

PREPARE YOUR BUSINESS OR ORGANIZATION FOR THE UNEXPECTED

Learn how on April 28



Presented by the Business Emergency Planning Association

Register today at www.redcross-cleveland.org/bepa/events.asp

AMERICAN RED CROSS - GREATER CLEVELAND CHAPTER

8TH ANNUAL BUSINESS CONTINUITY PLANNING CONFERENCE

APRIL 28, 2006 - CLEVELAND MARRIOTT DOWNTOWN AT KEY CENTER

Presenting educational sponsors



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Management and
Homeland Security
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**PUBLIC SAFETY
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We help you prepare your business or organization for the unexpected at the BEPA BCP Conference

Events over the last few years remind us that disasters can strike at any time and reverberate across the world. They show why it's especially important to attend this annual Business Continuity Planning Conference presented by the Business Emergency Planning Association (BEPA), a program of the American Red Cross, Greater Cleveland Chapter.

BEPA helps businesses, nonprofits and government agencies prepare for, respond to and recover from business interruptions resulting from natural or man-made disasters, terrorism, widespread power outages, information technology failures and other crisis events. The Business Emergency Planning Association provides a forum for education and networking opportunities.

Who should attend

People who want to understand how to prepare their business or organization for emergencies so that they can continue operating, retrieve essential data, meet customers' demands, work with suppliers, communicate with employees and achieve their mission.

Attendees include business owners, agency heads, executive directors, disaster recovery coordinators, C-level executives, IT professionals, records management personnel, human resources staff, legal staff, risk managers and facilities managers who want to learn how to protect their valued assets as well as the organization's ability to recover from a disaster.

When

Friday, April 28, 2006

Where

Cleveland Marriott Downtown
at Key Center
127 Public Square
Cleveland, OH 44114
216.696.9200

Tuition

\$225 per person
\$255 per person day-of-event
\$50 discount for BEPA members
\$26 discount for members of
supporting sponsors:
(COSE, GCP, ERC, BVU, ASIS)

Group discounts are available

Cancellations

Must be received by Friday, April 21,
for a refund. *Substitutions may be
made any time.*

Registration

See details on back of this brochure
www.redcross-cleveland.org/bepa/events.asp

Agenda*

7:30 - 8:30 a.m.
Registration/continental breakfast

8:30 a.m.
Keynote speaker: Terry Allan,
*How a pandemic flu outbreak will
affect Greater Cleveland*

9 - 9:15 a.m.
Networking and exhibits

9:15 - 10:30 a.m.
(Choice of IA, IB or IC)

Session IA:
*My company gave me business continuity
responsibilities – now what do I do?*

Session IB:
*Public health emergencies: An in-depth
discussion*

Session IC:
*A tactical approach to using continuity
planning during an emergency*

10:30 - 11 a.m.
Networking and exhibits

11 a.m. - 12:15 p.m.
(Choice of IIA, IIB or IIC)

Session IIA:
Insurance: Is your business covered?

Session IIB:
*After the hurricanes – print-to-mail continuity
lessons learned*

Session IIC:
*Assessing and developing IT solutions – what's
right for you?*

12:15 - 1:30 p.m.
Buffet lunch, networking and exhibits

1:30 - 2:45 p.m.
(Choice of IIIA, IIIB or IIIC)

Session IIIA:
Crisis communications: "Feeding the beast"

Session IIIB:
*Psychology of crisis: Help dealing with
psycho-social reactions*

Session IIIC:
Avoidance v. Recovery: A Paradigm Shift

2:45 - 3 p.m.
Networking and exhibits

3 - 4:15 p.m.
(Choice of IVA, IVB or IVC)

Session IVA:
*Help your employees prepare before
an emergency*

Session IVB:
Regional Medical Response System

Session IVC:
Planning benefits – a tabletop disaster exercise

**All sessions are subject to change without notice.*

THE DAY'S SESSIONS FOLLOW THREE TRACKS.

Participants can select a particular track or individual sessions that best suits their needs.

- **Track A** serves to help those professionals new to the subject of business continuity planning.
- **Track B** is for those more familiar with business continuity practices.
- **Track C** concentrates on information technology-related topics.

KEYNOTE SPEAKER



How a pandemic flu outbreak will affect Greater Cleveland

*Health Commissioner Terry Allan,
Cuyahoga County Board of Health*

U.S. employers think a flu pandemic is a real threat to the country, but two-thirds report they have inadequately prepared their businesses if an outbreak occurs, according to a December 2005 survey by the Deloitte Center for Health Solutions and The ERISA Industry Committee. The White House has requested \$7.1 billion to ensure the federal government is prepared for the potential. **What are you doing?**

Cuyahoga County's top public health officer Terry Allan will share his insight and practical advice, including a checklist for business, about planning for a pandemic outbreak. Allan serves as health commissioner of the Cuyahoga County Board of Health, which acts as the public health authority for 835,000 residents in 57 Greater Cleveland communities.

Involved with the Board of Health for 17 years, Allan has experience in environmental health, epidemiology and surveillance, and community health programs. Prior to becoming health commissioner two years ago, Allan served as assistant health commissioner and regional coordinator for public health preparedness in Northeast Ohio for Cuyahoga, Lake, Lorain, Geauga and Ashtabula counties. He earned a bachelor's degree in biology from Bowling Green State University and a master of public health degree from the University of Hawaii.

9:15 - 10:30 A.M.

IA - Basic

MY COMPANY GAVE ME BUSINESS CONTINUITY RESPONSIBILITIES – NOW WHAT DO I DO?

A Certified Business Continuity Professional with more than five years of experience in the business continuity industry, Carolyn Carlson shares what she's learned in her role. She will help participants understand the standards for disaster/emergency management and business continuity programs and gain hands-on experience in putting together a total program approach to mitigate damage. Participants will be asked to apply the various aspects discussed to their business or organization and assess their state of preparedness.

Carolyn Carlson, business continuity coordinator for Ohio Savings Bank, has worked in a variety of industries, including previous roles in IT management, process development and documentation. She currently leads all activities related to first response, business resumption and safety at the bank. In addition, she teaches safety and business resumption plan development courses, and facilitates an organizational recovery class at Cleveland State University.

IB - Intermediate

AN IN-DEPTH DISCUSSION FOLLOWING PANDEMIC FLU KEYNOTE SPEECH

After hearing Terry Allan's keynote presentation on a pandemic flu outbreak and its implications, meet with representatives from the Cuyahoga County Board of Health, the Cleveland City Health Department and the county Emergency Management Agency for a more in-depth discussion about your role in public emergencies. Discover why businesses in Northeast Ohio need point people in areas such as occupational health, human resources and public information so they can be involved in the public response to disaster recovery. Identify ways your business can be a partner in the public response (e.g. distribute mass vaccines). Laying a good foundation and developing action steps at your company can lessen the pressure that our community encounters.

Rebecca Hysing will lead and moderate this discussion. A supervisor at the Cuyahoga County Board of Health, she has been employed by the board for more than 10 years. She is among a team responsible for communicable disease investigations and development of emergency preparedness and response plans.

IC - IT

A TACTICAL APPROACH TO USING CONTINUITY PLANNING DURING AN EMERGENCY

How should an effective crisis management and business continuity program operate? What critical decision-making guides, pre-established responses and recovery actions exist in your organization to mitigate a negative impact?

This presentation covers emergency preparedness planning, response and recovery considerations essential to any organization. Participants will receive self-assessment tools to evaluate their organization's strengths and potential areas for improvement.

Frank Benkalowycz, director of Crisis Management for Ensafe Inc., and Bob Goszka and Barbara Knabel, senior consultants for Grant Thornton, will share their years of expertise to offer participants practical, helpful tips and insights.

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Visit

www.redcrosscleveland.org/bepa/events.asp

11 A.M. - 12:15 P.M.

IIA - Basic

INSURANCE: IS YOUR BUSINESS COVERED?

Insurance exists to help your company through various troubles. What types of coverage should your business consider? What should you look for in policies? How do you balance insurance costs against threat potential? Do you know the difference between off-premise power interruption insurance versus regular business interruption insurance? Learn to understand the multitude of insurance options so if catastrophe happens you know what to expect from your coverage.

Leaders from the insurance industry will explain the terms, identify the common mistakes and answer your questions.

IIB - Intermediate

AFTER THE HURRICANES – PRINT-TO-MAIL CONTINUITY LESSONS LEARNED

Print and mail productions processes remain an often overlooked aspect of business continuity and recovery. If print and mail disaster recovery efforts are not planned for or carefully executed, the results can mean no billing, no income . . . and no business.

Learn what happened to four companies that were impacted by Hurricanes Katrina and Wilma. How did recommended and actual practices compare? What went right? What went wrong? What are the new best practices? Attendees will get a first-hand look at the print-to-mail recovery and continuity efforts of three Louisiana-based organizations and one Florida-based company, leaving with insight and suggestions on what every company needs to do before the next disaster strikes.

Gerald A. Montella serves as vice president of Pennsylvania-based Mail-Gard, the leading provider of print-to-mail continuity and recovery solutions in the United States. He previously was owner and president of a managed production group and a brokerage operation producing direct mail packages. He served on the editorial advisory board for Disaster Recovery Journal from 2001 to 2005.

IIC - IT

ASSESSING AND DEVELOPING IT SOLUTIONS – WHAT’S THE RIGHT FIT FOR YOU?

Should recovery of a small business, agency or nonprofit be the same as recovery of a Fortune 500 company? Recovery is the same whether you're dealing with just a few applications or hundreds. What differs is the type of data, the impact to the organization, and the methods used to recover. Learn what YOU should consider in assessing your application recovery needs.

This presentation will assist you in determining Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO) for your technology and assessing your recovery needs. You will have the opportunity to explore how to determine design criteria to ensure that objectives are met and holistic testing of solutions is developed.

Deborah Minch, manager of Business Continuity & Recovery Support for Key Bank, and Marc Helmbrecht, manager of Infrastructure Recovery Services for Key Bank, will share their knowledge to help participants create the right IT environment for their organizations.

1:30 - 2:45 P.M.

IIIA - Basic

CRISIS COMMUNICATIONS: “FEEDING THE BEAST”

In the event of a crisis everyone is going to want answers - fast: the public, your employees, their relatives, your city council, the union, your bankers and your suppliers. And you'll quickly find out what it means to "feed the beast" when the media descends upon you. They say it takes a lifetime to build a reputation and only a few seconds to destroy one. In a split second you could find yourself in a position where you need to know how to handle the media or be a public spokesperson. Would you know what to do or how to respond?

Bruce Hennes, president of Hennes Communications, has more than 30 years experience working in crisis communications and public relations. He counts among his current and former clients such companies as Avery Dennison, Beachwood Place, Degussa Chemicals, Forest City Enterprises, The Greater Cleveland Regional Transit Authority, Hitachi Truck, Northeast Ohio Regional Sewer District, NASA and Westfield Insurance.

IIIB - Intermediate

PSYCHOLOGY OF CRISIS: HELP DEALING WITH PSYCHO-SOCIAL REACTIONS

This seminar will explore the range of psycho-social reactions to crisis and review lessons learned from societal crises such as Hurricane Katrina. Specific strategies will be explored that can help individuals and groups adapt to these situations with a constructive course of action. Key topics covered will include: differentiating between facing “normal” change and crisis; defining terrorism and recognizing its presence throughout history; identifying coping strategies for individuals, families, work groups, and institutions; applying coping strategies; and developing an action plan to reduce the confusion resulting from terrorism and the institutional methods of dealing with these changes in our society.

Melvin E. Allerhand, PhD, ABPP, a psychologist in private practice, consults with family and closely-held businesses.

1:30 - 2:45 P.M.

CONTINUED FROM PREVIOUS PAGE

III C - IT

AVOIDANCE V. RECOVERY: A PARADIGM SHIFT

In today's highly competitive data-centered environment, warm and cold site disaster recovery models by themselves may not be sufficient. This session explores the shift to real recovery point (RPO) and time (RTO) objectives for mission-critical business applications. No longer a discussion for the largest and wealthiest companies, technology now is cost effective, tested and market-ready.

Have the ability to "spin up" certain applications in an emergency with live real time data at a more justifiable cost. Examine the costs associated with these technologies and reasons behind the price reductions in the marketplace. Learn how to adequately reduce disaster recovery costs and learn effective alternatives to off-site recovery vendors.

Information technology experts impart their wisdom and identify why organizations should look beyond "hot" and "cold."

3 - 4:15 P.M.

IVA - Basic

HELP YOUR EMPLOYEES PREPARE BEFORE AN EMERGENCY

In an emergency, you and your employees' first thoughts often are about family and home. Learn how to help your employees be better prepared at home and at work in case a disaster happens. Gain practical tips on the who, what, when, where and why of personal emergency planning. Then take this information, return to work and help your fellow employees plan, too. The benefits for your employees and your company are endless.

Chris Kippes is director of epidemiology and surveillance services at the Cuyahoga County Board of Health. During his six years with the board, he has been actively involved with overseeing disease investigations and public health preparedness activities, as well as assisting with community and program assessments.



IVB - Intermediate

NEO'S REGIONAL MEDICAL RESPONSE SYSTEM

The Northeast Ohio Regional Medical Response System (RMRS) comprises five counties: Ashtabula, Cuyahoga, Geauga, Lake and Lorain. The RMRS exists to protect, prepare and respond to a biological event in our communities within our region. This seminar will explain the RMRS and the role the private sector plays, detailing what is expected of the business community if a biological event were to occur in Northeast Ohio.

Representatives of Northeast Ohio's Regional Medical Response System will present.

IVC - IT

PLANNING BENEFITS – A TABLETOP DISASTER EXERCISE

As the final IT session of the day, participants will interact with facilitators during an all-too-real tabletop exercise based on a potential situation. One of the most important elements of any business continuity effort, this practical exercise allows an organization to push the limits of its plan and see firsthand the contingencies that work – and even more important – the ones that do not. Learn what adjustments are necessary to truly protect the company in a real disaster.

Members of BEPA, EnSafe, BlueBridge Networking and Grant Thornton play the roles of facilitators. They will divide the audience into groups that will play the roles of business owners/agency heads/executive directors and the response team challenged to make and share decision-making as the twists and turns of the chaotic scenario unfold.

WANT TO EXHIBIT?

**Limited booth space for the
conference is available.
Contact Becky Mitchell at
216.431.3062 or
mitchellb@redcross-cleveland.org
for all the details.**





American Red Cross
Greater Cleveland Chapter

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Business Disaster Recovery Planning Conference, Friday, April 28, 2006

REGISTRATION – PLEASE PRINT CLEARLY

Attendee _____ Title _____

Organization _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-mail _____

ATTENDING SESSIONS: (please check one in each time slot)

TRACK LEVELS	9:15 - 10:30 a.m.	11 a.m. - 12:15 p.m.	1:30 - 2:45 p.m.	2:45 - 4 p.m.
(A) Basic	___ Session IA	___ Session IIA	___ Session IIIA	___ Session IVA
(B) Intermediate	___ Session IB	___ Session IIB	___ Session IIIB	___ Session IVB
(C) Information Technology	___ Session IC	___ Session IIC	___ Session IIIC	___ Session IVC

TUITION: \$225 full advance registration (\$50 discount for BEPA member; \$26 for sponsoring organization members (COSE, GCP, ERC, BVU, ASIS))

PAYMENT METHODS: (pre-payment required: \$30 more for walk-in attendees) • Checks and money orders payable to: America Red Cross – BEPA • For credit card payments, call 216.361.4413

AMOUNT ENCLOSED: \$ _____

Cancellations must be received by Friday, April 21, 2006, for a refund. Substitutions may be made any time. Confirmations will be mailed or faxed upon receipt of registration.

American Red Cross, Greater Cleveland Chapter / Business Emergency Planning Association
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Please copy this form for multiple registrations.