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Welcome to DRI2012: The Certified Professionals Conference & Exhibition

DRI International is pleased to bring you and DRI2012, our first-ever conference, to the city of New Orleans, a city rich with culture, history, and significance to the business continuity community. And what better place to gather than a place where we can also give back?

You see, DRI2012 is about us. It is an event developed for certified professionals and in response to a demand from certified professionals. It’s a place where you can network with your peers and bring your boss. It’s an event where you’ll find new ideas from new speakers.

But DRI2012 is also about giving back. It’s about helping our fellow certified professionals as well as the people of New Orleans, via our volunteer projects with Habitat for Humanity and Second Harvest/Feeding America.

This event is about charity and The Disaster Recovery International (DRI) Foundation, a 501(c)(3) non-profit dedicated to raising funds and providing aid to disaster relief and recovery organizations worldwide. Join us Tuesday evening for the silent auction event and help the foundation help others.

DRI2012 is about bringing together business continuity leaders from around the world to share ideas and experiences. There are 20 countries represented at DRI2012, reflecting the global nature of DRI International and the world in which we all live and work.

DRI2012 is for you! And I sincerely thank you for joining us. This is the start of something big, not just because we planned it but also because you are a part of it.

Sincerely,

Al Berman
President, DRI International
Event Schedule at a Glance

Sunday, May 20

6:00 p.m. – 8:00 p.m. Opening Night Reception  
*Exhibit Hall – Roosevelt Ballroom*

Monday, May 21

7:30 a.m. – 8:30 a.m. Exhibit Hall Open with Continental Breakfast  
*Exhibit Hall – Roosevelt Ballroom*

8:30 a.m. – 9:00 a.m. Plenary Welcome Session  
*Crescent City Ballroom*

9:15 a.m. – 10:15 a.m. Business Continuity Success in Latin America  
*Chamber Room 1 – Mayor’s Suite Level*

9:15 a.m. – 10:15 a.m. Best Buy Does It Better!: A Case Study  
*Chamber Room 2 – Mayor’s Suite Level*

9:15 a.m. – 10:15 a.m. Stack the Deck in Your Favor  
*Crescent City*

10:30 a.m. – 11:30 a.m. NYSE Euronext: A Case Study  
*Chamber Room 1, Mayor’s Suite Level*

10:30 a.m. – 11:30 a.m. From the Field: Lessons Learned on the Front Lines  
*Chamber Room 2, Mayor’s Suite Level*

10:30 a.m. – 11:30 a.m. Business Continuity Metrics,  
*Crescent City*

11:45 a.m. – 3:00 p.m. Exhibit Hall Open Exhibit Hall  
*Roosevelt Ballroom*

12:00 p.m. – 1:00 p.m. Lunch  
*Exhibit Hall - Roosevelt Ballroom*

1:15 p.m. – 2:15 p.m. Ensuring Resiliency through Shelter-in-Place Planning  
*Chamber Room 1 – Mayor’s Suite Level*

1:15 p.m. – 2:15 p.m. Social Engineering, Security, and Continuity  
*Chamber Room 2 – Mayor’s Suite Level*

1:15 p.m. – 2:15 p.m. How to Tame a Dragon: BCP, Security, and Intellectual Property at DreamWorks  
*Crescent City*

2:30 a.m. – 3:30 a.m. Facility Management and Business Continuity: Two Sides of the Same Coin!  
*Chamber Room 1*

2:30 a.m. – 3:30 a.m. Rebuild, Redirect, Restructure: Turning Your Program into What Your Organization Needs  
*Chamber Room 2*

2:30 a.m. – 3:30 a.m. Business Continuity Worldwide: A Case Study  
*Crescent City*

3:45 p.m. – 5:00 p.m. Panel Discussion  
*Crescent City Ballroom*
Tuesday, May 22

7:30 a.m. – 1:15 p.m.  Exhibit Hall Open Exhibit Hall  
  Roosevelt Ballroom

7:30 a.m. – 8:30 a.m.  Continental Breakfast Exhibit Hall  
  Roosevelt Ballroom

8:30 a.m. – 9:00 a.m.  Plenary Welcome Session  
  Crescent City Ballroom

9:15 a.m. – 10:15 a.m. Why Small Business Preparedness Matters to You!  
  Chamber Room 1

9:15 a.m. – 10:15 a.m. Global Supply Chain and Sourcing: Lessons Learned From Japan 2011 Incidents  
  Chamber Room 2

9:15 a.m. – 10:15 a.m. BCP and PMP: Together They Spell Success!  
  Crescent City

10:30 a.m. – 11:30 a.m. Practical Examples in Obtaining End-to-End Disaster Recovery Capability  
  Chamber Room 1

10:30 a.m. – 11:30 a.m. From Mega-Disasters to Marathon Recovery: What’s Going Right in Japan? Lots!  
  Chamber Room 2

10:30 a.m. – 11:30 a.m. Navigation Destination: Recovery to Resiliency  
  Crescent City

11:45 a.m. – 1:15 p.m. Lunch  
  Exhibit Hall - Roosevelt Ballroom

1:15 p.m. – 2:15 p.m. BCM Development in China: Achievement and Challenges  
  Chamber Room 1

1:15 p.m. – 2:15 p.m. Gaming for Learning Inter-Agency Cooperation in Disaster and Emergency Management  
  Chamber Room 2

1:15 p.m. – 2:15 p.m. The Business Continuity Management Risk Index: The Comprehensive Program Metric  
  Crescent City

2:30 p.m. – 3:30 p.m. Enterprise Risk Management and BCP  
  Chamber Room 1

2:30 p.m. – 3:30 p.m. Organizational Governance Hierarchy: Accountability and Decisioning for Success  
  Chamber Room 2

2:30 p.m. – 3:30 p.m. How Resilient is Your Organization? Using the Quick Look Assessment for Continuity Planning  
  Crescent City

3:45 p.m. – 5:00 p.m. Panel Discussion  
  Crescent City Ballroom

6:00 p.m. – 7:30 p.m. Cocktails and Silent Auction  
  Blue Room

8:00 p.m. – 10:00 p.m. Awards of Excellence Gala  
  Waldorf Astoria Ballroom

Wednesday, May 23

8:00 a.m. – 10:00 a.m. Conference Wrap Up with Continental Breakfast  
  Crescent City Ballroom

Wednesday – Friday, May 23 – 25

Post Conference DRI International Courses and Exams, Chamber Rooms, Mayor’s Suite Level
Plenary Sessions:

Monday:

Plenary Session Panel Discussion: Case Studies and Today’s Hot Topics
Moderator: Jerry Vevon
Because there is just no way to see and hear all of our incredible speakers, we asked a group of speakers on particular topics to convene for an end-of-day panel discussion. Monday’s speakers are:

Case Studies:
Ross Olson, Best Buy
Mitchell Simon, NYSE Euronext
Matt Bogaard, Dreamworks
Jerome Ryan, Pfizer

Today’s Hot Topics
Business Continuity Metrics, Dan Newton
Rebuild, Redirect, Restructure, Greg Pinchbeck

Tuesday:

Plenary Session Panel Discussion: Risk, Resiliency and Today’s Hot Topics
Moderator: Clyde Berger

Plenary Session Panel Discussion: Case Studies and Today’s Hot Topics
Moderator: Jerry Vevon
Because there is just no way to see and hear all of our incredible speakers, we asked a group of speakers on particular topics to convene for an end-of-day panel discussion. Tuesday’s speakers are:

Risk and Resiliency:
The Business Continuity Management Risk Index: The Comprehensive Program Metric, Michael Kadar
Navigation Destination: Recovery to Resiliency, Ray Seid
Enterprise Risk Management and BCP, Randy Jouben

Today’s Hot Topics
Gaming for Learning Inter-Agency Cooperation in Disaster and Emergency Management, Dan Mikulsky
Organizational Governance Hierarchy: Accountability and Decisioning for Success, Michele Turner

Post Conference DRI International Courses and Exams

BCP 601C Masters Case Study Review
BCP 501C Business Continuity Planning Review
GCP 501C Business Continuity for the Public Sector
HCP 501C Business Continuity for Healthcare Industry

Course and Exam Schedule for each

Wednesday, May 23, 10:30 a.m. – 5:00 p.m.
Thursday, May 24, 8:30 a.m. – 5:00 p.m.
Friday, May 25, 8:30 a.m. – 3:00 p.m. (BCP601C continues until 4:30 p.m.)
Course Exams begin Friday at 12:00 noon
**Association of Contingency Planners (ACP)**

Booth 403

136 Everett Road
Albany, NY 12205
Tel: 800-445-4227
Contact: Frank Leonetti, Director of Marketing & Public Relations
Tel: 609-267-9245
Email: marketingpr@acp-international.com

ACP is the premier organization for business continuity professionals providing a powerful networking and learning environment for its members. Known for its progressive programs, workshops and symposiums, the organization has become a unifying force in defining and leading the continuously evolving fields of business continuity, disaster recovery, and emergency response.

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www.contingencyplanningwest.com
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Email: dberey@1105media.com

Held in Dallas on October 8 – 11, 2012, CPM provides planners in the public and private sectors with strategies to prepare for and mitigate the effects of man-made or natural disasters. With its conference and expo, CPM West provides strategies and tools to ensure plans that are comprehensive, enterprise-wide and executable.

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**DARYUS Strategic Risk Consulting**

(Sponsor)

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www.daryuseducation.com.br
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DARYUS Strategic Risk Consulting is specialized in Business Continuity, established since 2005 in Sao Paulo, Brazil. It has two business units: Consulting and Education, both located in Sao Paulo, Brazil. Its brand is today best known for education in GRC, offering the official courses of major international institutes, including DRI. The Consulting unit serves leaders of worldwide companies that are among the 500 +.
Dell

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www.Dell.com/services
Contact: Aaron Spencer
Tel: 512-705-4364
Email: Aaron_spencer@dell.com
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Also featured at DRI 2012: AlertFind®, an enterprise notification system; and Software as a Service (SaaS) offering always-on application availability without requiring a major purchase, dedicated hardware, maintenance or continual updates.

Deloitte

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Contact: David Sarabacha, MBCP, MBCI, Global and U.S. Leader - Resilience Services
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Disaster Resource Guide

PO Box 15243
Santa Ana, CA 92735
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Fax: 714-558-8901
www.disaster-resource.com
Email: publisher@disaster-resource.com
The Disaster Resource GUIDE brings the continuity industry together through three distinctive publications: annual – Disaster Resource GUIDE; weekly Continuity eGUIDE; and 24/7 - Online GUIDE

DRI International

1115 Broadway, 12th Floor
New York, NY 10010
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Contact: Russell Wooldridge, Directory of Business Development
Email: rwooldridge@drii.org
DRI International (originally known as Disaster Recovery Institute) is a non-profit organization and a global BCM education and certification body. As such, it sets the standard for professionalism in business continuity planning and has provided the profession’s premier certification and education programs since 1988. There are over 8000 active business continuity professionals from various industries and business sectors maintaining DRI International certifications worldwide.
**Exhibitors**

**eBRP Solutions**
Booth 106

230-7895 Tranmere Drive  
Mississauga, ON L5S 1V9  
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eBRP, celebrating its 10th Anniversary, is the premier provider of BCM products, winner of the 2012 BCI-NA BCM Software of the Year, and the Thought Leader in BCM intelligence gathering and program management.
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**Everbridge**
Booth 203

505 N Brand Blvd.  
Suite 700  
Glendale, CA 91203  
Toll-free: 888-366-4911  
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Contact: Reed McGinnis  
Email: Reed.mcginnis@everbridge.com

Everbridge empowers better decisions with interactive communications throughout the incident lifecycle to protect your most important assets. The world’s recognized leader in incident notification and management solutions, Everbridge helps more than 30 million people communicate in a crisis and connect on a daily basis.

**KETCHConsulting**
Booth 300

2432 Bernel Road, Suite 203  
State College, PA 16803  
Toll Free: 888-538-2492  
Tel: 484-919-2966  
www.ketchconsulting.com  
Contact: Ted Brown  
Email: tedbrown@KETCHConsulting.com

KETCHConsulting (BCP/COOP Hall of Fame) is a BCP/COOP/DR, Crisis/Risk Management, and Emergency Management Consulting firm. Our Tabletop Exercises and BIAs are “Best Practices.” We’re known for Hot Site strategies/negotiations. We’ve spoken/educated/exhibited at every BCP/COOP/DR Conference. We’re all certified (CBCP/MBCI), senior, and experienced (averaging 25 years in IT/15 years in BCP).

**Monarch Business Resiliency, Inc.**
Booth 100

125 TownPark Dr. NW, Suite 300  
Kennesaw, GA 30144  
Tel: 678-92192574  
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www.monarchresiliency.com  
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The Penta Network

Booth 102

The Penta Network
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Email: mostler@pentaevents.com

Penta Associates was founded in 1991 with a focus on financial operations and BCP consulting. It expanded in 2001 with a new independent division, Penta Dynamic Solutions, which specializes in non-profit association management and event planning services. Together, The Penta Network offers its clients a wide array of services which unsurpassed in the industry.

RecoveryPlanner

Booth 407

RecoveryPlanner
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Email: info@RecoveryPlanner.com
www.RecoveryPlanner.com

Founded by DRII certified planners in 1999, RecoveryPlanner is a leading provider of Risk, Business Continuity, Incident Management software and consulting. RecoveryPlanner’s software, RPX, encompasses all components of Business Continuity Management in one integrated, web-based software. Organizations of all sizes and industries rely on RecoveryPlanner’s BCM software and professional services expertise.

Rentsys Recovery

Booth 308

Rentsys Recovery
200 Quality Circle
College Station, TX 77845
Tel: 888-715-4401
Fax: 888-821-4260
www.rentsysrecovery.com
Contact: Walt Thomasson
Email: wthomasson@rentsysrecovery.com

RES-Q Disaster Recovery Services

Booth 302

RES-Q Disaster Recovery Services
130 Technology Pkwy.
Norcross, GA 30092
Tel: 770-300-4700
Contact: Stever Gruber
Email: sgruber@corus360.com

RES-Q™ Disaster Recovery Services is a full service provider of disaster recovery and business continuity solutions. Offering a range of affordable programs, RES-Q™ specializes in helping organizations restore IT infrastructure functionality following a disaster. RES-Q™ solutions include on-site and remote Information Technology Recovery and Testing, Data Vaulting, and Risk Assessment/Planning.

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Booth 101

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A joint venture of the Safe America Foundation and the DRI International Foundation, World Prepared can help you and your employees plan and prepare. Here’s how:

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Drawing at the Prize Stage, located in the exhibit hall

Sunday at 7:45 p.m.  Chance to win $500
Monday at 1:00 p.m.  Chance to win $500
Tuesday at 1:00 p.m.  Chance to win $1,000
*Wednesday, 9:45 a.m.  Chance to win $500
*Drawing at the Conference Wrap Up Session, Crescent City Ballroom

You must be at the prize stage for each giveaway at the noted times to be eligible to win. Your entry ticket was included with your event materials and badge. Drop the entry ticket at the prize stage for your chance to win one of the four drawings. Exhibitors and DRI staff not eligible to enter or win.

Terms and conditions:
NO PURCHASE NECESSARY TO ENTER OR WIN. You must be present in the prize booth in the exhibit hall, Roosevelt Ballroom, at the times noted for the drawing. If your entry is not selected at the drawing, your ballot will be entered into the next drawing, until the last drawing on Wednesday, May 23, 2012. Take your entry ticket to the prize stage to deposit your entry. ELIGIBILITY: DRI event attendees and speakers are eligible to enter and must be at least 18 years of age on the day of the drawing. ROC employees, DRI International employees and exhibiting or vendor personnel are not eligible. DRAWING: The prize drawing will take place in the prize stage located in the expo hall. Four (4) cash prizes are available to be awarded in a random drawing from among all eligible entries received during the event. Entries become the property of the Sponsor. Incomplete entries or entries not complying with these Official Rules are subject to disqualification. Event Management is not responsible for late, lost, incomplete, damaged, garbled, delayed, stolen, or misdirected entries. The winners will be selected in a random drawing by an event representative and a sponsor representative. ODDS: The odds of winning are dependent upon the total number of eligible entries received. No substitutions or transfer of prize permitted. If the winner drawn and announced is not present another random drawing will be made after a 10 second wait. All taxes, and any other costs and expenses associated with prize acceptance and use not specifically stated within these Official Rules as being provided, are the sole responsibility of the winner, including, without limitation, all federal, state, and local taxes. By entering, entrants agree to be bound by these Official Rules including all eligibility requirements. By accepting the prize, winner consents to the use of his/her photograph for advertising, publicity, and promotional purposes by Event Management.