and Risk Vice Chair and founder/Chair of the Risk Sub-committee. In 2019, Mr. Brown and the Penn State Board recognized public health expert and Penn State College of Medicine graduate Dr. Deborah Bix (the White House coronavirus response coordinator) as a Distinguished Alumna, the University's highest honor for its graduates.

VIRTUAL COURSE 2

Creating an Effective Tabletop Exercises



Friday, Oct. 15 from 1:00 p.m. - 4:30 p.m.

\$600 per person

Presenter: Ted Brown, KETCH Consulting

In this class you will be given four different table-top scenarios, including the injects, and you will learn how to create a situation, scenario, and injects for your audience, your business, your location, and your BCP maturity. You will identify operations, decisions, and policies that impact the ability of a business unit to execute plans. The exercise helps you address conclusions and discussions which can change, emphasize, and otherwise affect your business continuity/COOP plan. You will conclude with an "after action" report which will lead to effective modifications and improvements to the plans being exercised.

For more course information, email ted.brown@ketchconsulting.com or call 484-919-2966.

To register for this course, please email [DRJ at conf.reg@drj.com](mailto:DRJ@conf.reg@drj.com).

Ted Brown has a fifty+ year professional/leadership career. Elected to Penn State BOT in 2013 following the Sandusky Scandal and with extensive experience in risk management, he serves as Audit and Risk Vice Chair and founder/Chair of the Risk Sub-committee. In 2019, Mr. Brown and the Penn State Board recognized public health expert and Penn State College of Medicine graduate Dr. Deborah Bix (the White House coronavirus response coordinator) as a Distinguished Alumna, the University's highest honor for its graduates.

DRJ PROGRAMS

FURTHER YOUR EDUCATION AND EXPERIENCE AT DRJ



ACADEMY

powered by Lambert Learning

Building Continuity Expertise

The DRJ Academy BC Primer Course covers key skills and processes that new professionals need to execute well in order to build the correct foundation to establish an outcome-focused business continuity program.

Business Continuity Primer Course

9 Chapters, 32 Sessions, 8+ Hours of learning

Self-paced Online Course with
Added Networking Opportunities

\$449 [DRJ.com/Academy](https://drj.com/Academy)



MENTOR PROGRAM

12-month Accelerated Learning Path

Designed to promote education, opportunity, inclusion, and excellence surrounding the exploration and evolution of all aspects of business continuity and operational risk management.

Completely *free*

Sign up at drj.com/mentor-program

With this program, you can expect to gain a broader understanding of industry standard business continuity, crisis management, and disaster recovery principles and best practices as well as grow your network.

TRADE SHOW DESCRIPTIONS

Virtual Trade Show

Monday, October 11, 2021

12:35 p.m. – 1:35 p.m. EST

Virtual Trade Show Listings

ACP	Infinite Blue
Acronis, Inc.	KETCHConsulting
Agility Recovery	OnSolve
AlertMedia	Premier Continuum Inc.- ParaSolution
Archer	Pronto Recovery
Blackberry	Rave Mobile Safety
Castellan	Regus
Continuity Innovations	RIPCORDER Solutions
Converge	Risk and Resilience Hub
Cutover	Satcom Direct
Disaster Recovery Journal	Semperis
DRJ Academy	Specialized Data Systems, Inc.
eBRP Solutions, Inc.	Sungard Availability Services
Everbridge, Inc.	Unitrends
Factal, Inc.	Veeam Software Corporation
Fusion Risk Mgmt, Inc.	Veoci
ICOR	Virtual Corporation
iluminr	Wolf and Company, P.C.
	Zapoj

TRADE SHOW DESCRIPTIONS

ACP

400 South 4th Street, Suite 754E
Minneapolis, MN 55415
800-445-4227
www.acp-international.com

ACP is the preeminent national voice of continuity professionals. We provide continuing professional development, knowledge and career opportunities to members while building public understanding around the world of the importance of continuity planning.

ACRONIS

1 Van de Graaff Drive, Ste 301
Burlington, MA 01803
781-782-9000
www.acronis.com

Acronis unifies data protection and cybersecurity to deliver integrated, automated cyber protection that solves the safety, accessibility, privacy, authenticity, and security (SAPAS) challenges of the modern digital world. With flexible deployment models that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative next-generation antivirus, backup, disaster recovery, and endpoint protection management solutions. With award-winning AI-based antimalware and blockchain-based data authentication technologies, Acronis protects any environment – from cloud to hybrid to on-premises – at a low and predictable cost.

AGILITY RECOVERY

1601 Wewatta Street, Suite 300
Denver, CO 80202
866-364-9696
www.agilityrecovery.com

Agility Recovery is the leading provider of business continuity and recovery solutions. Organizations of all industries and sizes, including Fortune 100 companies, trust Agility Recovery to support their resilience and recovery plans. After a business interruption, they deliver the expertise and resources your organization needs to recover quickly. Their customers have guaranteed access to temporary power, furnished office space, satellite and LTE communications equipment, and backup technology, as well as planning and testing resources. Since 1989, Agility Recovery has rescued thousands of organizations from business interruptions of all types with unparalleled success.

ALERTMEDIA

3101 Bee Caves Rd., Suite 325
Austin, TX 78746
800-826-0777
www.alertmedia.com

As the fastest-growing mass communication and emergency notification software provider in the world, AlertMedia helps organizations securely and effectively monitor threats, streamline notifications, and recover from incidents. The company's fully integrated, cloud-based platform delivers innovative communication tools that can be accessed from anywhere, at any time, using any device. For more information, please call (800) 826-0777 or visit our website at the address above.

ARCHER

174 Middlesex Turnpike
Bedford, MA 01730
623-521-3900
www.archerirm.com

RSA helps leading organizations transform the efficiency of their continuity and recovery teams, address the most critical areas of the business quickly, and partner across the business to achieve their resiliency goals. RSA Archer® Business Resiliency provides an automated approach to enable your organization to respond swiftly in crisis situations and protect ongoing operations. For more information about RSA's products and services, visit www.archerirm.com.

BLACKBERRY

3001 Bishop Drive, Ste. 400
San Ramon, CA 94583
www.blackberry.com/us/en/products/critical-event-management

In the midst of disruption, fast and effective responses depend on clear information. BlackBerry® AtHoc® and BlackBerry® Alert® provide a centralized approach to crisis communications and critical event management with secure 2-way messaging to keep people safe and business operations running. Send critical messages to those affected after a cyber-attack, IT outage or weather event, and act decisively with the help of clear analytics and dashboards. Increase your operational resiliency, reduce costs and keep people safe with critical event management capabilities from BlackBerry.

TRADE SHOW DESCRIPTIONS

CASTELLAN

800 Adams Ave, Ste 300
Audubon, PA 19403
800-478-7645
www.castellanbc.com

We've brought together the most innovative minds in business continuity to shape the future of our industry. Combining experts from across Assurance, Avalution, ClearView, and BC Management, we help clients establish a clear vision and drive real results using our proven, proprietary methodology – the Business Continuity Operating System (BCOS). Our solutions—whether consulting, software, managed services, or staffing—are fully customized to be right for you, your team, and your organization as a whole. As a result, you gain the capability and confidence you and your executive team need to protect your employees, brand, and bottom-line.

CONTINUITY INNOVATIONS

8880 Cal Center Drive, Suite 400
Sacramento, CA 95826
888-907-9902
www.continuityinnovations.com

Continuity Innovations is a cutting-edge full service business continuity firm that specializes in business continuity software and award winning consulting services. ContinuityPRO is a leading business continuity software tool that is used to develop and maintain business continuity and disaster recovery plans. This web-based business continuity software allows organizations to have all of their recovery information located in one easy to use tool. ContinuityPRO offers unlimited users and allows you to manage your business continuity program by performing risk assessments, business impact analysis, develop unlimited plans, and manage incidents all within one toolset. We offer professional business continuity consulting services, including Business Impact Analysis, Risk Assessment, Recovery Strategy Development, Incident and Crisis Management, Disaster Recovery, and Continuity of Operations (COOP). Our experience in planning ranges from financial services, manufacturing, education, healthcare, government, and more.

CONVERGE

130 Technology Parkway
Norcross, GA 30092
678-812-0136
www.convergeenterprise.cloud

The Converge Enterprise Cloud teams across all Converge Technology Solutions companies work seamlessly together to develop, implement, host and manage data availability and disaster recovery solutions for all platforms. Based on our customer focused service delivery track record, vast engineering resources, and access to over 100 million dollars in mainstream system hardware, the Converge Enterprise Cloud delivers cost-effective resiliency solutions to customers all across North America. Additionally, the Enterprise Cloud practice provides the full breath of DRaaS, BUaaS, and Hardware Quick-Ship Solutions, together with our expert Business Continuity Consulting portfolio of services.

CUTOVER

43 West 23rd Street
New York, NY 10010
+44 020 3826 8475
www.cutover.com

Cutover, the leader in work orchestration and observability, is the only platform that provides full organizational visibility into dynamic flows of work, bringing them out of the dark matter of the enterprise to enable teams to move quickly with confidence. Cutover eliminates outdated approaches like static spreadsheets and weekend calls so teams can accomplish work quickly and effectively – without the usual headache.

DISASTER RECOVERY JOURNAL

1862 Old Lemay Ferry Rd.
Arnold, MO 63010
636-282-5800
www.drj.com

The #1 business continuity publication in the world. Every issue, Disaster Recovery Journal (DRJ) delivers how-to, in depth knowledge into business continuity planning more than any other business publication. This unique ability to take readers further inside the issues has made DRJ the #1 read business continuity publication in the world, one with a circulation and audience that consistently dominates the business continuity magazine field. In addition to the magazine, DRJ sponsors the worlds' two largest conferences and exhibitions in the industry with as many as 3,000 in total attendances. The shows are held every year in Phoenix in September and Orlando in March. Check out www.drj.com to sign up for a free subscription or for more information.

TRADE SHOW DESCRIPTIONS

DRJ ACADEMY

1862 Old Lemay Ferry Rd.
Arnold, MO 63010
636-282-5800

[DRJ.com/academy](https://www.drj.com/academy)

DRJ Academy represents a breakthrough in the design, approach, and delivery of a business continuity program. Powered by Lambert Learning Institute, DRJ partners with course author and instructor Phil Lambert to offer professionals a complete, world-class, self-paced, education and training program in an online platform. DRJ Academy's premiere BC Primer Course is focused on teaching all the foundational skills, competencies, and processes needed to establish an outcome-focused business continuity program. DRJ Academy provides resilience training like no other program in the world at a fraction of the cost. Experience DRJ Academy live at every DRJ in-person event, or online at [DRJ.com/academy](https://www.drj.com/academy).

EBRP SOLUTIONS, INC.

230 – 7895 Tranmere Drive
Mississauga, ON, L5S 1V9
1-888-480-3277

www.eBRP.net

eBRP strives to harness leading edge technology to create management decision support tools that serve the needs of Business Continuity Management professionals. We work closely with our customers to constantly improve our eBRP Suite of products, to continually enhance usability, flexibility and scalability. We always aim to create the best solutions for our customers' BCM requirements, with the lowest total cost of ownership and a justifiable return on investment. eBRP evolved the methodology of Business Resiliency Planning to an Asset-Centric model, defying traditional plan-centric BCM 'standards', thus empowering organizations to become Incident Ready.

EVERBRIDGE, INC

25 Corporate Dr.
Burlington, MA, 01803
781-373-9800

www.everbridge.com

During critical business events and unplanned disruptions, such as IT outages, active shooter situations, or a global pandemic, over 5,200 global customers rely on Everbridge's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people and assets at risk, automate communication, and track progress of response plan execution. Visit Everbridge in the Virtual Exhibit Hall to learn more about the Everbridge COVID-19 Shield Solution, chat with a Solutions Expert, and register to win a 20oz Yeti Tumbler.

FUSION RISK MANAGEMENT, INC.

3601 Algonquin Rd., Suite 510
Rolling Meadows, IL, 60008
847-632-1002

www.fusionrm.com

Fusion Risk Management is a leading industry provider of cloud-based software solutions for business continuity, integrated risk management, IT disaster recovery, and crisis and incident management. Its products and services take organizations beyond legacy solutions and empowers them to make data-driven decisions with a comprehensive and flexible approach through one system. Fusion and its team of experts are dedicated to helping companies achieve greater organizational resilience and mitigate risks within their businesses. For more information, visit www.fusionrm.com.

ICOR - THE INTERNATIONAL CONSORTIUM FOR ORGANIZATIONAL RESILIENCE

P.O. Box 1171
Lombard, IL 60148
866-765-8321

www.build-resilience.org

www.theICOR.org

ICOR is the global leader in organizational resilience. We educate. We credential. We lead. Learn what it takes to be a leader in Organizational Resilience. Become an ICOR certified Organizational Resilience Manager, Professional, or Executive. Choose the certification path that's right for you - competency-based or discipline-based. ICOR provides education to individuals on how to build more resilient organizations and communities. ICOR credentials individuals with the competence to lead and manage risk throughout the organization. We are an international nonprofit 501c3 education and credentialing organization created to bring together the many silos, industries, and separate bodies of knowledge that individually support resilience into one profession entitled, "Organizational Resilience." We participate globally in learning how individuals, organizations, and communities can become more resilient.

TRADE SHOW DESCRIPTIONS

ILUMINR

Level 2, 11 York Street
sydney, Australia
www.iluminr.io

iluminr is a fast growing tech start-up helping organizations predict and successfully overcome critical events, reducing the negative impacts to their people, brand, operations and shareholder value. Bringing together 15 years of experience in the Crisis, Disaster and Emergency Management space, iluminr provides global response teams with the best in market tools to assess incidents, stand up teams, collaborate to gather intelligence and communicate rapidly, en-masse. Through iluminr, teams can receive advanced warning alerts of nearby threats, empowering them to proactively communicate with stakeholders, and initiate a rapid response to protect people and safeguard business operations, from anywhere in the world.

INFINITE BLUE

399 Arcola Road, Suite 200
Collegeville, PA 19426
267-341-9610
www.infiniteblue.com

Infinite Blue is a software solutions provider that empowers some of the world's largest organizations to become more obstacle-resistant and resilient. Our friendly and flexible applications work together as an all-in-one, configurable business continuity command center. Leaders can now see potential threats enterprise-wide so you can plan smarter, respond in real-time, and bounce back stronger from disruptions like fires, natural disasters, security breaches, global pandemics, and other "what-ifs." Our organizational resiliency suite of applications are built on our low-code platform and supported by our team of experts, so it's simple to integrate and configure our existing applications or create something specifically for your organization's needs.

KETCHCONSULTING

2432 Bernel Road, Suite 203
State College, PA 16803
484-919-2966
www.KETCHConsulting.com

Moving from IT based disaster recovery to business continuity or COOP? KETCHConsulting helps with strategies and implementation. We understand the BCP/COOP people issues. We're teleworking experts. Executive education and buy-in are KETCHConsulting strengths (improving BCP ROI's). Our approach to BIA's, and risk analysis leads the industry. We're the most knowledgeable experts in Alternate/Hot Sites selection. We develop dozens of alternate recovery strategies for clients; and guarantee contract savings. We execute tabletop exercises, gap analysis and plan audits. We assist in HIPAA, PSPREP, BS25999, and DHS compliance. We have many private sector references, but we're also leading state, local, and federal COOP consultants. We're recognized as workplace violence experts. KETCHConsultants are industry leading speakers, educators and authors. We've spoken/exhibited at every DRJ conference, among others. We're all certified (CBCP/FBCI), senior, and experienced (averaging 25 years in IT/15 years in BCP). We can help with budget challenges!

ONSOLVE

780 West Granada Blvd.
Ormond Beach, FL 32174
866-939-0911
www.onsolve.com

With over 60 years of combined experience in the mass notification industry, OnSolve is the leading global provider of SaaS-based critical communication solutions for enterprise, SMB, and government organizations. The formation of OnSolve in 2017 brought together three of the industry's most relied upon products, CodeRED, Send Word Now and MIR3. The company's cloud-based solutions provide users with fast, reliable methods of sending critical information and alerts to employees, residents and other stakeholders across multiple devices. Mass notification and collaboration is an essential element of emergency response and business continuity planning, keeping teams on track and coordinating during critical events. OnSolve solutions are designed and proven to save lives, protect revenue, reduce costs, and preserve business continuity. More information can be found at www.onsolve.com.

PREMIER CONTINUUM INC. - PARA-SOLUTION

1010 Sherbrooke W. #800
Montréal, Quebec, Canada H3A 2R7
514-761-6222 #1008
www.premiercontinuum.com

Premier Continuum is a leader in Business Continuity, IT Disaster Recovery, and Crisis, Emergency and Risk Management. It offers holistic services including consulting and BCI and ICOR certified training, supported by ParaSolution, its world-class award-winning web-based BCM software, named as a Leader in the Gartner Magic Quadrant for BCM Solutions Worldwide. The company benefits from a strong presence and tremendous client trust in its market, fueling its worldwide expansion.

TRADE SHOW DESCRIPTIONS

PRONTO RECOVERY

*Two Prudential Plaza, Suite 3500
Chicago, IL 60601
855-PRONTO1*

www.prontorecovery.com

Pronto Recovery is a global business continuity solutions and quick ship technology hardware provider. We keep your business running when disaster strikes. Unlike most industry providers with only a few centralized depots, we have over 30 strategically placed equipment depots around the globe enabling us to deliver technology hardware to your alternate site or specified location the same or next business day. We can provide guaranteed workplace solutions in over 120 countries to meet the need for office recovery for your critical staff, augmented by the Pronto Quickship or other technology recovery solutions. Our FLEX Recovery program provides you with a work at home solution independent of any infrastructure providing a complement to your BCP strategy. Minimize downtime and loss of revenue with our flexible and cost-effective continuity solutions for workplace recovery.

RAVE MOBILE SAFETY

*492 Old Connecticut Path, 2nd Floor
Framingham, MA, 01701
888-605-7164*

www.ravemobilesafety.com

Rave Mobile Safety, a trusted partner for safety software, provides innovative communication software for better emergency preparedness and faster response. Used by leading education institutes, corporations, and state and local public safety agencies, the award-winning portfolio of Rave Alert™, Rave 911 Suite™ including Smart911®, Rave Panic Button™, Rave Guardian™, Rave Eyewitness™, and Rave Prepare™ protects millions. Rave Mobile Safety is headquartered in Framingham, MA. For more information, please visit <https://www.ravemobilesafety.com>.

REGUS

*15305 Dallas Parkway Ste 400
Addison, TX 75010
214-295-3197*

www.regus.com

Workplace Recovery by Regus gives you preferential access to over 3000 workspace locations in more than 120 countries worldwide. With over 90,000 workplace recovery seats available across our network, we can help you get back to work faster if you can't use your own offices due to power outages, hurricanes, fires, floods, IT failures, social distancing requirements and more. We offer solutions for organizations of all sizes, including anytime access to fully serviced turnkey offices.

RIPCORD SOLUTIONS

*PO Box 4080
Tustin, CA 92781
425-670-8700*

www.ripcordsolutions.com

Founded in 2005, Ripcord is a consulting firm specializing in Crisis Management, Disaster Recovery, Business Continuity, and IT Security. We believe that recovery needs to be a heads-up activity and not a heads-down activity. So when a crisis, cyber-breach or business disruption occurs, your organization has the plans in place and, more importantly, your people have the muscle memory to execute those plans.

RISK AND RESILIENCE HUB

*PO Box 15243
Santa Ana, CA 92735
714-558-8940*

www.riskandresiliencehub.com

BIG NEWS! The Risk and Resilience HUB is the culmination of 34 years in the BC/DR/EM industry. The HUB is an online platform to bring professionals together to learn, connect and collaborate. Think CNN, Facebook, and Angie's List -- customized and in one place to build resilient organizations in the public and private sectors -- that's the HUB! The HUB spotlights resources of VIP partners such as DRJ and others with the "best of the best" in thought leadership, community interaction and resource identification. The HUB is organized in six core categories: Enterprise Resilience, Human Concerns, IT Availability & Security, Communications & Network, Physical Infrastructure and Incident & Crisis Response. Come to the booth to learn how to SIGN UP for a complementary membership. publisher@disaster-resource.com.

TRADE SHOW DESCRIPTIONS

SATCOM DIRECT

1050 Satcom Lane
Melbourne, FL 32940
321-777-3000

www.satcomdirect.com

Satcom Direct (SD) and its affiliated divisions offer a complete suite of products and services for your Business Continuity and Disaster Recovery needs. SD provides reliable enterprise data solutions based on VMware, Veeam, and Nimble Storage. Additionally, SD's Land and Mobile Division offers hand held satellite phones, large scale Cobham Explorer antennas, High-speed data over satellite, and PTT with worldwide coverage. SD has the connections needed to maintain voice and data communications during any kind of disaster, natural or manmade. Utilizing company owned Data Centers, teleports, and global offices, SD provides world-class data and voice global satellite connectivity for customers in the government, military and commercial sectors.

SEMPERIS

221 River Street, 9th Floor
Hoboken, NJ 07030
703-918-4884

www.semperis.com

For security teams charged with defending hybrid and multi-cloud environments, Semperis ensures integrity and availability of critical enterprise directory services at every step in the cyber kill chain and cuts recovery time by 90%. Purpose-built for securing Active Directory, Semperis' patented technology protects over 40 million identities from cyberattacks, data breaches, and operational errors. The world's leading organizations trust Semperis to spot directory vulnerabilities, intercept cyberattacks in progress, and quickly recover from ransomware and other data integrity emergencies. Semperis is headquartered in New Jersey and operates internationally, with its research and development team distributed between San Francisco and Tel Aviv.

SPECIALIZED DATA SYSTEMS, INC.

317 Foxon Road
East Haven, CT
203-468-3400

www.specializeddata.com

Is your organization ready for the loss of People, Facilities, Systems and/or Infrastructure? Organizations are evolving exponentially in terms of products, customers, customer markets and staff as well as expanding in terms of responsibility centers. Divisions or departments have mechanisms in place for day-to-day continuity of operations response; however, these efforts range drastically in both completeness and effectiveness. Specialized Data Systems offers the RemoteComply® Risk Management System which includes Business Continuity Planning, Incident Response, Vendor Management, Policy Management, IT Risk Assessment Management and Emergency Notification. Visit our booth to learn how our risk management technology will provide a mechanism to bring it all together.

SUNGARD AVAILABILITY SERVICES

680 East Swedesford Road
Wayne, PA 19087
1-800-647-4140

www.sungardas.com

Sungard Availability Services (Sungard AS) is a leading provider of cloud connected infrastructure solutions serving enterprise customers from 75 hardened data centers and workplace recovery facilities in nine countries. Sungard AS has a 40-year track record of delivering resilient and highly available hybrid IT solutions. Backed by high performance networks, Sungard AS modernizes customers' end-to-end IT across connected infrastructure, cloud, recovery and workplace solutions. Working with customers to understand their business objectives, Sungard AS identifies gaps in customers' current environments and tailors a solution to achieve their desired business outcomes. Be sure to view our presentation "Beyond Hypothetical DR Planning: How to prepare for the reality of Post-Disaster Recovery," Wednesday, September 30, from 12:15 pm to 1:15 pm.

UNITRENDS

200 Summit Drive
Burlington, MA 01803
1-866-359-5411

www.unitrends.com

Unitrends introduces hybrid backup appliances and cloud data protection that leverage cutting edge technology to automate manual tasks, eliminate management complexity, and deliver proven hardware and software resilience. Since 1989, Unitrends, Inc. has helped customers solve challenges and meet the unique requirements of their organization with regards to business continuity and disaster recovery. A purpose-built, proprietary cloud environment integrates seamlessly with local appliances to deliver offsite, long-term data retention and white-glove Disaster Recovery as a Service (DRaaS). Complimented by Spanning, a cloud-based data protection solution for SaaS workloads such as O365, GSuite, and Salesforce, the Unitrends platform offers complete protection for local, remote, and cloud-based workloads. Visit www.unitrends.com to learn more.

TRADE SHOW DESCRIPTIONS

VEEAM

2520 Northwinds Parkway, Suite 600
Alpharetta, GA 30009
678-353-2140
www.veeam.com

Veeam® recognizes the new challenges companies across the globe face in enabling the Always-On Enterprise™, a business that must operate 24.7.365. To address this, Veeam has pioneered a new market of Availability for the Always-On Enterprise™ by helping organizations meet recovery time and point objectives (RTPO™) of less than 15 minutes for all applications and data. Veeam Availability Suite™, which includes Veeam Backup & Replication™, leverages virtualization, storage, and cloud technologies that enable the modern data center to help organizations save time, mitigate risks, and dramatically reduce capital and operational costs, while always supporting the current and future business goals of Veeam customers.

VEOCI

129 Church Street, Suite #321
New Haven, CT 06510
203-782-5922
www.veoci.com

Veoci is a unique cloud based incident and emergency management platform that complements your existing Business Continuity environment and Disaster Recovery needs. Veoci is a central location to notify/check-in personnel instantly; communicate in multiple formats; get situation awareness; manage critical resources; see an interactive map as needed; and provide status updates and reports to senior executives, through easily configurable real-time dashboards. All this is available at your desk or on your mobile phone. Veoci was developed by a team of ex-GE engineers, giving us the expertise to establish ourselves as a leading provider in Business Continuity and Emergency Management. In recognition of our excellence in this area, VEOCI was listed as a Gartner Cool Vendor in Business Continuity Management and IT Disaster Recovery in 2015.

VIRTUAL CORPORATION

100 Enterprise Drive, Suite 301
Rockaway, NJ 07866
973-426-1444
www.virtual-corp.com

Sustainable Planner® provides a complete BCM solution:

- Business Continuity, IT Disaster Recovery, Emergency, Crisis and Event/Exercise Management, Risk, Supply Chain and Program Assessment and Standards Compliance.
- “Dashboard” intuitive tabbed design so that BC plan owners can easily update their plan documents & data.
- Seamless, intuitive data collection for optimized plans and report generation.

ZAPOJ

1464 E. Whitestone Blvd., Unit 1801
Cedar Park, TX 78613
512-853-9091
www.zapoj.com

Zapoj is a Unified AI-powered Critical Event Management and resolution collaboration Platform engineered to minimize disruptions proactively. It ensures worldwide business continuity, safety, and faster recovery of all your Organizational Assets like People, Facilities, Equipment, Supply Chains and IT Systems from critical events. The Zapoj Platform assists Resilience, BCM, Security professionals and IT owners in predicting, acting upon organizational risks enabling orchestration, communication, and collaboration during critical disruptions to business operations.