



BRPA - In The Loop

Vol. 2, No. 2, April, 2009

Welcome

Jason Merante (Accenture) - BRPA Secretary

Based on your feedback, we are making some changes to **BRPA - In The Loop**. We hope you will like them. Here is a summary of what is new:

- The newsletter that you receive by email is now a digest version
- The full version newsletter is posted on the BRPA website
- We made a few minor formatting changes

As always, please [email us](#) with your thoughts on the new format or any other comments you have about the newsletter. Happy reading.

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A Word From our President

Tom Dziurgot (Grainger) - BRPA President

BVA - a new acronym - **BRPA Value Add!** What is the BVA for its members?

- Is it the 3 half-day meetings, including continental breakfast, 3 one-hour long training presentations, and networking opportunities?
- Is it the 4 full-day themed meetings, with breakfast and lunch provided, with 4 formal presentations and 3 formal networking periods?
- Is it the free whole-day Spring Training session devoted to one topic?
- Is it the chance to get together with other BC professionals at the summer event?
- Is it the Holiday Lunch with a top notch speaker, an hour to network, and a great meal?
- Is it the LinkedIn group where you can ask over 300 BC professionals your questions?

BVA is all of this but it is also a chance to help form Business Continuity (BC) in the future by helping fellow BC professions work through issues by lending your experience. The best BVA is the fact that you have access to, and can help, literally hundreds of your BC associates.

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Summary of Last Meeting

Dan Johnson (Bank of America) - BRPA Program Director

The March meeting at the **Zurich North America** in Schaumburg was a very successful event! **70** members attended and our presenters hit another one out of the park. Ron Cooley (Grainger) presented 'Managing the Risks of Business Continuity', Tom Dziurgot (BRPA President) facilitated an open forum session with all attendees, Dr. Larry Rapagnani (GramTel) presented 'Business Continuity / Disaster Recovery; 10 Eye Opening Things to Consider' and Chris Gladwin (Cleversafe) presented 'Limitless Data Storage Using Information Dispersal'.

All of the meeting presentations can be found on the BRPA web site:

<http://www.brpa-chicago.org/>

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Preview of Next Meeting

Dan Johnson (Bank of America) - BRPA Program Director

May 19, 2009, 9:30 a.m. - 3:00 p.m. This meeting will be a full day session at **IBM**, 10 N. Martingale, in Schaumburg, IL.

This meeting will be the first ever combined meeting with the **Association of Contingency Planners** (ACP). Our two organizations will collaborate for the first time ever, allowing a great Network opportunity for all who attend!

The theme of the meeting is 'Energize Your BC/DR Career'. There will be four presentations for this meeting which will help you do just that. The first presentation will feature **Cheyene Haase** from BC Management, Inc. Her presentation entitled, "Elevate Your BC Career & Ensure Your Marketability," will educate everyone on the skill sets needed to advance your BC careers and compensation. The second presentation will feature **John Orlando** from Norwich University. He will present 'Education Opportunities for Business Continuity Professionals'. The third session will feature **Ann Pickren** from DRII who will inform all attendees on the benefits of BC certification. The last session will be a panel discussion moderated by **John Stagl** from Belfor, Inc. All three speakers from this session will reside on the panel along with **Christopher Rollyson** from LinkedIn to answer questions from the audience and the moderator. Everyone will be encouraged to ask questions to the panel. Our experts will share their professional opinions based on their BC/DR experiences. It should be a fantastic meeting!

BRPA 2009 Program Calendar:

May 19	IBM, Schaumburg
July 21	Secret Service Office, downtown Chicago (1/2 day session)
Aug 18	Special Event - BRPA Golf Outing
Sept 22	BRPA 20 th Anniversary - Office of Emergency Mgmt. - Chicago
Nov 17	RSM McGladrey, Schaumburg (1/2 day session)
Dec 8	Special Event - Holiday Luncheon

2009 - Supporting BRPA / Speakers

If you are interested in supporting the BRPA organization, you may sponsor a breakfast or lunch at a meeting this year. Also, if you would like to present at one of our bi-monthly meetings or know someone who would be interested in presenting, please contact dan.johnson@brpa-chicago.org.

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Guest Column

Mary Graziano (SeaquistPerfect Dispensing)

Fishing Closer to the Shore

Being in IT for awhile, I have been exposed to a variety of high-level buzz words, acronyms & concepts focused on keeping our IT departments functional to support the business. All of these concepts, depending on the business, will get very high visibility during planning meetings.

We are conditioned to look at the mountains in the distance or gaze at the sunset glowing across the whole horizon. However, things are often so close to us that we do not get a clear visual perspective. Most business threats to our networks and systems come from within. This is why I would like to chat a bit about "Fishing Closer to the Shore".

I feel that the most effective Business Continuity/Disaster Recovery (BC/DR) plan starts right at home. It starts with a Business Impact Analysis (BIA) in the IT department. It also helps to answer some key questions. For example, what process does the IT department have for monitoring system access and passwords to key systems for terminated employees? How quickly can we shutdown access if a denial of service (DOS) attack is suspected? Has there been a BC/DR plan walkthrough with IT? If so, what have they realistically tested? I feel that the first BC/DR test needs to be with our IT team.

Plan to use any of the following scenarios:

1. You need to access a server with administrative authority, but the only person who knows that password is on vacation. Can you go to the HR department to verify that the password is available in the personnel folder for the administrator, based on the evidence that the date on the document is within the last 30 days? If not, the test has failed.
2. It is lunch time. The power in the facility goes out. It is a brief outage, but lasts long enough to bring the servers down. Ironically, all of IT is out to lunch. No one is in the IT department. Someone always should be available from IT during normal business hours to take responsibility. If we did a test, the test has failed.
3. You need to recover from a power failure. One member of IT is available to bring the servers back on line. Often, there is a sequence in server restarts. The correct sequence is not known. If we did a test, the test has failed.
4. It is a holiday weekend and business is closed. Remote users are calling because they cannot access the systems. IT cannot access systems remotely. Upon arrival at the building this situation is documented:

Lights in the building are pulsing up and down, and the computer room servers are rebooting but not staying online. The situation is that the power went out and came back on line, but all phases are not clean into the building. This is causing low voltage and impacting the computer room. Even if the computer room is on full battery backup, what is the source of the power to the battery backup? This power event happened over 5 hours ago. The result is that several servers sustain electrical damage and potentially may need to be replaced. What is being monitored and what automatic notifications are in place for alerts during any off hours or extended periods of business shutdown (e.g., holidays)? IT was not aware until support calls started to come.

If this a test, the test has failed.

If we continue to fish for the best way to prepare for events that impact our facilities. I think we should start Fishing Closer to the Shore.

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Member Highlights

John Mantsch (RJ O'Brien) - BRPA Vice President

BRPA Partnership with CAMP IT

As the Vice President of BRPA, I would like to announce a new partnership that has been developed

between BRPA and [CAMP IT](#). **Dan Horwich**, the Principal for CAMP IT has been very gracious is offering BRPA a limited number of free passes to their full day conferences. For the March 10th conference which covered Enterprise Disaster Recovery/Business Continuity - Designing the Resilient Framework, Dan supplied free passes to six of our members.

The winners of the March 10th, CAMP IT passes were:

- | | |
|--------------------|-----------------------------|
| 1. Leslie Borders | Kraft Foods |
| 2. Mary Graziano | SeaquistPerfect Dispensing |
| 3. Amanda Bemont | Walgreen Company |
| 4. Frank Moriarty | RSM McGladrey, Inc. |
| 5. Ken Kielszewski | Discover Financial Services |
| 6. Scott Skowron | Abbott Laboratories |

Dan Horwich also offered BRPA another 7 passes to CAMP IT's March 26th conference, entitled Threat and Vulnerability Management.

Passes for Upcoming CAMP IT Events

Dan Horwich, from CAMP IT, indicated that he would continue to supply a limited number of free CAMP IT passes to our members for the rest of the year. This is a great offer to our members. Not only can you **gain knowledge** at a CAMP IT conference but it's a **great opportunity to network**.

I encourage you to take full advantage of this great offer. Any BRPA member in good standing can request a pass. As long as they meet all of the criteria set up by CAMP IT and BRPA, they will be awarded a free pass. Again, only the first 7 responders who meet both the CAMP IT and BRPA requirements will be awarded passes. **Contact me, JMantsch@rjobrien.com, if you want a pass for an upcoming CAMP IT event.**

This is a great offer that CAMP IT is offering our members. Each conference pass is listed at \$219 so winning just once will more than double the return on your annual BRPA dues. Each conference pass includes access to all sessions, the vendor area, breakfast, lunch, and the networking opportunity at the end of the conference.

Speaking Opportunities

At each targeted conference, CAMP IT features speakers from IT departments sharing their experiences and lessons learned. If you are interested in sharing thought leadership with an **audience of enterprise IT departments**, please email Dan (dan@campconferences.com).

If you don't want to take your chances on winning a pass, you can sign up directly at CAMP IT's [registration page](#). The following [link](#) shows all of the upcoming CAMP IT conferences, a description of each conference as well as instructions on how to sign up for a conference that you'd want to attend: <http://campconferences.com/2009events.html>

Congratulations to our winners! Be sure to thank Dan Horwich from CAMP IT for his outstanding support of BRPA and be sure to check out [CAMP IT's website for their upcoming events](#).

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LinkedIn Update

Chris Rollyson (LinkedIn)

Click on the following link for an article called "LinkedIn for Executive Job Search" by Chris Rollyson: <http://www.executivesguide-linkedin.com/blog/?p=77>.

LinkedIn for Executive Job Search

By Christopher S. Rollyson, Founder The Executive's Guide to LinkedIn

LinkedIn and other social networks are changing the rules of job search—and, not a moment too soon because we need new opportunities! However, social networks present experienced job seekers with several challenges like: how to use the websites, what is the new social context around sharing and how can people function with such a lack of structure? Here I will outline some of the ways that LinkedIn is changing job search and offer some resources for additional help.

How Web 2.0 and LinkedIn Are Changing Job Search

- Web 2.0 and LinkedIn enable job seekers to find people with very specific characteristics with unprecedented ease and to engage them in conversations. It used to be that finding people was the challenge (an information problem). Now the challenge is getting someone's attention and engaging him/her in a meaningful conversation.
- We are rapidly moving to an expertise economy in which job tenures and consulting assignments increasingly resemble each other.
- LinkedIn profiles should differ from resumes; emphasize what you want to do, make sure you weave in keywords that relate to what you're looking for. People don't read LinkedIn profiles like resumes. Although you don't want to be verbose, length is not so much of a problem as long as you are adding value.
- Being specific is the name of the game; if you are too general, you are invisible.
- LinkedIn Answers is an excellent way to help people with the very specific passions you have around the work you're looking for. By helping others in LinkedIn Answers, you draw attention to yourself.
- Whether for getting assignments or new jobs, having a network of trusted experts around you can be the most valuable asset. Your LinkedIn network can be very powerful, but most people have not built their networks with purpose. It's never too late to remodel!

LinkedIn offers executives a two-fold value proposition:

- *As individuals, they can be more effective at hitting the ground running by drawing on the advice of their networks; they can find and negotiate new positions more quickly*
- *As managers (within companies, community of any kind), they can be leaders in helping people to understand LinkedIn and other Web 2.0 venues; understanding Web 2.0 will be critical to the competitiveness of all organizations in the years ahead*
- LinkedIn offers robust controls for how other members may interact with you (or not). Learn to use them with the Review of LinkedIn, below.
- Paid accounts give you access to the best of the entire LinkedIn network of 40 million people, which can be useful if you are trying to find and connect with people outside your network (as in job search). Depending on your LinkedIn goals, consider the different account types (see the "Unofficial Guide," below).
- LinkedIn offers numerous tools to enable you to keep in touch with a large number of people: Status Visibility lets you offer a quick note to 1st level connections, you learn when people change jobs or anything about their profiles, who is connecting with whom, etc. All these things increase your ability to offer or ask for help of your connections.
- It is very useful to think in terms of key processes, so you can improve your effectiveness significantly, just like in any other critical work process.
- Build your LinkedIn network with purpose, and consider where your natural comfort level is between tight and loose ties.
- Use the Executive's Guide to LinkedIn Action Templates to create a LinkedIn plan (see "Unofficial Guide," below). Just like sales or business management, managing your LinkedIn activity with a plan will lead to better results.
- Recommendations, Answers and Groups open new ways to connect with people. Note several resources below.

LinkedIn Resources for Job Search

- [Online Guide to LinkedIn](#) includes Review of LinkedIn, the "Unofficial LinkedIn User's Guide" and an Executive Summary/Release
- [Reclaiming your LinkedIn Network](#)
- [Tips on writing Recommendations](#)
- [Tips on writing effective questions in LinkedIn Answers](#)
- [Exploring LinkedIn Groups](#)
- [The slides of the presentation](#) can help you sort through your notes
- [Guide on other Web 2.0 tools](#) like blogs, wikis, micro-blogging (Twitter) and social bookmarking (Del.icio.us)
- [Series "Advice You Can Use"](#)

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Member Benefits

Chris Sarcletti (CME Group) - BRPA Membership Director

Highlighting the BRPA Individual Membership

There are currently 3 types of memberships that are available to meet our members needs (vendor, corporate and individual). We have vendor and corporate membership benefits listed on the BRPA website.

If you are interested in an individual membership, please contact BRPA Membership Director Chris Sarcletti at Christopher.Sarcletti@cmegroup.com.

The individual membership option offers the following benefits:

- Attendance to 7 BRPA meetings per year
- Attendance to our annual April training class
- Attendance to our 20th anniversary meeting in September (this is a 2009 only event)
- Ability to earn points and keep your CBCP certification current
- Excellent opportunities to network with our member base
- Access to the BRPA-Chicago website
- You will receive a copy of each BRPA News Letter
- Chances to win free passes to BC and DR industry related events like CampIT conferences

For more information, please contact [Chris Sarcletti](#).

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Special Events

Jen Swearingen - BRPA Special Events Director

Training Event Wrap Up

A special Thanks to ICOR for providing quality training throughout our Annual BRPA Spring Training session on Tuesday, April 14th. I'd also like to Thank Grainger for their hospitality and GramTel for sponsoring breakfast during this great learning event. We are lucky to have such dedicated sponsors supporting our fine organization.

Please notify me if you require a reprint of your training certificate, I can be reached at JenSH01@sbcglobal.net. Also take a moment to log educational credits earned towards DRI certification maintenance. Finally, we are eager to hear your thoughts on this year's training event, [e-mail me](#) & the best 3 responses will be featured in next month's newsletter!

How's That Swing???

Now's the time to dust off your golf equipment and begin working on that swing. This year I am urging the beginners to make 2009 the year to join the fun! It is a great opportunity to network with your peers. Mark your calendars and begin practicing now... **The Golf Outing is Scheduled for Tuesday August 18th, 2009.**

Final Words

I want to thank everyone for your help and support during the transition into office this year. We were crushed to hear Maha's job transferred out of state and are thankful she will continue to lend a helping hand whenever possible. We are all going to miss her daily involvement in BRPA activities and her cheery demeanor.

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Closing Thoughts

Thanks again for being a test subject for our ever changing newsletter. We welcome your feedback, as we continue to update this newsletter based on the needs and suggestions of our BRPA members. As always, we are only an email away: newsletter@brpa-chicago.org.

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