

7th Annual

# 2008 Business Continuity & Corporate Security Show & Conference

March 18-19, 2008 (Tues-Wed) Metropolitan Pavilion 125 West 18 St at 7th Ave, New York

Save \$100.  
Register for low-cost  
Conference at \$295.  
\$395 at Show.

**Crisis Management. How do businesses manage crisis and change?**

**Messaging. Notification. Data Storage, Back Up. Operations Recovery. Network Security. Staff Relocation. Cyber Attacks. Avian Epidemics.**

**Plan now to attend the show and conference.** The 7th Annual New York Conference provides a collaborative meeting place for businesses searching for answers to crisis management.

**The two-day show and conference program** will feature case studies with leading speakers from industry, Wall Street and American business.

**The Contingency Planning Exchange is a sponsor** and CPE members from New York, Long Island and Washington DC will be a vital part of the conference.

**The Conference is only \$295** (\$395 on site... save \$100) and includes 2 days of sessions, a buffet luncheon, opening reception, handouts and more. This is the lowest cost of any major BCP conference.

**The Show is free. Special features at this year's event:**

- A gala opening reception from 4-6:30 pm on Tuesday, March 18 on the show floor.
- A dessert service and coffee on the show floor for all conference and show attendees will take place Wednesday, March 19 from 12:45-1 pm.



Alexander C. Tabb, Managing Director, The Tabb Group



John P. DiNuzzo, Vice President, Enterprise Business Continuity, Freddie Mac



Jan Sysmans, Dir. of Business Continuity Solutions, WebEx



Michael Lesk, Rutgers Prof, and Chair, Library and Information Science



Ira Tannenbaum, Coord. of Public/Private Initiatives, NYC Office of Emergency Mgmt



Bert Wolff, Vice President, Chubb & Son



Peter Murray, SVP Continuity Planning, Jefferies & Company



Lisa Sciarino, Mngng Dir, UniCredit Markets and Investment Banking, Bayerische Hypo- und Vereinsbank AG

<b>Show Hours:</b>	Tues, Mar 18	4-6:30 pm
	Wed, Mar 19	10 am-4 pm
<b>Opening Reception:</b>	Tues, Mar 18	4-6:30 pm
<b>Conference Hours:</b>	Tues, Mar 18	1-4 pm
	Wed, Mar 19	9 am-4 pm
<b>Dessert Service:</b>	Wed, Mar 19	12:45-1 pm
<b>Buffet Lunch for Conference Registrants</b>	Wed, Mar 19	12-12:45 pm

Flagg Management Inc  
353 Lexington Ave, New York  
New York 10016  
(212) 286-0333  
Fax: (212) 286-0086  
flaggmgt@msn.com

Plan now to attend—

Visit: [flaggmgt.com/bc](http://flaggmgt.com/bc)

2007-08 Sponsors



7th Annual

# 2008 Business Continuity & Corporate Security Show & Conference

March 18-19, 2008 (Tues-Wed) Metropolitan Pavilion 125 West 18 St at 7th Ave, New York

**Case studies from leading companies. Network with your peers. One new idea can pay for your time and expense to the Conference.**

Crisis management and change. How do businesses manage crisis and change? Messaging. Notification. Data Storage, Back Up. Operations Recovery. Network Security. Staff Relocation. Cyber Attacks. Avian Epidemics.

Plan to attend this year's Conference and Show. It's your opportunity to keep abreast of new technology, changes in the marketplace, ways to stay within budget and save your company money.

## The Show is free. Special features at this year's event:

- A gala opening reception from 4-6:30 pm on Tuesday, March 18 on the show floor.
- A dessert service and coffee on the show floor for all conference and show attendees will take place Wednesday, March 19 from 12:45-1 pm.



*Media Policy: Presentations by speakers may not be published without written permission of the speakers*

# Preliminary Conference Program

Sponsored by the Contingency Planning Exchange

## DAY ONE, Tuesday, March 18

Session 1 1 – 2 pm Opening General Session

### Welcome and Opening Presentation

**Alexander C. Tabb**, Managing Director, The Tabb Group,  
New York, NY



*Alexander C. Tabb,  
Managing Director,  
The Tabb Group*

The overall theme this year is crisis management. How to anticipate the next event. How to stay in budget. How to respond when a situation occurs. What management and messaging tools are available. How to respond to your management and their budget and administrative guidelines. How to communicate to your team and the corporation's operations team. Onsite operations.

### Crisis Management: Update: What you need to know in 2008.

Alexander C. Tabb will address issues on the program that will launch our full two-day conference featuring outstanding speakers and timely topics covering Crisis Management – How do businesses manage crisis. Messaging. Notification. Data storage. Back-up. Operations recovery. Staff relocation. Cyber attacks. Avian epidemics.

Session 2 2 – 2:50 pm

### Putting Crisis Management to Work: An experienced view.

**John P. DiNuzzo**, Vice President, Enterprise Business Continuity,  
Freddie Mac, Washington, DC.

**Lisa Sciarrino**, Managing Director, UniCredit Markets and  
Investment Banking, Bayerische Hypo- und Vereinsbank AG

John DiNuzzo is the current President of the Contingency Planning Exchange, the sponsor of the show. The Contingency Planning Exchange and is a non-profit organization of business continuity and corporate security executives with chapters in New York, Long Island and Washington, DC.



*John P. DiNuzzo, Vice  
President, Enterprise  
Business Continuity,  
Freddie Mac*

John will be joined by Lisa Sciarrino and a panel of Wall Street professionals covering new information on Wall Street to ascertain 24/7 preparedness.

Additional speaker to be announced.

2:50-3:10 pm

**Beverage break** in the conference area. An opportunity to network and interact with your colleagues and with speakers on the program.



*Lisa Sciarrino, Mgng Dir,  
UniCredit Markets and  
Investment Banking,  
Bayerische Hypo- und  
Vereinsbank AG*

Session 3 – 3:10-4 pm

### Virtual Operations Centers. Putting virtual communications to work.

**Jan Sysmans**, Director of Business Continuity Solutions, WebEx  
Communications, Inc., Santa Clara, CA



*Jan Sysmans, Dir. of  
Business Continuity  
Solutions, WebEx*

Mr. Sysmans is responsible for defining and delivering the overall strategy, positioning and go to market of the WebEx Solutions for Business Continuity. These include programs for telework, business continuity, COOP and virtual emergency operations centers. Mr. Sysmans served as Chairperson for the Marketing Communications committee on the SaaS executive council of the SIIA. WebEx is a Gold Sponsor at the 2008 event.

4-6:30 pm

**Exhibit hall opens. Opening reception in the exhibit hall.** An opportunity to meet exhibitors and examine solutions for business continuity, security and disaster recovery. See list of exhibitors in the show that runs from 4-6:30 on Day One.

6:30 pm Exhibits adjourn for Day One.

*Conference and program subject to change.*

# Day Two, Wednesday, March 19

Session 10 9-10 am Opening General Session

## Welcome and Opening Presentation

**Alexander C. Tabb**, Managing Director, The Tabb Group, New York, NY

Session 11 9-10 am

## Cyber Attacks: A real threat to your firm's information Super Highway.

**Michael Lesk**, Professor, Rutgers University, and Chair, Department of Library and Information Science.

Prof. Lesk has written and spoken extensively on Cyber invasions to businesses and governments. The recent Cyber attack in the country of Estonia in 2007 created enormous financial turmoil with closing businesses, government agencies and financial institutions. This massive cyber attack is a real threat to American financial institutions. Find out how firms should recognize and cope with invasive Internet attacks.



Michael Lesk, Rutgers Prof. and Chair, Library and Information Science

Prof. Lesk is a PhD in Chemical Physics, a Fellow of the ACM and has been elected to the National Academy of Engineering. He is a published author on information sciences, and a recognized authority on Cyber issues.

10-11am

**Beverage break** in the exhibit hall. See, examine and compare business continuity solutions among leading vendors in the exhibit space adjacent to the conferences.

Session 12 – 11-11:50 am

## Our New York Infrastructure: Crisis management at work at ConEd and EOM.

**Peter D. Hofmann**, General Manager, Manhattan Electric Operations, ConEdison, New York, NY.

**Ira Tannenbaum**, Coord. of Public/Private Initiatives, New York City Office of Emergency Management, Brooklyn, NY



Ira Tannenbaum, Coord. of Public/Private Initiatives, NYC Office of Emergency Mgmt

Session 13 – 11-11:50 am

## Putting Business Continuity to Work within your Organization. What you need to know to plan, budget, test and prepare for the next crisis.

**Thomas E. Martin**, Managing Director, Eagle Rock Alliance Ltd., West Orange, NJ  
Additional speakers to be announced.

12-1 pm

**Buffet service** in the exhibit hall. Enjoy a delicious buffet luncheon and network with your colleagues and exhibitors in the exhibit hall. This is your opportunity to spend quality time discussing the morning program.



Day Two continues next page



## Day Two, cont'd

Session 14 – 1-1:45 pm

### Taking a Proactive Approach to Crisis Management while Maintaining Business Continuity in a Tiered Environment

**John Linse**, Director, Business Continuity Services, EMC, Chicago, IL

The risk of data loss in the event of a disaster, an equipment failure or even during a planned outage can be expensive and result in major business consequences. All organizations are concerned with information protection, business continuity, and disaster recovery with the goal of keeping critical data always available. In addition to these crucial requirements, the added challenge of containing costs while utilizing existing resources can be daunting.

Session 15 – 1-1:45 pm

### Crisis Management in Integrated Financial Services Organizations.

**Bert Wolff**, Vice President, Chubb & Son, Warren, NJ

Additional speakers to be announced.



*Bert Wolff,  
Vice President,  
Chubb & Son*

Session 16 – 1:50-2:35 pm

### Protecting Vital Server Operations. Failover Systems at Work.

**Double-Take Software** Speaker to be announced

Additional speakers to be announced.

Session 17 – 1:50-2:35 pm

### Enterprise Preparedness in Businesses.

**Matt Statler**, Associate Director, International Center for Enterprise Preparedness, New York University

**Ramesh Warrior**, Director, eBRP Solutions Inc., Mississauga, ON – invited

Speaker from Time Warner Cable, New York – *invited*

Session 18 – 2:40-3:25 pm

### How do Businesses Respond to Crisis.

Panel discussion of Business Continuity Directors

**Daniel J. Gonnella**, SVP, Global Business Continuity, Lehman Brothers, New York, NY – *invited*

**Peter Murray**, SVP Continuity Planning, Jefferies & Company, Jersey City, NJ

**Gregory J. Ferris**, Executive Director Global BCP, Morgan Stanley, Morristown, NJ – *invited*



*Peter Murray, SVP  
Continuity Planning,  
Jefferies & Company*

3:25-4 pm

**Final break in exhibit hall.** Last opportunity to meet exhibitors on a person-to-person basis.

Many exhibitors have free prize drawings and giveaways. This is your opportunity to win drawings and free software.

Exhibits conclude at 4 pm.

*Conference and program subject to change.*

*Media Policy: Presentations by speakers may not be published without written permission of the speakers.*



## Register and Save \$100.

**\$295 before deadline. \$395 after. Save more by multiple registrations at \$245 per registration.**

**The Conference will feature case studies with leading speakers from industry, Wall Street and American business.**

One good idea or one new strategy gained at the Conference can provide huge savings for your company's budget.

The two-day Conference and Show will feature case studies by leading experts from Wall Street and American business.

## The Show is Free.

If you don't have time for the Conference, attend the free Show. This is your opportunity to network with your peers, meet exhibitors face-to-face and see new systems and services for your business.

No charge to attend, but you must register in advance at

[www.flaggmgmt.com/bc](http://www.flaggmgmt.com/bc).

### Partial List of Exhibitors

as of Jan 4, 2008

3n (National Notification Network)  
Agility Recovery Solutions  
American Red Cross of Greater NY  
Asia Netcom  
Brink's U.S.  
Cervalis  
**Contingency Planning Exchange – Sponsor**  
Continuity Centers  
DCC (Dialogic Communications Corp.)  
**Disaster Resource Guide –  
Media Sponsor**  
Double-Take Software  
**Eagle Rock Alliance Ltd. – Silver Sponsor**  
eBRP Solutions Inc.  
**Global Investment Technology –  
Media Sponsor**  
HeaterMeals  
Image Access Corp.  
**Incisive Media/Waters/DWT/Buy-Side  
Technology – Media Sponsor**  
Iron Mountain  
**Journal of Business Continuity &  
Emergency Planning – Media Sponsor**  
Marriott Vacation Club International  
Office Shadow, Inc.  
Onset Technology  
Research in Motion  
Roche Tamiflu  
Send Word Now  
Smiths Detection Inc.  
Sybase, Inc.  
TeleContinuity, Inc.  
Time Warner Cable  
Trade-Winds Environmental Restoration  
**Wall Street Technology Association –  
Association Sponsor**  
**WebEx Communications, Inc. –  
Gold Sponsor**

Sponsors listed in bold

**Interested in exhibiting?** Contact Flagg Management and we will provide you with information on exhibiting, sponsorship, advertising, and participating in our 2008 Business Continuity Show.

<b>Show</b>	Tues, Mar 18	4-6:30 pm
<b>Hours:</b>	Wed, Mar 19	10 am-4 pm
<b>Opening Reception:</b>	Tues, Mar 18	4-6:30 pm
<b>Conference</b>	Tues, Mar 18	1-4 pm
<b>Hours:</b>	Wed, Mar 19	9 am-4 pm
<b>Dessert Service:</b>	Wed, Mar 19	12:45-1 pm
<b>Buffet Lunch for Conference Registrants</b>	Wed, Mar 19	12-12:45 pm

**The Metropolitan Pavilion** 125 West 18th Street, is a landmark building in the heart of Manhattan's safe and trendy Chelsea community, 1 mile north of Wall Street and convenient to transportation. The subway trains #1 and #9 stop at 7th Avenue & 18th Street. The #4, #5 & #6 subway trains stop at 14th Street at Union Square, within easy walking distance of the Pavilion. Restaurants, shops, parking are all on the same street as the show.

### Hotel Reservations

**Phone for hotel reservations today:**

**A room block has been set aside** for the 2008 Business Continuity & Corporate Security Show, March 18-19, Metropolitan Pavilion, 125 West 18th Street, New York, NY. The hotel is not adjacent to the Metropolitan Pavilion, but is convenient by subway.

**Hotel Pennsylvania, Penn Station at 7th Avenue and 32nd Street, 212-736-5000 ext 8460**

(toll free at 800-223-8585). **Ask for "Flagg"** for the period of Mon, March 17 through Weds, March 19, room rate \$209 single/double plus tax.

This historic and trendy hotel is in an excellent Midtown location directly opposite Madison Square Garden and Amtrak's Penn Station. Hotel Pennsylvania is within walking distance of the business, entertainment and fashion districts, including Macy's, the Empire State Building, and Times Square.

The Hotel Pennsylvania is a short subway ride away from the Metropolitan Pavilion. Subways #1 and #9 from the West 34th Street and 7th Avenue station will take you to the corner of West 18th Street and 7th Avenue, a few steps from the Metropolitan Pavilion.

# 2008 Business Continuity & Corporate Security

March 18-19, 2008 (Tues-Wed)

Metropolitan Pavilion 125 West 18 St at 7th Ave, New York

## CONFERENCE REGISTRATION

Sign Up Today for the Low-Cost Program.

Before February 28. Save \$100.

- Full Program** \$295 (\$395 after the deadline – a savings of \$100) Includes two days of sessions, reception, breakfast, and luncheon program, and handouts, and a show with coffee and network reception on the show floor.
- Multiple Registration Discounts**  
\$295 for the first registrant and \$245 for each additional registrant – a savings of \$150. Make duplicates of this form.
- Free Show Registration** - Free with this form

### 4 Ways to Register:

**MAIL:** Flagg Management Inc, 353 Lexington Avenue, New York, NY 10016

**FAX:** 212-286-0086

**PHONE:** 212-286-0333 Register before February 28.

**ONLINE:** [www.flaggmgmt.com/bc](http://www.flaggmgmt.com/bc)

### Method of Payment

Duplicate for multiple registrations.

- Check payable to: Flagg Management Inc  
Mail to: 2008 Business Continuity  
Flagg Management Inc  
353 Lexington Avenue, New York, NY 10016  
212-286-0333 FAX: (212) 286-0086

- AMEX
- VISA
- MasterCard

Total: \$ \_\_\_\_\_

Card #: \_\_\_\_\_

Signature: \_\_\_\_\_ Exp date: \_\_\_\_/\_\_\_\_/\_\_\_\_

NOTE: Substitutions may be made at any time. Cancellations received after March 10 are subject to a \$50 processing fee. Program subject to change.  
Your confirmation will be sent to you in 10 days. Your badge and conference credentials will be picked up at the Conference Registration area, Metropolitan Pavilion, 125 West 18th Street. Subway stops at 14th St Union Square station, or 18th St station for the #1 or #9 trains from Times Square, 34th St. or Wall Street stations.

Please Print:

- Exhibitor information, considering exhibiting.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

FAX (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

7th Annual

# 2008 Business Continuity & Corporate Security Show & Conference

March 18-19, 2008 (Tues-Wed)

Metropolitan Pavilion 125 West 18 St at 7th Ave, New York



**Crisis Management. How do businesses manage crisis and change?**

**Messaging. Notification. Data Storage, Back Up. Operations Recovery. Network Security. Staff Relocation. Cyber Attacks. Avian Epidemics.**

**Register today to apply these solutions to your business. Save time. Save money. Register at \$295. Save \$100.**

**Visit: [flagmgmt.com/bc](http://flagmgmt.com/bc)**

2008 Sponsors



**2008 Business Continuity Show**

Flagg Management Inc  
353 Lexington Avenue  
New York, NY 10016

PRSRGT STD  
US POSTAGE  
**PAID**  
CLIFTON, NJ  
PERMIT NO 1104