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Vol. 1, No. 1, February, 2008

Welcome

Jason Merante – Co-Editor

Welcome to the first bi-monthly BRPA Chicago newsletter! This publication is intended to bring you up to speed on the goings on of BRPA Chicago. But, as you can see by our title bar, we need your help! Please [email](#) us with your suggestions for a name for this publication. The winning suggestion will receive an 8 gig iPod!

Secondly, please allow me to introduce the editors for this newsletter: Jared Berman, Nick Rovelli, and myself. We will be working with the BRPA Chicago board and its members throughout the year to make this newsletter as informative and entertaining as possible, and we do welcome your [feedback](#).

Also, this newsletter contains many links, in order to easily navigate through the content. There are also links to external sites, as well as a link to email the editors if you have any questions or comments about the newsletter.

Next, I would like to briefly describe the newsletter sections, which will be recurring with each publication. [Board Member Updates](#), [Summary of Last Meeting](#), and [Preview of Next Meeting](#) are all self explanatory. The [Guest Column](#) section will feature a different BRPA Chicago member each month, writing an editorial on a topic of their choice. [Member Highlights](#) is meant to showcase accomplishments of our members – your active participation is needed to make sure we are aware of significant highlights. [Question and Answer](#) is going to feature a common BC-DR related question, and

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an answer provided by one of our members each month – again, your cooperation will help us to address relevant questions. [Disaster News](#) will feature some links to timely and relevant news articles. And, finally, [Member Benefits](#) will describe some of the benefits enjoyed by BRPA Chicago members.

Finally, rest assured that the Welcome section in future newsletters will not be so lengthy. However, we would welcome any comments you have or suggestions for improvement by emailing us at newsletter@brpa-chicago.org. Without further ado, please enjoy the rest of the newsletter.

Board Member Updates

Tom Dziurgot (Grainger) - President

Welcome to Volume 1 Number 1 of the BRPA newsletter! I want to thank the board for approving the idea and a *huge* thank you to Jason Merante, Jared Berman, and Nick Rovelli for taking the role of co-editors. Our plan is to give you a newsletter that informs, provokes, and supports you as Business Continuity Professionals.

We will include several sections devoted to informing you:

- Board member updates
- Summary of the last BRPA session
- Preview of the next meeting (which by the way, will knock your socks off!)
- Guest Column - focused on bringing ideas into clear view (such as the one in this issue by Geary Sikich)
- Members Highlights (new BRPA members, new certifications, published member articles, etc. - let's share our successes)
- Question and Answer (submit a question you've had - someone in our community can answer it)
- Disaster News
- Member Benefits (discounts for training & upcoming conferences)

We need your help in finding a name for our newsletter. Our plan is to take your suggestions and list them on the website. Those who attend the March meeting will vote on the best name. The person whose suggestion is selected wins an 8 gig iPod!! Good luck to everyone! Send your newsletter name ideas to newsletter@brpa-chicago.org or [Alane Watkins](#).

This is an exciting time for BRPA! Come to the meetings,

read the newsletter, make suggestions, and most importantly, participate. The community is here to support you.

Tom Dziurgot, BRPA President

John Mantsch (R.J. O'Brien) – Vice President

For the last 2 years I've been the Program Director of BRPA and during that time I've had the opportunity to meet a lot of new faces. Some of these new contacts were members of BRPA, but some were outside of our organization.

Over the last few years I've found our BRPA members to be very active in their support of the organization as well as being very knowledgeable about current continuity topics. As the Program Director, I had the opportunity to not only work with our members on developing presentations for our meetings but also with city, state, and federal government officials, as well as a number of vendors.

I've always found that when looking for external speakers, once I told them 1) what we represented, 2) the size of our organization, and 3) what our goals were, that they became very supportive of our association. Over the past 2 years I found this to be a very enjoyable experience.

As of January 2008, Dan Johnson became the Program Director for BRPA. As the Program Director I was always looking for ideas and suggestions for improving the product and I'm sure Dan would like to hear what you have to say as well. So if you have any ideas or suggestions that you think would improve our association, please let Dan know. I'm sure he'd be happy to hear from you.

Dan Johnson (Lasalle Bank)- Program Director

We have some excellent presentations coming up for this year's programs. In May we will be at Rentsys Recovery Services (see [Preview of Next Meeting](#) in this newsletter for more detail). Other meetings will include topics such as: City-wide Pandemic Exercise Lessons Learned, ChicagoFIRST, Desktop Virtualization, Pro's and Con's of Remote Computing and The Office of Emergency Management.

Our May 20th session will be held at the Office of Emergency Management Center (OEMC) – 1411 W. Madison, Chicago. This meeting will include a tour of the Joint Operations Center (JOC). Our July 15th ½ day session will take place at Aon in downtown Chicago. We are looking for host sites and speakers for our September and November meetings. If you are interested in hosting or presenting at one of these

sessions, please contact Dan Johnson at dan.johnson@brpa-chicago.org or 312-904-3982.

Alane Watkins (Kraft Foods) - Correspondence Director

Over the past six months we have been validating contact information for participating companies and vendors. If you or your company's information has changed, please let us know. You may have as many names listed for your company as you like, as membership is by company, not by individual.

For 2008, all BRPA meeting notices will be sent via regular email and Evite. We use Evite to confirm attendance in advance so that we can prepare adequately before each session. If you are not receiving Evite messages or your company blocks Evite, please let us know via email that you will be attending a BRPA event.

Feel free to pass along BRPA invitations to other companies or BCP/DR professionals. BRPA sessions cover a broad range of topics that are of interest to those who work in related fields such as audit, compliance, security, and risk management. We always welcome new guests!

If you have questions, comments or suggestions, please contact BRPA's correspondence director, Alane Watkins at awatkins@kraft.com or 847-646-2766.

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Summary of Last Meeting

Don Moore (Bank of America) - Secretary

Jack Smith from ABN AMRO brings a wealth of experience from actual events on the considerations for recovery workspace. His presentation explained the many factors that must be considered when planning recovery space.

Damian Walch of Deloitte & Touche interfaces with a wide spectrum of industries for business continuity services. Drawing from his experiences in the field, he explained the most likely trends for business continuity planning in 2008.

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Preview of Next Meeting

Dan Johnson (Lasalle Bank) - Program Director

Date: March 18, 2008
Time: 9:30 - 2:30
Location: Rentsys Recovery Services, Pleasant Prairie Wisconsin

This session will be a full day of very interesting topics, speakers and demonstrations. To start things off, a representative of BRPASW (Southeastern Wisconsin) will share information about their BRPA chapter. Rentsys will give a presentation and a site tour of this brand new recovery center! Rob Moffat, from Wallace Wireless, will give an interactive live demo/presentation of the latest Blackberry software and David Nolan, of Fusion Risk Management, will give a presentation which will focus on identifying, organizing, measuring, mitigating and managing risk

Agenda

- BRPASW Overview - Lorie Alioto
- Recovering People; The Most Critical Part of Your Plan
- Rentsys Recovery
- Rentsys Recovery Site Tour
- Using Blackberrys During a Crisis (Live Demo) - Wallace Wireless
- Five Steps to Risk Program Maturity - Fusion Risk Management

Upcoming Training Opportunity!

Next Event: April 22, 2008 – All DR/BCP Professionals are welcome! There is no cost for this training.

An Evite will be sent closer to this date
Please RSVP.

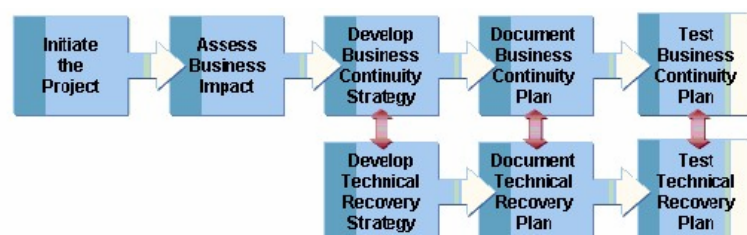
10:00 AM - 2:00 PM

Facilitator: Maria Vergara, ABN AMRO/Former BRPA President – For questions, contact Maria: maria.vergara@abnamro.com

Event Host: Grainger & Tom Dziurgot, BRPA President

Location: 7300 North Melvina, Niles IL, Room D

Agenda: Have you seen this matrix?



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If not, this is the basis of one our BRPA Member's "Business Continuity Methodology" and describes their entire business recovery process. If you have seen this before, it's time to dust off the guidebook and go over the basics:

- BCM's Business Continuity Methodology
- BCM - BCC - BCM Client Roles and Responsibilities
- BIA (Business Impact Assessments)
- BCP (Business Continuity Plan)
- TRP (Technology Recovery Plan)
- Tabletop
- Call Tree
- Proof of Concept Testing (POC)
- Workarea Recovery Testing (WAR)
- Technology Recovery Testing
- Communicator (Automated Calling System)
- Executive Management Report (BC Preparedness Report)
- Watch out for the BRPA announcements, space will be limited!!

Earn continuing education credits required to maintain DRII certification by becoming a member and attending BRPA sessions and training.

Guest Column

Geary W. Sikich – Logical Management Systems

The Business Continuity Resistant Organization

What makes an organization resist business continuity planning? Here is an overview, in no particular order of relevance, of characteristics that are most common. The list is not meant to be comprehensive:

- **Organizational Culture** – Passive, aggressive or somewhere in between, culture plays a significant role.
- **BCP is Viewed as a Necessary Evil** – BCP is seen as an adjunct to the business and therefore never gets integrated into the business.
- **Lack of Focus** – BCP lacks focus, is fragmented, and, therefore, is not well coordinated.
- **Organization Silos** – A silo structure can virtually choke a business continuity planning initiative. Information is power, why should I share it?
- **It can't happen here** – and if it does we don't need a plan to work through it! This is often the case with smaller organizations and with extremely large organizations.
- **Business continuity planners often do not know the business of the organization well enough to develop plans that are meaningful** – Even if the planning staff has worked within the organization for many years there is no guarantee that they know the business; hardly any attention is ever focused on recovering the business and

customers!

- **Process Focus** – Processes and procedures can become an end to themselves.
- **Business Continuity Plan does not reflect corporate goals, objectives** – Business is driven by strategy carried out in the form of plans by people who operate in existing and evolving markets.
- **Our customers are captive; they would never desert us** – these may be false assumptions or overlooking the obvious. What if your product or service suddenly is not in demand (as may be the case in a pandemic)?
- **False or limited planning assumptions** – Highly improbable events are not included in planning (loss of major customers, etc.) as they are beyond the limited focus of the planning effort.
- **Misapplied concepts** – Some planning concepts, like Incident Command Systems (ICS) and Business Impact Assessment (BIA) are often misapplied or undervalued.
- **Planning tools (software) are not reflective of the business** – many of the planning tools (software) available are focused on systems and applications recovery and not on business resumption, i.e., meeting corporate objectives and goals.
- **Misapplication of planning focus** – You don't know what you've got until you activate it. Suddenly, human factors seem to be the buzzwords in business continuity planning. Where were business continuity planners focused before?
- **Pyramids and Sandcastles; rarely a Cathedral** – Plans that reflect pyramids are generally monuments to one person, serve a single purpose and are generally non-sustaining. Sandcastle plans are vulnerable to adversity, built on a shifting foundation and are not made to adapt or last. The Cathedral plan, on the other hand, is self-sustaining, serves multiple purposes, and acts as a growth engine for future development.

Overcoming Resistance

Market research indicates that only a small portion (5%) of businesses today have a viable plan, but virtually 100% now realize they are at risk. Unfortunately, the researchers may have been guilty of asking the wrong question precisely; and as a result, getting the wrong answer precisely. Overcoming resistance to business continuity

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planning can be achieved by building a business continuity plan that focuses on business and incorporates corporate goals and objectives as a cornerstone of the business continuity planning process.

References:

Management and the Activity Trap, Odiorne, George S., Harper & Row Publishers 1974

Sikich, Geary W., "Integrated Business Continuity: Maintaining Resilience in Uncertain Times," (PennWell 2003)

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Member Highlights

John Mantsch – Vice President

This section is meant to highlight the accomplishment of our members. If you have any recently published articles, speaking engagements or significant life events and would like to share them with the group, please send us an email at newsletter@brpa-chicago.org.

Also, BRPA will be putting out a questionnaire to our members which will develop the demographics for our members.

Question and Answer

Question:

In the future, we will be asking and answering a member submitted question in this section. If you have any Business Continuity related questions you would like to have answered by an expert, send an email to newsletter@brpa-chicago.org.

Answer:

We will be reaching out to some of you for your expert opinions and help with answering questions that are submitted. If you are submitting a question, and would like someone specific to reply, please indicate that in your submission.

Disaster News

Internet Failure Hits Two Continents

[Click here](#) to read this article from cnn.com

In China, many greet New Year in dark

[Click here](#) to see more about these power outages

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[Click here](#) to see how they are affecting transportation

BlackBerry Outage

[Click here](#) to read about the outage

5.4 quake hits Baja California

[Click here](#) to read about this earthquake

Top 10 Disasters of all time

[Click here](#) for a perspective

[Click here](#) to submit an article for the next issue

Member Benefits

Janine Jenkins (Sungard) - Membership Director

Did you know by being a member of BRPA you get...?

- A wide **network of professionals** who share your issues and concerns on contingency planning, disaster recovery and crisis management.
- **Presentations** on IT Trends, Assessments of New Technologies, Regulatory Changes, Network of Industry Leading Service Providers and Tours of Data Center/Facilities.
- **Posting** of open IT positions, Industry **web links** and past presentations on our members only website.
- Your membership allows you to share this knowledge with your staff by **bringing a guest** to each meeting free of charge.
- Attendance to BRPA meetings may gain you enough CEU to **maintain your CBCP** certification without any other training.

Please check the BRPA Chicago [website](#) for more details.

If you have any comments on this newsletter, questions, or suggestions for the editors please send an email to newsletter@brpa-chicago.org.

Thanks for reading!

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