



Contingency
Planning
Exchange

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Protecting "Business as Usual"

The News Exchange

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New Developments

New Website!

We have launched our new and improved website- www.cpeworld.org- to reflect the growth that our organization has experienced over the last several years. We have new chapters, strong partnerships, and most importantly, your membership support! The new CPE site will be enhanced with a member directory, organization and events registration, and much, much more. Make sure your information is up to date. If you see any problems with your bio or your company information please notify the CPE.

Come On, Brag a Little!

We are always looking for articles of interest, press releases and people on the move notifications to incorporate in our newsletters. Please send your submissions to editor@cpeworld.org

Varolii Corporation formally Envoy- WorldWide

The cornerstone of any business continuity plan is fast and reliable communication during unplanned events to those who support and rely on your organization.

Large organizations lose millions every hour they're down. Effective communications across the organization help to minimize the financial impact of downtime as well as protect corporate assets.

Varolii Corporation, formerly EnvoyWorldWide, gives you the tools for successful recovery:

- Reliable, consistent, and interactive message delivery
- Rapid response time
- Communication with everyone affected by a crisis, inside and outside the organization
- Multi-channel capabilities to reach the right people at the right time

While you can't predict the unplanned, you can prepare for the recovery. Varolii's Business Continuity applications ensure your first responders, employees, suppliers, and community are informed and prepared when a crisis hits.
www.varolii.com



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Special points of interest:

- ♦ Robert Kaiser has recently moved from Pershing to Merrill Lynch
- ♦ John DiNuzzo has moved from Bank of America to FreddieMac



From the Editors Desk

Are You Ready? Some thoughts about Awareness and training

by Marv Wainschel, 3/7/2007

As I write this (March, 2007), it's probably snowing in Rochester, NY this morning; it usually is this time of year, and it might be a slight exaggeration to say that they have eighteen feet of snow on the ground, freezing temperatures, and nobody stuck in traffic.

Here in Northern New Jersey we had a dusting of snow this morning and it took me over an hour and a half to make my 25-minute trek to the office. On the way, I passed three multi-car accidents and heard about others on the radio. During most of the trip, I could see police and ambulance lights flashing and had to pull over several times for passing emergency vehicles. Some folks seemed to be so traumatized by the flashing lights and sirens that it took them an inordinate amount of time to pull over. Meanwhile, many cars around me continued their normal tailgating routines as they slipped all over the road.

Why is it that folks who live amidst several feet of snow for months at a time are able to deal with it so much better than those of us who experience it just once in a while? It seems like a trivial question with an obvious answer, but we often don't treat it as a lesson learned. While the lesson is obvious, we don't seem to learn from it.

The lesson is simple: performance is poor when you're not ready. In the case of icy NJ roads, we're ready with equipment, although in all of my travels for 1.7 hours, I witnessed one sander and no plows. But that's the least of the problem. The biggest problem is that a large number of people in my neck of the woods are *not alert to the need to behave differently* under icy conditions. They drive as if circumstances are normal – as if they are unaware of the change in road conditions. In addition to the unaware, there are also the untrained – people who simply *don't know how* to drive in poor-weather conditions.

The unaware and the untrained. Sound familiar? How many people in your company would know what to do when corporate “weather” conditions are poor? Of those who know what to do, how many know how to do it and have had some training? Most facilities conduct fire drills, so most of us know how to behave during evacuation activities. That's a good thing. Now raise your hand if you've ever been part of a pandemic response drill. Do you think you and your family would fare pretty well under those conditions? Are you ready? Other examples: how many people would inadvertently clog your network when components of it are down and only mission-critical usage is demanded? (Note the similarity to moving your car over for an emergency vehicle to pass.) How about a regional power outage? Will people know what to do? Are you ready to make the right decisions under pressure?

Frankly, I'm not sure that I'm ready. I count myself amongst the unaware and untrained under certain circumstances, and that's after more than twenty years in contingency planning, management, and training others. I don't think any of us are well-prepared for all circumstances. So what can we do? Obvious answer: the best we can. Avoid the snow by living in the tropics, or learn to live with snow, however infrequent. Join a monastery and live a life of minimal stress, or learn to live with stress. The lesson is: we need to prepare for what we cannot prevent. Preparation includes writing recovery plans and having backup equipment, data, and networks for extreme circumstances. But that's not the whole picture. We need people to operate the “sand trucks,” and our corporate personnel need to know how to drive on insufficiently sanded roads.

“Testing,” as contingency planners know it is usually a matter of ensuring that our recovery infrastructure is ready. Rarely does our testing sufficiently cover most of the people who will have infrastructure responsibility during the actual recovery effort, and even more rarely do we run exercises to prepare the people who will need to make major decisions while the basic infrastructure issues are being remedied. Look at the situation on the roads, and ask, “What's the major problem?” Is it the sand trucks and plows (infrastructure remediators), the lack of emergency folks (read “Emergency Management Team”), or is it the “users” of the road, the people who drive behind and in front of the infrastructure prep vehicles and occasionally need the services of the EMT? You know the answer. The biggest problem is the drivers who are unaware of the treacherous conditions or untrained in how to manage them.

We need to train our corporate drivers. Are they ready? Are YOU ready?



Department of Homeland Security

PANDEMIC INFLUENZA

Preparedness, Response, and Recovery

GUIDE FOR CRITICAL INFRASTRUCTURE AND KEY RESOURCES

Contingency planning process for a pandemic. Also provides business planners with sector-specific and common pandemic information planning variables keyed to escalating disaster phases.

To read the paper go to the link below

<http://www.pandemicflu.gov/plan/pdf/CIKRpandemicInfluenzaGuide.pdf>



OSI Nabs SIFMA

Office-Shadow Signs Landmark Partnership Agreement with SIFMA

SIFMA Selects Shadow-Planner to Support Business Continuity and Emergency Coordination for Members
NEW YORK (April 11, 2007) -- Office-Shadow, Inc. (OSI), a leading developer of business continuity software, is pleased to announce it has signed a landmark partnership agreement with the Securities Industry and Financial Markets Association, Inc. (SIFMA).

Under the agreement, SIFMA, which represents more than 650 securities firms, banks, and asset managers around the world, will use OSI's Shadow-Planner software suite to support emergency coordination for the securities industry. SIFMA has also formally enrolled OSI into its Affinity Partner program for the benefit of SIFMA members and affiliates.

"We are excited by the prospect of contributing to SIFMA's activity and providing essential support to firms seeking to embed Business Continuity Management as a high-profile and vital discipline," said Richard Green, OSI's CEO. "We look forward to helping SIFMA and its community maintain a reliable and resilient infrastructure, and to implementing stable and risk-minimized operations."

"OSI's Shadow-Planner software provides SIFMA with new capabilities that will allow us to strengthen our industry-wide emergency coordination process" said Art Trager, SIFMA Vice President, Technology. "We are also very pleased to be able to offer Shadow-Planner to our members and affiliates in support of their business continuity planning efforts."

OSI's Shadow-Planner provides an integrated software suite for Risk Management, Business Impact Assessment, Business Continuity Planning and Compliance Assessment. A proven leader in Europe, OSI's Shadow-Planner now has support and hosting services in North America, where a growing client base is exploiting this innovative approach to enhancing resiliency.

"Shadow-Planner optimizes the BC process by embracing even the most infrequent participant in Continuity Planning, who otherwise cannot be expected to contribute to the process. The resulting plans for incident and recovery management are clear and actionable, and moreover, maintained at minimum cost and disruption to the company. From sophisticated process mapping and analysis, to simple document management, Shadow-Planner is supporting anyone from global investment banks to small service providers," said Green. (cont.)

OSI Nabs SIFMA

About SIFMA

The Securities Industry and Financial Markets Association brings together the shared interests of more than 650 securities firms, banks and asset managers. SIFMA's mission is to promote policies and practices that work to expand and perfect markets, foster the development of new products and services and create efficiencies for member firms, while preserving and enhancing the public's trust and confidence in the markets and the industry. SIFMA works to represent its members' interests locally and globally. It has offices in New York, Washington D.C., and London and its associated firm, the Asia Securities Industry and Financial Markets Association, is based in Hong Kong.

About Office-Shadow:

Office-Shadow Ltd was founded in the UK in 2001 and operates from its UK offices in London and subsidiaries in Paris and New York. The company focuses exclusively on business continuity management software; Shadow-Planner was voted 'Best Business Continuity Management Software' at the 2006 Business Continuity Awards. The company's clients come from all industry sectors, including blue chips such as DHL, Société Générale and Royal and Sun Alliance, leading international law firms like Freshfields Bruckhaus Deringer, local government bodies and many small and medium-sized enterprises.

For more information visit www.office-shadow.com.

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CPE Mission: To provide our members with innovative strategies, tools and forums to advance the practice of business continuity and crisis management. To achieve its mission, the CPE:

- Hosts industry-leading seminars and special events on current issues and future challenges;
- Educates its members through interactions with industry experts and pre-eminent service and product providers;
- Facilitates information-sharing across diverse industries and between the public and private sectors;
- Promotes the recognition of operational resiliency as a priority concern among business and government leaders.