

Business Continuity and Corporate Security 2008

Protecting Your Company's and Customers' Most Valuable Assets, Managing Crises and Recovering After a Disaster

February 11-12, 2008
The Millennium Broadway Hotel
New York, NY

*“The **ONLY** thing harder
than **planning for an emergency**
is explaining **WHY** you didn’t.”*



Empowering your Business Continuity Planning, building a consistent standard through your company, and constantly evolving and adapting to a changing business environment and world.

By Attending This marcus evans Event You Will:

- **Identify** key priorities that are a necessity for success in your Business Continuity Planning
- **Gain and Sustain** the maintenance procedures and priorities to keep a fully functioning Business Continuity Structure
- **Build** relationships throughout the company that will enable company-wide preparedness
- **Implement** a standard to keep a consistent functioning structure throughout a company
- **Examine** your company's current infrastructure and identify your strengths and weaknesses
- **Benchmark** your efforts against procedures from leading companies
- **Discover** how to fine tune your critical infrastructure preparedness
- **Utilize** efficient communication to keep attention on Business Continuity and to keep your business informed during a crisis

Gain Valuable Insights from:

- **Wal-Mart** on utilizing the necessary programs and culture to be prepared for natural or man-made disasters
- **Ford Motor Company** on developing a plan with your suppliers to ensure continued operation in a crisis
- **NYC Office of Emergency Management** on enhancing your company's relationship with local authorities and enhancing your preparedness
- **General Electric Corporate Treasury** on keeping attention and focus on your company's Business Continuity Planning
- **Citigroup** on establishing a structure and ideology to successfully handle a pandemic
- **Pitney Bowes** on the importance of emergency and crisis communication

Keynote Speakers Include:

Chairman
Clyde Berger
Global Director of Business Continuity
Pfizer, Inc.

Jason Jackson
Director of Emergency Management
Wal-Mart

Featuring Case Studies from Leading Experts Including:

Greg Gist
Senior Policy Advisor, Office of Business Continuity
Citigroup

Diane Harris
Business Assurance Principal
Southern Company

Ira Tannenbaum
Coordinator of Public/Private Initiatives
NYC Office of Emergency Management

Iris Valdés
Vice President, Global Preparedness,
Continuity of Business and Crisis Management
Pitney Bowes

Patrick Alesi
Senior Vice President,
Co-Head Business Continuity Management
Lehman Brothers Holdings

Sheryl Battles
Vice President, Corporate Communications
Pitney Bowes

Kevin Cassidy
Vice President, Global Head of Corporate Security
Reuters

Mary Fleury
Security Technology and Business Continuity
Manager, Corporate Security and Fire
Ford Motor Company

Stephanie Castro
Business Continuity Leader
General Electric Corporate Treasury

Hal Stern
Senior Vice President, Systems Engineering
Sun Microsystems

Gregory Ferris
Managing Director, Global BCP
Morgan Stanley

Frank Leonetti
Professional Services Manager
Sun Microsystems

Richard Rothschild
Senior Director of IT
TiVo

Karen Dye
Crisis Management, Emergency Response,
and Business Continuity Programs Manager
Sun Microsystems

Randall Till
Senior Business Leader,
Global Business Continuity Management
MasterCard Worldwide

Gregory Tellone
LI Chapter Chair
Contingency Planning Exchange

Michele Guido
Business Assurance Principal
Southern Company

David Myers
Senior Vice President, Marketing
and Corporate Development
SpaceNet, Inc.

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8:15 Registration and Morning Coffee

9:00 Chairman's Opening Address

The Evolution of Private Sector Emergency Management

9:10 Keynote Case Study

Managing Crises at the World's Largest Retail Company

- Building blocks of Wal-Mart's Emergency Management Program
- Building a culture of preparedness
- Public/Private partnerships – Beyond the handshake
- Value to being part of the greater solution

Jason Jackson, Director of Emergency Management

Wal-Mart

The Reality and Importance of Proper Planning and Preparation

10:00 Case Study

Keeping Attention and Focus on Your Company's Business Continuity Planning

- Sustaining focus through times in which the incidents seem less probable
- Fighting the urge to place your plans on the shelf and move on
- Ensuring that your company's plans do not end up on the back burner
- Reporting updates and testing results to all those involved to keep them aware

Stephanie Castro, Business Continuity Leader

General Electric Corporate Treasury

10:40 Morning Coffee and Networking

11:10 Case Study

Knowing to Anticipate and Respond – Building the Resiliency You Need

- Ensuring your business is up and running, no matter the circumstances
- Utilizing a flexible yet comprehensive approach to ensuring the continuity of your business
- Developing, implementing and testing your business continuity plan
- Aligning your business goals and potential risks

Hal Stern, Senior Vice President, Systems Engineering

Sun Microsystems

Frank Leonetti, Professional Services Manager

Sun Microsystems

Karen Dye, Crisis Management, Emergency Response, and Business Continuity Programs Manager

Sun Microsystems

Utilizing Best Practices to be Fully Prepared for a Pandemic

11:50 Case Study

Establishing Your Pandemic Preparedness

- Understanding the differences between locations to further strengthen your procedures
- Measuring the effectiveness of different procedures and developing a solid set of metrics
- Testing your system to ensure efficient execution during time of necessity
- Adapting and refining your system as new threats arise and threaten your company

Greg Gist, Senior Policy Advisor, Office of Business Continuity

Citigroup

12:30 Luncheon

Sponsorship Opportunities:

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering luncheon, evening functions, and documentation also exist. For further details, contact Chip Heflin, Sponsorship Manager T: 312 894 6382, email: chiph@marcusevansch.com.

Utilizing Virtualization to Fuel Your Evolution of Business Continuity Programs

1:30 Case Study

Virtual Infrastructure for Business Continuity

- What is server virtualization? Learn how virtualization works from a high level overview.
- How does virtualization improve Business Continuity on a day to day basis?
- How virtualization was implemented at our data centers
- What was our ROI from implementing virtualization?

Gregory Tellone, LI Chapter Chair

Contingency Planning Exchange

Efficiently Communicating Through a Crisis

2:10 Case Study

Succeeding Through Emergency and Crisis Communication

- Developing a tiered system to get the needed information to the proper recipient
- Testing communication procedures to accurately ensure success in time of need
- Determining the right tools for your company to use for proper communication
- Measuring the effectiveness of your communication tools and procedures
- Enhancing pre and post incident communication

Iris Valdés, Vice President, Global Preparedness,

Continuity of Business and Crisis Management

Pitney Bowes

Sheryl Battles, Vice President, Corporate Communications

Pitney Bowes

2:50 Afternoon Refreshments and Networking

Staying Focused on the Business Continuity Details and Priorities

3:20 Case Study

Narrowing Your Company Focus – Identifying Priorities

- Determining the means of business continuation within your company
- Focusing efforts on the most crucial aspects of your BCP
- Developing a system to accurately execute tasks in order of necessity
- Identifying the structure necessary to incorporate all those priorities

Richard Rothschild, Senior Director of IT

TiVo

4:00 Case Study

Ensuring Management Buy-In Throughout Your Organization

- Balancing the financial impact of a crisis in relation to the safety impact
- Maximizing one-to-one interaction to gain buy-in
- Examining your Corporate Security and Business Continuity structure to determine the key players
- Motivating those involved to stay up-to-date and participate in the process

Kevin Cassidy, Vice President, Global Head of Corporate Security

Reuters

4:40 Closing Remarks of the Chair

4:45 End of Day One

8:30 Registration and Morning Coffee

9:00 Chairman's Opening Address

**From Framework to Measurement:
A Look at MasterCard's Business Continuity Planning**

9:10 Keynote Case Study

Effective Management of the Business Continuity Program Through Oversight and Reporting

- Evolution through Business Continuity
- Business Continuity Program Governance
- Evaluations and Measurements
- Management Reporting

Randall Till, Senior Business Leader Global Business Continuity Management
MasterCard Worldwide

**Weighing Your Efforts to Balance the Small Incidents
and the Large Disasters**

10:00 Case Study

Examining Your Company's Procedures for an Incident or Disaster of any Size of Nature

- Determining your current risk need for disaster re-evaluation
- Establishing an accurate system to identify and increase protection against incidents or disasters of all kinds
- Focusing on best practices of other companies to live and learn from their experiences
- Defining your checks and balances environment to establish an accurate and smooth running structure

Michele Guido, Business Assurance Principal
Southern Company

Diane Harris, Business Assurance Principal
Southern Company

10:40 Morning Coffee and Networking

**Understanding that the other Departments in Your Company
are NOT Your Only Important Relationships Within Business Continuity**

11:10 Case Study

**Establishing the Relationships Needed with Local Authorities
and Government**

- Identifying the key people within your local authorities and government
- Building relationships to incorporate into your BCP
- Creating procedures to effectively work with your local authorities and government
- Learning the processes of local authorities to better plan your company's BCP

Ira Tannenbaum, Coordinator of Public/Private Initiatives

NYC Office of Emergency Management

11:50 Case Study

Gaining Senior Leadership Attention

- Incorporating the feedback of senior level leadership into your Business Continuity methods
- Realizing that Business Continuity goes all the way to the top and all the way to the bottom of the company
- Focusing your efforts to make sure all are involved and understand the role that they play in your structure
- Strengthening your company's efforts through the vision of all those involved

Clyde Berger, Global Director of Business Continuity

Pfizer, Inc.

Moving from Recovery to Resilience

1:30 Case Study

**Discovering New Trends in Business Continuity to Further Re-Define
Your Company's Methods**

- Identifying the trends and patterns of the past to prepare for the future
- Constantly adapting to keep current with new threats and potential threats
- Motivating those involved to look for the indicators that foreshadow patterns or crises
- Ensuring that your company is always learning and always trying to stay ahead of the curve

Gregory Ferris, Managing Director, Global BCP

Morgan Stanley

12:30 Luncheon

2:10 Case Study

**Developing a Support Structure to Keep Suppliers Up to Date
in Your Company's BCP**

- Realizing that your suppliers are integral to the success of your company
- Understanding the business continuity planning of your suppliers
- Keeping the support structure up to date so that everyone is on the watchful eye
- Deciding to include this structure will promote efficiency within your system

Mary Fleury, Security Technology and Business Continuity Manager,
Corporate Security and Fire

Ford Motor Company

Lessons Learned – The Art of Learning from the Past

2:50 Case Study

Lessons Learned – What Could We Have Done Differently?

- Benchmarking your efforts against the work of other leading companies
- Examining weak areas within your company that others see as their strong point
- Identifying/Foreseeing/Anticipating how to adapt and refine your system
- Learning your mistakes before you actually make them

Patrick Alesi, Senior Vice President, Co-Head Business Continuity Management

Lehman Brothers Holdings

3:30 Closing Remarks of the Chair

3:40 Afternoon Refreshments and End of Conference

GOLD SPONSOR



Whether your business is small/medium/large or locally/regionally/globally based, Sun's Business Continuity and Disaster Recovery solution provides the peace of mind you need to keep your datacenter running – anytime and everywhere. Every enterprise has unique challenges

in meeting their business continuity and disaster recovery objectives. Sun's experts have extensive experience and proven methodologies to help you design, test, and implement a business continuity/disaster recovery plan. Sun Microsystems develops the technologies that power the global marketplace. Guided by a singular vision "The Network is the Computer" Sun drives network participation through shared innovation, community development and open source leadership. Sun can be found in more than 100 countries and on the Web at sun.com/bcdr.

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Contingency Planning Exchange (CPE) strives to provide its members with ideas and resources to continually enhance business continuity, disaster recovery and crisis/emergency management strategies and tools through its educational programs and the sharing of ideas and best practices across all industry classifications.

Founded in 1985, CPE is dedicated to keeping its members on the cutting edge of information and trends related to keeping business, industry and government running during and after an emergency. This is achieved through educational programs and by encouraging relationships with peers across the private and public sectors.