Welcome Note

2009 promises to be a year of economic challenges—not the least of which will be positioning your enterprise to survive and prosper in this volatile economic climate.

Whether your organization is proactively initiating strategic change in response to this financial crisis— or these turbulent times are thrusting great changes upon you—one thing is clear: now more than ever, to survive—every business must be adaptive, resilient, and fully prepared to deal with change.

At CPM WEST we will give you the tools to survive in this environment. Discover new practice techniques that help you solve problems with decreased budgets. Learn to leverage your business continuity plan for enterprise cost-savings. Realize process efficiency and use those savings to upgrade key areas. CPM will show you successful strategies for dealing with this uncertain future.

CPM WEST's seasoned Conference Faculty share hard-learned lessons and practical, action-oriented advice on:

» Mitigating risks, surviving the next 18 to 24 months, and preparing for economic recovery
» Getting executive buy-in and support for your security projects
» Determining the right scale of Business Impact Analysis for your organization
» Critical Information Processing, Decision Making, and Sensemaking—how to get information, figure out what it means, and do something with it
» Documenting an Enterprise Risk Management (ERM) plan with limited resources
» …and much more

"It can't happen here?" Maybe not. But are you willing to risk the total, unrecoverable collapse of your business by being unprepared if "it" does?

Be smart. Get smarter. Attend CPM WEST.

The CPM Conference Team

Earn CEAP's at CPM and Maintain your DRII Certification
Maintaining DRII certification carries requirements for all levels. The levels of CFCP, CBCP and MBCP requirements include accumulation of continuing educational activity points (CEAPs) and involvement in the BC community for every two calendar years.
The DRI offers 29 CEAPs for CPM WEST full conference registrants with additional CEAPs awarded for participation in pre-conference workshops offered on page 12.

Why attend CPM West?

» More extended-length sessions allow in-depth exploration of recovery strategies and best practices

» Sessions on hot topics such as supply chain resilience, using public/private partnerships to save money, free maturity models, and much more

» Network with attendees from government agencies and private sector industries and share contacts and best practices

» Learn new sources for the resources you need

» CPM provides the tips to future proof your career and the tools to future proof your organization

Contents

Produced By:

1105 MEDIA INC

Keynotes

Welcome Breakfast and Keynote Address

Counter-Terrorism Social Network Analysis and the Protection of Critical Infrastructure

Tuesday, May 11 • 8:00 AM - 9:30 AM

The operational success of al Qaeda's strategy is as impressive as it is frightening. Their leveraged associative networks are what continue to inspire alienated, young Muslims to join the jihad—in Middle America as well as in the Middle East. Committed to a common vision, the tight bonds of family and friendship strengthen al Qaeda's innovation, flexibility, and longevity. Thus, our ability to gather intelligence, in the form of social network analysis, is the logical response to understanding, identifying, and defeating terrorist cells.

This provocative keynote by former FBI Special Agent Errol Southers will prove to be educational and astonishing—as he points out the connectivity between people and events you thought you understood.

You Will Learn:
» Social Network Analysis of Terror Organizations
» Understanding Terror Attack Methodologies
» Protecting Critical Infrastructure
» Interdisciplinary Terrorism Countermeasures
» Intelligence and the Emerging Threat

Erroll G. Southers is the Chief of Intelligence and Counter-Terrorism for the Los Angeles World Airports (LAWA) Police Department, the nation's largest aviation law enforcement agency. He is a former FBI Special Agent, whose homeland security and public safety career spans three decade, serving in executive positions in university, homeland security and public safety organizations at every level of government.

Luncheon General Session

Title IX of PL 110-53 Panel Discussion

Tuesday, May 12 • 12:30 PM – 2:00 PM

This moderated panel of experts will discuss recent developments and concerns regarding the process of selecting standards for Voluntary Private Sector Accreditation and Certification Preparedness Program ("PS-PREP").
» Intended to enhance private sector preparedness as mandated by the 9/11 Commission, this program has generated a great deal of interest and concern in the private sector.
» Will the government or the markets move this to a mandatory standard, a de facto unfunded mandate?
» Is the scope of PS-PREP too large to tackle all at once?
» Who will seek to be certified by ANSI-ASQ National Accreditation Board to become an ANAB-Accredited and Applicant Certification Body?

Don't miss the most important discussion of 2009 at CPM WEST!

Moderator: Ashley P. Moore, Senior Preparedness Policy Advisor, Department of Homeland Security, Federal Emergency Management Agency

FEMA

"**I attend CPM regularly because I can meet people and hear presentations that actually teach me something new. After doing this type of work for 20 years, that is not easy. No other conference is like this one from that perspective.**"

Agenda at-a-glance

Track

BP = **Best Practices**
Discover tried and true methods and lessons learned from your peers

L = **Leadership and Professional Development**
Get ahead with these expert practices to help you lead a resilient enterprise

SM = **Standards and Metrics Type**
Navigate your path through regulations and find out how your program stacks up

R = **Resources from New Sources**
Don't do more with less—learn where to go for help

Type

L = Lecture
P = Panel Discussion
C = Case Study
W = Workshop

Level

100 = Beginner
200 = Beginner-Intermediate
300 = Intermediate
400 = Intermediate-Advanced
500 = Advanced

CPM Pre-Conference Workshops
See Pages 12-13 for more information or visit www.CPM-WEST.com

Saturday, May 9

8:30 AM - 5:00 PM
BCP-501 Business Continuity Planning Review—
Pre-Conference Workshop **see page 13** for more information

Sunday, May 10

8:30 AM - 5:00 PM
BCP-501 Business Continuity Planning Review

Monday, May 11

8:30 AM - 12:00 PM
BCP-501 Exam

8:30 AM - 11:30 AM
Pre-Conference Workshop—Hot Site Training Program

1:30 PM - 4:30 PM
Pre-Conference Workshop—The Human Factor: Human Resources Every Contingency Professional Must Know

1:30 PM - 4:30 PM
Pre-Conference Workshop—Conducting Successful Table Top Exercises Workshop

2:00 PM - 6:00 PM
Registration Open

Tuesday, May 12

7:00 AM – 5:00 PM
Registration Open

8:00 AM - 9:30 AM
Welcome Breakfast and Keynote Address

9:45 AM - 5:00 PM
BP1: **Tutorial: Business Continuity 101 (100 L)**

9:45 AM - 11:00 AM
BP2: **Hands Free Continuity (300 L)**
BP3: **Decomposing the Crisis/Incident Management Timeline (400 L)**
L4: **Cyber Security from the Eyes of the Executive (400 L)**
R5: **MemphisFirst - A Public/Private Partnership (300 C)**

11:15 AM - 12:30 PM
BP7: **Supply Chain Resilience (400 L)**
L8: **Risk Preparedness:**
The Next Wave in Business (400 L)
L9: **Industrial HazMat Response Teams (300 C)**
BP10: **Crossing the Chasm: Delivering Value and Innovation with the Convergence of IT Governance, Security and Audit (400 L)**
SM10: **Creating a Toolkit to Measure Your Corporate BC Program's Effectiveness (300 L)**

12:30 PM - 2:00 PM
Luncheon and Keynote

2:15 PM - 3:30 PM

BP12: Who Comes to the Party: Using Core Competencies as Post-Disaster Access Credentialing Criteria (300 L)

L13: The People Side of Contingency Planning (300 L)

L14: Establishing a Testing, Training, and Exercise Program (500 W)

R15: Protecting Employees and Maintaining Continuity through Emergency Notification (300 C)

3:45 PM - 5:00 PM

R16: Examining the Inherency of Business Continuity in the Organization (400 L)

BP17: To BIA or Not to BIA (200 L)

L18: Integrate Control Disciplines to Increase Control and Save Money (400 L)

SM19: Update: Standards and Legislation in Business Continuity (400 L)

5:00 PM – 7:30 PM
Exhibit Hall Grand Opening Reception

Wednesday, May 13

7:30 AM – 5:00 PM
Registration Open

7:30 AM – 9:00 AM
Attendee Networking Breakfast

9:15 AM - 12:00 PM

L20: The Disaster Experience (300 W)

9:15 AM - 10:30 AM

BP21: School Security: Overturning the "All or Nothing" Myth (400 C)

BP22: Update on Nuclear and Bio-Terror Threats (300 L)

L23: Benefits of Applying Performance Management in Business Continuity Programs (300 L)

R24: Lessons Learned Information Sharing (200 L)

10:45 AM - 12:00 PM

BP25: Situation Assessment: The Elusive Common Operating Picture (300 W)

BP26: Selecting an Emergency Communications Solution: Know the Facts Before You Buy (300 L)

L27: Navigating the Financial Tsunami 2009 (400 L)

SM28: Can Standards-Based Planning Provide Consistency across Sites? (400 L)

12:00 PM – 2:00 PM
Exhibit Hall Luncheon

2:15 PM - 4:30 PM

L30: Recovery Strategy Workshop: Adapting to Changed Realities (300 W)

2:15 PM - 3:30 PM

BP31: Developing Enterprise Risk Management (300 L)

L32: Advanced Skills in Post-Disaster Psychological Debriefing (300 L)

L33: The Challenge of Assessing Supplier Reliability (400 P)

SM34: Using Standards to Create Your Campus Emergency Plan (200 L)

3:45 PM - 5:00 PM

L35: Leveraging ERM to Achieve Strategic Objectives (300 C)

BP36: Border Transportation Security Issues (400 L)

L37: How to Avoid Career-Defining Moments in Crisis: Manage the Victim Dimension (500 L)

R38: Sharing the Vision and Splitting the Costs: Public/Private Partnerships (300 L)

Thursday, May 14

8:00 AM – 11:00 AM
Registration Open

8:30 AM – 10:00 AM
Continental Breakfast and Prize Raffle

10:00 AM - 12:00 PM

SM40: Measuring Maturity and Preparedness (300 P)

10:00 AM - 11:15 AM

BP42: IT Operational Resilience (300 L)

L44: Taking BCP to BCM (400 L)

R45: A Systems Approach to Hazard Assessment (300 L)

11:30 AM - 12:45 PM

BP47: All Hazards Exercises: A Planning Methodology (300 L)

L48: Taking Your Business Resiliency Program Out of the Corporate Wilderness (500 L)

R49: Implementing the Incident Command System in Your Organization (300 L)

Sessions

Tuesday, May 12
9:45 AM - 5:00 PM

BP1: Tutorial: Business Continuity 101 (100 L)
Kelley Okolita, Hanover Insurance
This tutorial helps those newer to the industry to build a framework for developing and implementing a business recovery plan.

You Will Learn:
» The basics of business continuity plan development
» About incident response, risk analysis, and recovery strategies
» How to test plans and create awareness programs

9:45 AM - 11:00 AM

BP2: Hands Free Continuity (300 L)
Phil Lambert, Center for Continuity Leadership
A continuity program, if designed and executed properly, will help to drive the "hands free" activities that must occur when gaining buy-in, ownership, and participation from stakeholders.

"Breakout sessions were very timely for my current needs."

You Will Learn:
» How to drive your continuity program "hands free"
» About leveraging these economic times for greater significance
» Seven principles for doing more for your program with less

BP3: Decomposing the Crisis/Incident Management Timeline (400 L)
Eric Staffin and Douglas Weldon, FBCI, Thomson Reuters
In order to cost-effectively maintain compliance with client contractual obligations, regulatory requirements, and international standards, companies must learn how to effectively decompose the crisis/incident management timeline without separating the science from the art.

You Will Learn How To:
» Establish and maintain a cost-effective approach to manage contractual obligations and regulatory requirements
» Uncover and assess risks associated with multiple RTOs, RPOs, WRTs, and contingent supplier failures
» Utilize a standards-based approach for mitigating risks and reducing commercial exposure

L4: Cyber Security from the Eyes of the Executive (400 L)
Dave Hansen, CA, Inc
Learn how to present your security programs to your boss and budget authority to ensure you gain the executive buy-in and support needed for the projects.

You Will Learn:
» The hot buttons to think about when approaching bosses for a budget for security projects
» How to speak in the language the budget authority will understand and relate to
» Tactics to help ensure success with the budget approval process

R5: MemphisFirst - A Public/ Private Partnership (300 C)
Dr. Stanley Weinrich, CPIM, International Paper and Robert Nations, Jr., Office of Preparedness, Memphis UASI
Examine the MemphisFirst public/private partnership; the goals of the program, the trials and tribulations of its two years in existence, and receive recommendations for what to do and what not to do in your community.

You Will Learn:
» How to organize an effective public/ private partnership
» About benefits and challenges of community partnerships
» Hard-earned insights on developing such a partnership

11:15 AM - 12:30 PM

BP7: Supply Chain Resilience (400 L)
Cliff Thomas, CBCP, Qwest Corporation and George A. Zsidisin, Ph.D., C.P.M, Bowling Green State University
This session will offer effective practices, examples, and recommendations that participants can apply to improve supply chain continuity, with emphasis on the upstream perspective of the supply chain and third party assessment processes.

You Will Learn:
» Effective practices and practical advice for supply chain continuity
» Case examples of effective supply chain continuity
» The importance of supply chain considerations within an overall enterprise risk management framework
» Trends in supply chain continuity

L8: Risk Preparedness: The Next Wave in Business (400 L)
Bruce Blythe, Crisis Management International
Recent initiatives point to risk preparedness as the next management system to be standardized and integrated into

Sessions

American businesses; use this opportunity to become a more valued strategic risk preparedness partner within your organization.

You Will Learn:
» An update on the international movement toward identifying and managing organiztional risks
» Opportunities for and barriers to establishing effective management systems to manage risks
» A future look at integrating the many management systems that address the protection of organizational core assets

L9: Industrial HazMat Response Teams (300 C)
Shelly Stephens, PHM, Amway Corp.
Hear how Amway Corporation rolled out an industrial HazMat team, how their team functions today, and some of the challenges they face in maintaining a corporate HazMat team.

You Will Learn:
» HazMat team considerations and program requirements
» How industrial HazMat teams are applied
» About the challenges of maintaining an industial HazMat team

BP10: Crossing the Chasm: Delivering Value and Innovation with the Convergence of IT Governance, Security and Audit (400L)
David Cass, CISM, JPMorgan Chase
In a world of increased regulatory pressures and global commerce, IT governance, security and audit can and should be leveraged to improve the risk posture, provide a sustainable and resilient technology environment, deliver business value and contribute to innovation. Learn how to create opportunities to improve business alignment and enhance value delivery.

You Will Learn:
» The need for a governance, security and audit maturity model
» Overcoming challenges when adopting governance
» How to take a holistic view of risk management

SM10: Creating a Toolkit to Measure Your Corporate BC Program's Effectiveness (300 L)
George Andrews, PMP, IBM
For large enterprises with multiple business units or global operations, measuring program performance against a consistent scale can be challenging.

You Will Learn:
» A step-by-step process to create an effective business continuity program
» To utilize a tool that integrates company policy and industry best practices
» How to evaluate and improve the performance of your BC program

2:15 PM - 3:30 PM

BP12: Who Comes to the Party: Using Core Competencies as Post-Disaster Access Credentialing Criteria (300 L)
Maurice A. Ramirez, DO, PhD, High Alert
Once established, core competencies can form the basis for all credentialing and certification.

You Will Learn How To:
» Identify and develop core competencies, regardless of profession and industry
» Employ core competencies as credentialing criteria
» Use core competencies as minimum educational goals

L13: The People Side of Contingency Planning (300 L)
Kathryn McKee, SPHR, Human Resources Consortia

*"*The range of topics [at CPM is] great...you select which topics appeal most to you and get as much as you [can] out of the experience.*"*

Learn what programs you and your HR colleagues can plan for in advance so that you can jump-start the return to productivity of your workforce.

You Will Learn:
» The value of planning for people in your contingency plan
» What and how to incorporate contingent HR policies and programs in your BCP
» How to prepare managers and supervisors for dealing with employees in times of crisis

L14: Establishing a Testing, Training, and Exercise Program (500 W)
Barry Boyd and Mark Spreitzer, CGI Federal
The testing, training, and exercise (TT&E) plan should define the organization's roadmap for ensuring a viable capability, and outline the organization's approach to maintaining plans, as well as enhancing and managing the capability.

You Will Learn How To:
» Establish a testing, training and exercise (TT&E) program
» Develop an associated policy
» Document a TT&E event methodology
» Improve your BC plan based on exercise outcomes

Sessions

R15: Protecting Employees and Maintaining Continuity through Emergency Notification (300 C)
Chris Hartinger, Starbucks
With over 150,000 employees, Starbucks is using emergency notification technology to protect employees and maintain business continuity.

You Will Learn:
» How emergency notification technology helps keep employees safe and ensures business continuity in a crisis
» Best practices for crisis communications
» Ways to incorporate emergency notification technology into your business processes and company culture

3:45 PM - 5:00 PM

R16: Examining the Inherency of Business Continuity in the Organization (400 L)
Edward Cahn, PMP, CBCP,
BAE Systems
This session will explore how business continuity requirements are already inherently defined in most organiza-

tions, and how this can be leveraged to develop and economize a resilient business continuity system.

You Will Learn:
» How business continuity requirements are already inherent in the organization
» Which departments are already applicable to meet the requirements
» How to realize distinct labor savings in all areas in new, improving, or even established systems

BP17: To BIA or Not to BIA (200 L)
Roger Stearns MBCI, CBCP, CHS-III,
Ever Vigilant Consulting
This session will look at a Business Impact Analysis (BIA), risk assessment, and the probability models to assess when the latter strategies are the right ones for you.

You Will Learn:
» How to determine the right scale of Business Impact Analysis for your organization
» To explore probability models and risk assessments and decide when to use them
» When to choose a "do nothing" strategy

L18: Integrate Control Disciplines to Increase Control and Save Money (400 L)
Kathleen Lucey, FBCI,
Montague Risk Management
This session discusses an organizational approach that optimizes both organizational and individual career benefits while significantly reducing costs.

You Will Learn:
» A proposed organization structure that optimizes risk mitigation, continuity capability, and emergency response
» The financial and other benefits of integration
» About the disadvantages of current organizational structures

SM19: Update: Standards and Legislation in Business Continuity (400 L)
Paul Kirvan, FBCI, CISSP, CBCP,
Paul Kirvan Associates
Developments in business continuity standards and legislation are coming fast and furious; this session puts it all into perspective and offers timely guidance for planning and management.

You Will Learn:
» Latest developments in domestic and international BC standards
» The value of using standards in BC activities
» Status of the ASIS project to develop an American national standard for BC
» The timeframe for the long-awaited international standard for BC

Wednesday, May 13
9:15 AM - 12:00 PM

L20: The Disaster Experience (300 W)
Bob Mellinger, Attainium Corp
This workshop has been designed to put you in the throes of a real-life disaster situation, as it unfolds.

You Will Learn:
» How you might react in the event of an disaster
» How to manage various roles and responsibilities during a disaster
» Real-life experiences from this exercise which you can apply to future crises

9:15 AM - 10:30 AM

BP21: School Security: Overturning the "All or Nothing" Myth (400 C)
Robert A. Collins, PhD, Dillard University and Jeff Floreno, Wren Solutions
Schools can take small steps that can go a long way toward proactively creating a more secure environment and building actionable plans that prevent losses and save lives in case of an emergency.

"[At CPM] the size of the breakout sessions is not too large. You get a chance to dialog with the speaker and other attendees."

Sessions

You Will Learn:
» Essential elements of an effective security plan for a school or university
» To develop a process for tracking security gaps and progress
» How to evaluate a campus for "low lying fruit" opportunities
» What infrastructure and personnel are necessary to protect a university
» About examples that could help secure a school immediately

BP22: Update on Nuclear and Bio-Terror Threats (300 L)
Eli Dabich, Synergy Associates
This session presents a review of nuclear, biological, and chemical threats that organizations may experience in the future.

You Will Learn:
» How to identify and survive nuclear, biological, and chemical threats
» About the importance of including these threats in a contingency plan
» How to test a plan for such threats

L23: Benefits of Applying Performance Management in Business Continuity Programs (300 L)
Dr. Stanley Weinrich, CPIM, International Paper
Performance management (PM) is a behavior-based management process that has demonstrated effectiveness in many high-performance organizations.

You Will Learn:
» What Performance Management (PM) is and how it can help support contingency planning programs
» How to apply PM in gaining management buy-in for your programs
» How to better manage your management

R24: Lessons Learned Information Sharing (200 L)
Jennifer Smither, Department of Homeland Security

This session will provide an overview of Lessons Learned Information Sharing (LLIS.gov), the national, online network of lessons learned, best practices, and innovative ideas for the emergency response and homeland security communities.

You Will Learn:
» How to access plans, templates, and guidance documents and original content on LLIS.gov
» How to share lessons with the LLIS.gov community
» How to network on LLIS.gov and interact with first responders through channels and other features

10:45 AM - 12:00 PM

BP25: Situation Assessment: The Elusive Common Operating Picture (300 W)
Michael Gregory, CEM, MRG Consulting
Attendees will gain better insight into both the technological and sociological aspects of developing and maintaining COP and SA.

You Will Learn:
» About Situational Awareness and Common Operating Picture: how they fit into NIMS/ICS, how they are affected by issues such as interoperability and how best to use technology such as geospatial tools/mapping
» How Crew Resource Management/Human Factors affect Situational Awareness, and how CRM lessons learned in areas such as air crews, nuclear power plants and off shore rigs can be applied to emergency response
» The essentials of Critical Information Processing, Decision Making, and Sensemaking—how to get information, figure out what it means, and do something with it

"The topics at [CPM are] not sophomoric....the information was relevant to middle/senior level executives."

BP26: Selecting an Emergency Communications Solution: Know the Facts Before You Buy (300 L)
Ted Brown, CBCP, CBCV, KETCHConsulting
As more organizations continue to build and refine comprehensive business continuity plans, the need for mass notification systems has grown.

You Will Learn:
» How to identify specific notification system features your organization may require
» About the various systems available, how they operate, and how they vary
» The pros and cons of third generation notification technology

L27: Navigating the Financial Tsunami 2009 (400 L)
Glen Boyls, AMX International
This session takes an enterprise view of the financial and operational impacts that will most likely affect organizations, and provides a series of recommendations to help organizations mitigate risks, survive the next 18 to 24 months, and prepare for economic recovery.

Sessions

You Will Learn How To:
» Retain customers and supply chains in an unstable economic climate
» Manage cost and liquidity
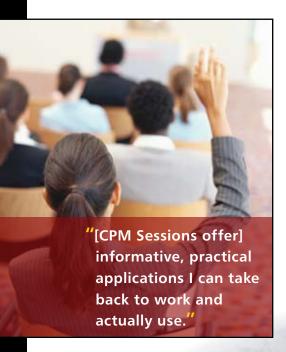» Improve financial and operational performance to ensure stability for the future

SM28: Can Standards-Based Planning Provide Consistency across Sites? (400 L)
Bethany Gadfield and
Mark Meinert, BP
This session demonstrates how BP's global integrated supply and trading organization has leveraged an application of standards and a common methodology across disparate international business units to facilitate implementation of a BCP strategy at a regional level.

You Will Learn How To:
» Create and apply standards for multiple sites/business segments
» Document the strategy based on the standards
» Re-evaluate the strategy based on the results of plan exercises

"[CPM Sessions offer] informative, practical applications I can take back to work and actually use."

2:15 PM - 4:30 PM

L30: Recovery Strategy Workshop: Adapting to Changed Realities (300 W)
Gisela Gadelha, CBCP, Steven Ross, CBCP, CISSP, CISA, and Matthew Zielinski, CBCP, CISSP, Deloitte & Touche
Attendees will be guided in mapping their approaches to recovery with the demands of the business and the marketplace.

You Will Learn How To:
» Develop recovery strategies and sell them to management
» Recognize the forces of change on recovery strategy
» Maintain recoverability with reduced resources

2:15 PM - 3:30 PM

BP31: Developing Enterprise Risk Management (300 L)
Michael C. Redmond,
Redmond Worldwide
Enterprise Risk Management scope has grown so large in the last few years that each area will be discussed, along with a process for incorporating all the areas with limited staff and budget.

You Will Learn:
» The components of a successful Enterprise Risk Management program
» About the technical and business ERM risks
» How to develop and document an ERM plan with limited resources

L32: Advanced Skills in Post-Disaster Psychological Debriefing (300 L)
Joseph DesPlaines, Frontier Airlines
This session will discuss some of the approaches to responder support, ranging from basic psychological first aid to Critical Incident Stress Debriefing to a flexible hybrid model of psychological

---

debriefing that can accommodate the differences in people, situations, and experiences.

You Will Learn:
» The vital role of psychological debriefing after crisis
» About the different approaches to debriefing
» A new model of resilience debriefing that can be applied in your organization if needed

L33: The Challenge of Assessing Supplier Reliability (400 P)
Moderator: Kathleen Lucey, FBCI,
Montague Risk Management
A panel of representatives from three organizations will discuss the value of current techniques to assure acceptable levels of supplier reliability.

You Will Learn:
» An analysis of current techniques used to assess supplier reliability
» How the challenge is being handled in three organizations
» How contractual terms can assist in your evaluation

SM34: Using Standards to Create Your Campus Emergency Plan (200 L)
Bo Mitchell, 911 Consulting
Learn what laws, regulations, and standards apply to your campus emergency planning, training, and exercises.
You Will Learn:
» About the laws, regulations, and standards that control emergency plans
» How lawsuits affect you and your organization
» How your own employees and visitors can harm your response to a disaster
» What help to expect from local municipalities

Sessions

3:45 PM - 5:00 PM

L35: Leveraging ERM to Achieve Strategic Objectives (300 C)
Matthew S. Gardner, CBCP,
Armodis Consulting
This case study will explore the linkage between strategic objectives and effective enterprise risk management.

You Will Learn:
» A value proposition for Enterprise Risk Management
» How to implement ERM in a compex business environment
» A practical approach for identifying and prioritizing the most significant risk

BP36: Border Transportation Security Issues (400 L)
JJ Coughlin, SCI and Steve Lewis,
Trans-Secure Compliance
and Solutions
This session will provide an in-depth analysis of the current trends and tactics being used by organized criminals to overcome loss and security prevention tactics.

You Will Learn:
» How to protect your company's people and physical resources, and maintain the continuity of your business
» Current trends in transportation losses
» How to identify, locate, and regain assets outside the U.S.

L37: How to Avoid Career-Defining Moments in Crisis: Manage the Victim Dimension (500 L)
James E. Lukaszewski, ABC, APR,
Fellow PRSA, CCEP,
The Lukaszewski Group Inc.
His powerful presentation provides an understanding of the emotional power victims have to control events, decisions, and visibility; what victims go through; why victims are difficult to manage; and, what victims need to begin to recover.

You Will Learn How:
» Victims drive crisis visibility and control outcomes
» To recognize and respond to the patterns of victimization
» To avoid the causes of victimization
» Best to respond to highly emotionalized situations and people

R38: Sharing the Vision and Splitting the Costs: Public/Private Partnerships (300 L)
Gayle Johnson, Alta Colleges
A number of innovative approaches to public/private partnerships will be reviewed, including how to coordinate efforts with colleges and universities and how some of these partnerships can be used to attract additional funding.

You Will Learn:
» Tips for getting partners to follow in the same direction
» About developing mechanisms for keeping your project on course: community mapping
» How to tap into the new work-study funding for emergency preparedness projects at your local college

Thursday, May 14
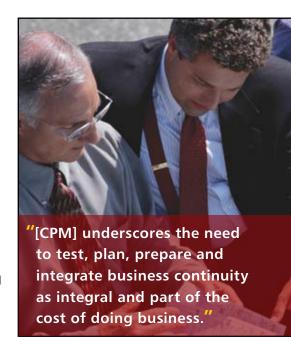### 10:00 AM - 12:00 PM

SM40: Measuring Maturity and Preparedness (300 P)
Moderator: *Douglas Weldon, FBCI,*
Thompson Reuters
Panelists: *Richard Cocchiara, IBM,*
Margaret Langsett, Virtual
Corporation and Cliff Thomas,
MBCP, HEIT, Inc.
This session features demonstrations on various approaches to measuring program maturity and resilience.

You Will Learn:
» Ways to dramatically improve preparedness programs
» Three approaches to implement innovative BC/DR assessments and measure program maturity

> **"[CPM] underscores the need to test, plan, prepare and integrate business continuity as integral and part of the cost of doing business."**

» The essence of business resilience and how to determine overall resilience

10:00 AM - 11:15 AM

BP42: IT Operational Resilience (300 L)
Mijee Dirks, IBM
IT operational resilience is increasingly becoming a focus of regulatory and contractual compliance requirements and is often measured in terms of availability, recovery windows, and security vulnerability windows.

You Will Learn How To:
» Create a resilient environment for recovery and reduce operational risk
» Avoid software license violation penalties
» Speed IT security threat assessment and response

L44: Taking BCP to BCM (400 L)
Victoria Leighton, Avanade
Step out of BCP on the shelf and into managing the resiliency of an organization on an enterprise scale by the organization's executive management team.

Sessions

You Will Learn:
» Steps to evolve the process of BC planning to BC management
» How to gain buy-in from the executive team
» How to roll out the process enterprise-wide

R45: A Systems Approach to Hazard Assessment (300 L)
Dale L. Thompson, MS, ARM, CSP, Kaiser Permanente
This session will review the role of regular hazard assessments in the context of an overall emergency preparedness and response system.

You Will Learn:
» About the role of hazard assessment within a preparedness system
» Details on a comprehensive model for hazard assessment
» A practical application of the model including common challenges and how to use this model, developed for healthcare, in other industry settings

11:30 AM - 12:45 PM

BP47: All Hazards Exercises: A Planning Methodology (300 L)
Anthony Gelish, FACHE, Booz Allen Hamilton
Learn how the Department of Defense Major Theater Exercise planning methodology provides an efficient and effective way to plan any exercise—even in the private sector.

You Will Learn:
» Five major exercise types and their appropriate application
» Ten exercise development phases of the DoD Major Theater Exercise methodology
» About the value proposition for exercises

L48: Taking Your Business Resiliency Program Out of the Corporate Wilderness (500 L)
Ira Messer, Verizon Wireless
This session discusses how to leverage the operational knowledge and functional understanding derived from standard BC/DR program functions, such as the BIA, into enterprise cost savings and efficiency gains, enhancing the program's value in senior management's eyes.

You Will Learn How To:
» Leverage the enterprise functional knowledge generated to contribute to the overall efficiency of the organization
» Incorporate the required BC/DR enhancements as part of the BAU processes
» Demonstrate how incorporating BC/DR requirements can be part of an overall cost savings
» Utilize BIA to determine the enterprise's critical business functions, not just geographical recovery

R49: Implementing the Incident Command System in Your Organization (300 L)
Brenda Emrick, Costa Mesa Fire Department and Stephen Stempniak, Anaheim Police Department
This training will allow your organization to plan, exercise, and respond using the National Incident Management System.

You Will Learn How To:
» Utilize a best practice management system
» Manage any type of event or situation and meet the challenges of organizing people and resources
» Improve coordination and cooperation between public and private entities

Pre-Conference Workshops

Become CBCP Certified at CPM

DRII's CBCP certification is reserved for individuals who have demonstrated knowledge and skill in the business continuity/disaster recovery industry.

BCP-501 Business Continuity Planning Review with Exam

This course is intended for those individuals experienced in business continuity or disaster recovery planning. Major topic areas identify most parts of a contingency or recovery plan, and also address areas included in the DRI International examination.

Topics include:
» Business interruption risk analysis
» Risk assessment
» Selection of alternate recovery methods
» Communications recovery planning for voice and data
» Managing and developing recovery plans
» Maintenance and testing of recovery plans

Date: Saturday, May 9 – Monday, May 11

Time: Saturday and Sunday from 8:30 AM – 5:00 PM and Monday from 8:30 AM – 12:00 PM

Fee: $1405 for CPM conference attendees. $1495 for all others. Exam-only cost is $500.

Register: Visit www.drii.org and click Search Courses.

Questions: recertification@drii.org

Increase your professional worth at CPM WEST

» CPM offers intensive and Interactive Pre-conference Workshops designed to challenge and motivate
» Attend CPM Pre-Conference Workshops and earn additional continuing education credits
» For more information on Pre-Conference Workshops visit www.CPM-WEST.com

Human Resources Consortia

Presents

The Human Factor: Human Resources Strategies Every Contingency Professional Must Know

No matter how carefully you sweat the details of your contingency plans, you cannot avoid the many ways people can defeat these plans. Learn to manage the human factor. Leave this fast-paced workshop with your own, BC-specific human resource action plan. Work through case studies and debate the most challenging HR issues facing continuity professionals.

Attendees will learn:
» How to use your and others' leadership competencies for success
» How to prepare key leaders in your organization for inevitable stresses and teach them to coach and counsel employees in crisis
» How HR can pre-plan policies and programs and have them ready to go when disaster strikes

Date: Monday, May 11

Time: 1:30 PM – 4:30 PM

Fee: $395

Register: Add this course to your CPM full conference registration!

Questions: kmckee3730@cox.net

KETCHConsulting

KETCHConsulting Presents

Hot Site Training Program

Find out everything you wanted to know about hot sites but were afraid to ask. Join Ted Brown, CBCP, at the conclusion of CPM 2008 WEST for an afternoon dedicated to all things "hot site!" Earn 4 CEA points from DRI International for attending this training.

This post-conference training includes the following topics:
» Negotiating a hot site contract
» BCP recovery strategies: how to save on alternate site solutions while improving RTOs
» Creating an RFP for hot/alternate site services
» Human concerns of hot site operations

Case studies will be shared throughout this class. Sample RFPs will be available for your review and you will even go home with one!

Date: Monday, May 11

Time: 8:30 AM – 11:30 AM

Fee: $395

Register: Add this program to your CPM full conference registration!

Questions: tedbrown@ketchconsulting.com

KETCHConsulting

KETCHConsulting Presents

Conducting Successful Table Top Exercises

Learn how to conducting successful table top exercises. Rehearse four different exercises with your peers; examine the components of each and learn how you can effectively facilitate them. Receive a CD with valuable exercise injects allowing you to recreate these drills for your organization. The CD alone is worth the price of admission!

Date: Monday, May 11

Time: 1:30 PM – 4:30 PM

Fee: $395

Register: Add this course to your CPM full conference registration!

Questions: tedbrown@ketchconsulting.com

"CPM workshops provide informative, practical applications I can take back to work and actually use."

For complete information on CPM Pre-Conference Workshops visit www.CPM-WEST.com

Exhibit Hall

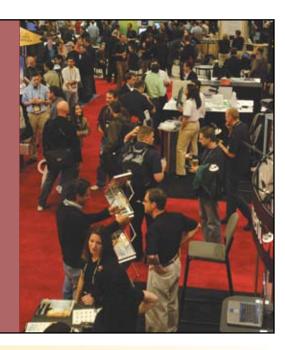### Explore the latest products and services from leading solution providers at CPM WEST

CPM WEST Exhibitors cover all aspects of disaster preparedness and recovery including:

» Emergency Notification
» Business Communication Services
» BCP and DR Software and Services
» Enterprise Solutions for DR and BC
» Restoration Services
» Pandemic Preparedness
» Security Solutions

For information on exhibiting or sponsoring, contact Don Berey, Show Director at 703-876-5073 or at dberey@1105govinfo.com

"One of the best aspects of CPM is the one-on-one interaction with the participants in the exhibit hall [and] learning about their companies, products, and services."

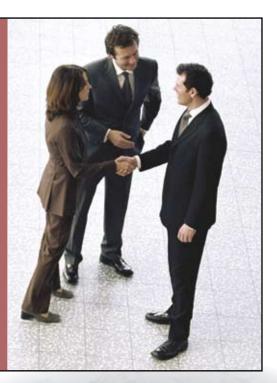"[CPM] vendors are not here for hard sell, but to truly assist."

Visit www.CPM-WEST.com for CPM exhibit hall hours, events and vendors

Networking

Here is what your colleagues have to say about CPM networking...

"...I found there were far more interactions among the attendees [than at a competing conference]. The overall organization [of the event] facilitates networking a great deal."

"The group size is great for networking. Session size...allows for good discussions."

The industry's most effective networking is at CPM

Share best practices and lessons learned with your peers from leading corporations and top government agencies:

» Director, Corporate BC and Crisis Management, Amgen
» BCP Director, Gap Inc
» Emergency Management Specialist, GSA
» Deputy Director Disaster Recovery, IRS
» Continuity Management Specialist, Nationwide Insurance Co
» Senior Manager BC/DR, Staples

Meet your industry mentor, catch up with old friends and forge peer partnerships at CPM WEST

Visit www.CPM-WEST.com for CPM's schedule of networking events

Registration and Fees

Register early and save more!

Register by March 13 and save $200 off a full conference pass!

Save More with Group Discounts Register three or more co-workers and save an additional 20%.

Payment
CPM accepts company checks, American Express, MasterCard, Government Training Forms and Company Checks. Payment must be received prior to conference for admission.

	Early Bird Rate Jan. 26 - Mar. 13 *Ends Mar. 13*	Super Saver Rate Mar. 14 - Apr. 24 *Ends Apr. 24*	On Site Rate Apr. 25 - May 11
Full Conference: Admission to all sessions, exhibit hall, special events, CD Proceedings.	$1,095	$1,195	$1,295
Government Full Conference Rate: Rate only available to government agencies. Questions? Call (215) 348-1084.	$795	$795	$895
The Complete Package - $50 Savings: Admission to all sessions, exhibit hall, special events, CD Proceedings, Guest Pass, and a CPM Partner Pre-Conference.	$1,500	$1,600	$1,700
One Day Pass: Admission to all sessions, exhibit hall, special events on a specified day, CD Proceedings.	$550	$600	$650
Exhibits Only: Admission to the exhibit hall during exhibit hall hours. Visit www.CPM-WEST.com for exhibit hall hours and events.	$50	$75	$75
Guest Pass	$60	$60	$60
Pre-Conference Workshops	$395	$395	$395

Hotel and Travel

Book your room at the Mirage for $85 (plus tax)

This deeply discounted rate ends on April 9th. Call the Mirage at (800) 627-6667 and reserve your room today.

The Mirage is a modern conference facility located in the heart of Vegas. CPM WEST's host hotel provides exceptional service and amenities, exquisite restaurants, renowned entertainment and convenience to all Las Vegas has to offer!

The Mirage's modern meeting space provides a comfortable environment that facilitates a productive and dynamic learning experience. Mirage's recently renovated guest rooms feature stylish comfort complimented with ultra-modern amenities.

Guest rooms provide the perfect retreat after a day of learning and networking at CPM.

Air Travel/Ground Transportation:
McCarran International Airport services the Las Vegas area. It is approximately 1 mile from The Mirage and is utilized by over 40 airlines. For a complete description of ground transportation options available to and from McCarran International Airport, visit McCarran.com and click on "Ground Transportation" found at the top menu.

CPM 2009 WEST

Business Resilience Strategies

May 12-14, 2009
The Mirage • Las Vegas

2009 promises to be a year of changes and challenges—CPM will give you the tools to survive and prosper in this volatile economic climate.

Learn to anticipate future developments, minimize negative consequences and optimize opportunities at CPM WEST. This conference will pay for itself in what you take away in new ideas and resources.

Demystify crisis response and equip yourself with the knowledge and skills to confidently lead your organization through any disruption at CPM WEST.

CPM WEST provides the tips to future proof your career and the tools to future proof your organization.

Why attend CPM WEST?

» CPM is the leading advanced-level educator of business continuity, security and emergency management professionals

» More extended-length sessions allow in-depth exploration of recovery strategies and best practices

» Keynote presenters that combine high profile professionals with timely industry topics

» More advanced sessions on hot topics such as supply chain resilience, using public/private partnerships to save money and much more

» Network with attendees from government agencies and private sector industries who will share contacts and best practices

» Learn new sources for the resources you need

» Gain expert insights on Title IX and how it will enhance private sector preparedness

» …and much more

Register today at www.CPM-WEST.com