

**2011
South Central PA
Regional
Business
Preparedness
Campaign**

2011 Business Continuity Conference

Wednesday, November 2, 2011



The South Central PA Task Force will hold a Regional Business Continuity Conference on Wednesday, November 2, 2011, at the C. Ted Lick Wildwood Conference Center, which is at Harrisburg Area Community College, Harrisburg Campus, Harrisburg, PA.

The one-day conference is FREE for businesses located in the South Central PA region.

Building a business continuity plan may seem like an impossible challenge for many businesses. However, there are several benefits even a basic plan can provide for an individual business, their employees, the local community and the region as a whole.



The conference breaks the planning process into smaller components that business leaders can use to make their organizations more resilient to disasters and disruptions.

This conference is geared toward organizations who are new to business continuity

planning and allows attendees to select from a variety of topics based on the individual needs of the organization.

Space is limited. Lunch is provided. Pre-registration is required and seating is on a "first come, first served" basis.

About the Regional Business Preparedness Campaign

Regional Business Preparedness Campaign is a collaboration between Millersville University's Center for Disaster Research and Education and the Business, Industry and Infrastructure Subcommittee of the South Central PA Task Force. They have partnered with the Chambers of Commerce in the region to reach out to their members. The goal of the Campaign is to improve business preparedness in the South Central PA region. For more information, contact Troy Neville at tneville@ddco.com.



Business Industry and Infrastructure Subcommittee of the South Central PA Task Force

The Business, Industry and Infrastructure Subcommittee of the South Central PA Task Force is made up of members of the business and government community that volunteer to assist the business community in preparing for disasters. Their website is: www.ready4business.org



Millersville University's Center for Disaster Research and Education



Center for Disaster Research & Education

Millersville University's Center for Disaster Research and Education provides multi-disciplinary education, research and internship opportunities, including a Master of Science in Emergency Management and a Minor in Environmental Hazards and Emergency Management. Their website is: www.millersville.edu/cdre.



Conference Schedule – Wednesday November 2, 2011

8:00 am – 9:00 am	Conference Registration		
9:00 am – 9:45 am	Keynote Speaker: Gerald Nolan, President and CEO, Eagle Rock Alliance Ltd. “Keys to Effective Business Continuity Planning”		
10:00 am – 11:30 am	Conducting a Business Impact Analysis	Business Recovery Funding Through Insurance	Data Backup Best Practices and Technologies
11:30 am – 1:00 pm	Lunch (provided at no cost to attendees)		
1:00 pm – 2:30 pm	Business Continuity Plan Development	Emergency Response Planning: Surviving The Disaster	Cyber Security for Business
2:45 pm – 4:15 pm	Business Continuity Plan Testing	Communicating During A Crisis	IT Disaster Recovery Planning

Conference Keynote:

Keys to Effective Business Continuity Planning

Gerald Nolan, President and CEO, Eagle Rock Alliance Ltd.

Like any business project, getting started on the right foot helps to ensure the overall success of the project. This session will present several key concepts and practices necessary to establish clear management goals for protecting the enterprise from unacceptable impacts due to an incident.

We will explore ways to establish an integrated, coordinated and ‘built to last’ Business Continuity Program (BCP) based on successful new habits that are squarely in line with stakeholders’ vision and interests for the business. Focus will also be on concepts of acceptable risk and tolerable loss, and translating those findings into a structured program to balance risk and expense management prior to a disaster, while achieving predictable and acceptable operational effectiveness in the aftermath.

Conducting a Business Impact Analysis

George Giang, Chair, Business Industry and Infrastructure Subcommittee

The Business Impact Analysis is the basic building block of a business continuity plan. This session will give attendees an overview of the procedures and methods used to gather information about critical functions in your organization, identify vulnerabilities, protective measures and work around procedures to minimize the downtime and impact on operations.

Business Recovery Funding Through Insurance

Dave King, President and CEO, Horst Insurance Group

This session will provide practical recommendations to address key shortfalls in many business property and casualty insurance policies that, if not corrected, could severely hamper the ability of the business to survive a disaster.

Data Backup Best Practices and Technologies

By Tony Miscavige, CBCP, CPA, Trout, Ebersole and Groff; and Troy Neville, ABCP, Consultant, Design Data Corporation

A recent survey by Symantec Corporation found that 25% of businesses only perform data backups weekly. This session will review best practices and regulatory requirements for data backups, as well as current technologies to enhance business continuity by protecting company data.

Business Continuity Plan Development

Don Long, MBCP, CISA, Business Continuity and Disaster Recovery Philadelphia Insurance Companies

Developing a business continuity plan usually requires a team approach. This session will review the components of a plan and methods to organize the planning effort to ensure a successful and workable plan.

Emergency Response Planning: Surviving The Disaster

Ted Wade, MA Area Training and Development Manager, Securitas USA, Inc.

If your facility experiences an emergency or disaster, effective preparation can mitigate losses to your company's assets and personnel. This session will review how emergency procedures and training can limit the damage caused by emergency. Proper response can allow recovery to begin with less impact upon your business, employees, and customers. Additional topics will include tips on interacting with emergency responders and discussions of how preparedness efforts can protect your company from post-incident liability.

Cyber Security for Business

Chuck Gouldner, CPP, IT Security Analyst, Hershey Entertainment and Resorts; and Joe Henderson, Manager, Digital Forensics, INA.

This session will examine the threats and protective measures needed by today's businesses to combat the growing threats to information systems. We will also review the anatomy of a security breach and explore the costs businesses face in the event a data breach occurs.

Business Continuity Plan Testing

Ginnie Stouffer, MBCP, MBCI, Member CERT Team, Member Towamencin Twp EOC, VP of Consulting/Sr. Consultant, IDC Partners; and Mike Pearl, ACP Mid-Penn Membership Director

A disaster is not the appropriate time to determine if your business continuity plan actually works. This session reviews methods to test your plan to validate that the assumptions, procedures, personnel and resources in the plan will perform as expected to minimize the impact of a disaster or disruption.

Communicating During A Crisis

Bernadette Lauer, Public Information Officer, South Central Task Force

When a disaster or crisis situation occurs, business leaders must be able to effectively communicate with employees, stakeholders, customers and the public. How and what information is relayed to the news media could cause irreparable harm to an organization that is already experiencing a crisis. This session provides basic guidelines to ensure appropriate and accurate information is delivered in a timely manner to those affected by a disaster or a crisis.

IT Disaster Recovery Planning

By Tony Miscavige, CBCP, CPA, Trout, Ebersole and Groff; and Troy Neville, ABCP, Consultant, Design Data Corporation

A sound backup strategy is only part of a business continuity plan. In the event of a disaster, procedures and resources must be in place to ensure the needed data can be restored and made available to critical business functions in a timely manner. This session will review determining recovery time and recovery point objectives and the components of a disaster recovery plan for information technology systems.



2011 South Central PA Business Continuity Conference—Registration Form

REGISTRATION

All attendees must pre-register, as seating is limited. To register, you must complete the attached registration form. Registration is on a “first come, first served” basis.

DIRECTIONS

The Conference will be held at the C. Ted Lick Wildwood Conference Center at HACC in Harrisburg. Take I-81 to the US-22 East/Cameron Street Exit. Make a right on Industrial Road. Continue on Industrial Road to HACC Entrance #4.

QUESTIONS

If you have any questions about the conference, please contact Troy Neville, Campaign Coordinator, at tneville@ddco.com.

WHERE TO REGISTER

Completed registration forms should be faxed to Millersville University’s CDRE at (717) 871-2429 or emailed to cdre@millersville.edu.

ATTENDEE INFORMATION:

Last Name	First Name	Middle
Organization/Company Name	Mailing Address	City State Zip
Business Phone	Other Phone: <input type="checkbox"/> Cell <input type="checkbox"/> Home	Fax E-mail
County of main facility:	<input type="checkbox"/> Adams <input type="checkbox"/> Cumberland <input type="checkbox"/> Dauphin <input type="checkbox"/> Franklin <input type="checkbox"/> Lancaster <input type="checkbox"/> Lebanon <input type="checkbox"/> Perry <input type="checkbox"/> York	Other: _____ Number of employees in the region: <input type="checkbox"/> Less than 20 <input type="checkbox"/> 20-50 <input type="checkbox"/> 51-99 <input type="checkbox"/> 100-249 <input type="checkbox"/> 250+
Are you a Chamber of Commerce member?	<input type="checkbox"/> Gettysburg-Adams <input type="checkbox"/> Harrisburg Regional <input type="checkbox"/> Greater Chambersburg <input type="checkbox"/> Lancaster	<input type="checkbox"/> Lebanon Valley Other: _____ <input type="checkbox"/> York

SESSION SELECTION:

Mark your first choice with a ‘1’ and your second choice with a ‘2’. In the event your first choice is full, we will attempt to register you for your second choice. You will be notified by email of your registration status.

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CANCELLATION POLICY:

If you are unable to attend the conference and have already received your registration confirmation, please notify Millersville University’s CDRE at CDRE@millersville.edu so that those on the waiting list may attend. THANK YOU!