



Shaky Ground Newsletter

<http://crmc-acp.org>

The CRMC ACP Web Site

February 2010

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DERA
education@crmc-acp.org

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public-relations@crmc-acp.org

February's Members Meeting

DATE: February 19, 2010

SPEAKER: Brandon Williams, Public Information Officer (PIO) -
Division of Emergency Management
Colorado Department of Local Affairs

TOPIC: " Tools That Provide Resources In Lean Times "

BIOGRAPHY: Brandon Williams is the Public Information Officer with the State's Division of Emergency Management. He joined the Division in Spring 2009, after having served as a Public Information Officer with Lake Dillon Fire-Rescue in Summit County. Brandon has years of domestic and foreign service with the Federal government working international arms (nuclear, chemical and biological) treaty compliance issues where he served as an analyst, advance team leader for inspections/assessments, and as a diplomat. He is a graduate of Baylor University with a BA in History and an MA in International Relations.

Location: CaridianBCT, Inc.
10811 West Collins Avenue
Lakewood, CO 80215, CO 80215-4439.

Directions: Go to 6th & Simms. Go North on Simms to the second light and turn right (East) on West Collins. Go past the stop sign and the visitor parking lot is on the right hand side. Proceed to the security desk in building 10811 (North of parking lot) and provide ID for a visitor badge. Roger will escort you to the meeting room. If you need help on these directions please call Roger at 303-601-9199.

Registration & Networking will begin at 1:00 pm and the Meeting will begin at 1:30 pm. So mark your calendars and hope to see you there

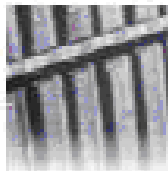
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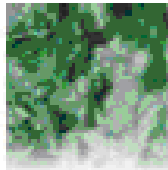
Records Storage & Management

Take advantage of our services to manage records by the carton, file, document, or image. We provide solutions for vital, active, and inactive records through a suite of services in 445 record centers worldwide.



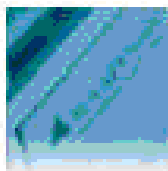
Off-Site Data Protection

Off-site. Off-line. Out-of-reach. On-time. Low-risk.
With Off-Site Data Protection, your backup data is secure and available - recovered fast - when you need it. Because without your data, there is no recovery.



Secure Shredding

On-site or off-site, our screened personnel can destroy your confidential information - using modern shredding equipment and highly secure processes - and certify that destruction, giving you a legal audit trail.



Digital Services

Whether you need long-term archiving and access to electronic records or you need to ensure your backup data is always current and available for recovery, we have the solution.

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SunGard Availability Services help your business move forward with the most advanced and widest choice of information availability options in the industry

From virtualization to hot sites to replication and vaulting—SunGard Availability Services does it all. And it's all we do. That kind of focus helps ensure high availability of data, applications and systems and fits your needs and budget precisely.

When we partner with you, you worry less about the road ahead. Here's why: a track record of 100% successful recoveries; over 60 facilities with redundant power connected to SunGard's secure global network; and more than 20,000 end-user positions in facilities across North America and Europe. SunGard Availability Services—the information availability solution for businesses that must run non-stop. **Keep moving, call 1-800-468-7483 or visit www.availability.sungard.com.**



When Customers Connect – Experience is Everything

When it comes to your customers, **experience is everything**. In fact, you're doing everything you can to make sure that experience with your brand is rewarding for them and profitable for you. Every customer interaction is an opportunity to create a positive brand experience. Successful campaign launches. Each of these complex functions plays an equally important role in ensuring the success of your business and online brand.

Savvis understands these needs. Many of the world's top brands trust their user experience to Savvis. It's not just our expertise in web hosting; we understand what goes into building and maintaining an ecosystem throughout the entire brand experience landscape. Beyond IT infrastructure—beyond IT performance—Savvis has combined a powerful set of tools that support every piece of your company's online identity from IT infrastructure to the end user experience. We'll connect you with online control of each of these features through our customer portal, Savvis Station.

We'll help you to create a first-class brand experience without having to piece together and manage services from multiple providers and platforms. Our integrated web solutions will help you to focus on campaigns that will connect with your customers and drive revenue to your business.

WEB LIFECYCLE MANAGEMENT

Simplify the tasks associated with maintaining your website, whether it's code and content releases or application and product updates - we can help.

APPLICATION EXPERTISE

Online communities are prime marketing channels that require your online marketing efforts to have the best technologies backing them. We can help you find the best applications and make the most of them.

END USER EXPERIENCE MANAGEMENT

Ensuring the best experience for your customer is one of the most critical elements of an online campaign. Learn how to optimize your campaign all the way to your customer's desktop.

BRAND PROTECTION

Security threats, downtime, recovery, capacity issues, poorly performing applications are just a few of the things that can harm your brand. We can help protect against these pitfalls and keep you out of the headlines.

CLOUD COMPUTE

Leverage a more flexible, controllable and cost efficient computing environment. Provision operating system instances when you need them with short-term flexible business terms.

MARKETING EFFECTIVENESS

Building and launching a website will only take you so far. Who is visiting your site? What pages are the most popular? What adjustments need to be made? Learn how Savvis Web Analytics can help you make the most of your online campaigns.

Employment

As a service to both individuals and employers within the contingency planning community, CRMC-ACP will post descriptions for jobs available regionally.

Employers: To submit a listing, please send an email to the Webmaster and attach your job description in Word format, as you would like it to be seen. Postings will remain on the site for 30 days unless renewed.

Please visit the CRMC ACP Web site in the Members Area for new listings.

Remember to Visit the CRMC ACP Web Site at <http://crmc-accp.org> often for new News and items of interest to all Contingency planners

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Is It Time For A World Disaster Preparedness Plan?

By Bill Jancouskas, MBCP

The recent disaster in Haiti as a result of a 7.0 earthquake is still unfolding changing from a response to a recovery operation. Currently the estimate of 200,000 deaths will certainly climb as the impact from the lack of medical attention, food and water, and buildings are searched. As untold millions watched the various news agencies report the damage to people and property, the challenges present in most disasters once again came to the forefront; coordination of response and rescue operations and resources. This was accentuated by the location of the disaster being an island whose main transportation arteries, airport and ports, were damaged and crippled. Adding to the disaster were factors prior to the earthquake - the economic status, overcrowding (2 million people in Port Au Prince) and old buildings which may not have benefitted from building codes to form earthquake resistance structures. Like the lessons learned from Hurricane Katrina, the lessons from Haiti need to be taken into account. Certainly there will be another natural disaster in some part of the world which causes me to ask, has the time arrived for a world disaster preparedness plan?



We've seen many countries respond to this disaster sending in medical and search and rescue teams, aid in the form of supplies and an outpouring of funds within the United States. Efforts to raise funds included President's Obama's wife asking for a \$10.00 donation, telethons which one at this writing has raised over \$57 million, television ads, and businesses matching the funds raised by their employees. I am unaware of fund raising activities outside of the U.S. but would assume like efforts are being done. In addition, resources such as supplies and transportation were provided in kind.

Globally the United Nations has created the Central Emergency Response Fund (CERF). Created in 2005, this fund "is a humanitarian fund established by the United Nations to enable more timely and reliable humanitarian assistance to those affected by natural disasters and armed conflicts. CERF will have up to US \$500 million, including a grant facility of up to US \$450 million and a loan facility of US \$50 million. CERF grant component has two windows; one for rapid response and one for under-funded emergencies. CERF is funded by voluntary contributions from around the globe from Member States of the United Nations, private businesses, foundations and individuals." You can learn more about this fund at the following URL:
<http://ochaonline.un.org/cerf/WhatistheCERF/tabid/3534/language/en-US/Default.aspx>

While I watched the Haiti response efforts unfold, I wondered if there was some overarching authority in place that was coordinating the response activities. Certainly there was someone coordinating the arriving aircraft, establishing where and how medical facilities would be erected, food and water delivery stations, etc. I'm eager to read the after action report on how these activities were handled and what improvements are recommended. It is recognized that these efforts were hampered to say the least by the sheer volume of people and the wide spread destruction to the infrastructure and residential and commercial areas. Response actions by individual government entities may have been in place but is there a crisis management or incident management body that is orchestrating the overall recovery effort? In the U.S. a single entity such as the Federal Emergency Management Agency (FEMA) takes lead in disaster response and provides coordination of state and federal response activities. It was not apparent in any of the news releases that I watched that such a controlling and directing entity was in operation. Which brings me back to my question, is it time for a world disaster preparedness plan?

Is the United Nations the agency that is in the best position to take this on? Yes they have forces that they can and do provide to war torn areas to keep world peace. We've seen this during the Israeli War and after the Iraq war to site two examples. War and natural disasters, while the end result is sadly the same, are two very different situations. From having experience in contingency wartime planning I can tell you it differs a great deal from contingency planning in business and personal arenas.

If we take the various components of business continuity and disaster recovery planning and apply it to a world wide disaster preparedness plan we may find the risk assessment includes areas such as the economic stability of

Is It Time For A World Disaster Preparedness Plan?

the country; infrastructure, monitoring population growth to ensure it is considered in continuity resources (shelters, supplies, etc.) The ability of the country to be prepared for the first 72 hours until the global community could respond would be a key assessment supporting the development of the plan. For example, each country should have the ability to be self sustaining locally for 24 hours, regionally for 48 and country wide for 72 hours. This assessment would be in addition to the probability and type of disaster that may befall the country. Based on those risk assessments a strategy may evolve that can align world resources to address potential disasters. The global community can focus on those areas with the greatest risk and develop reciprocal agreements or mutual aid agreements to define the resources needed to address the disaster in a timely manner.

Markets all over the world have been drawn into a global economy. A rise or fall in one market can impact another. The recent economic crisis was felt in all the major markets in the world. World leaders have met in the G-20 summit to address the economic stability of the global market. Global warming is yet another example where leaders of the world have met in trying to address mitigating strategies. Could having an entity address world disaster preparedness, response and recovery actions be right around the corner? Is it time for a world wide effort in disaster preparedness?

If you have any comments on this topic, please send them to publications@crmc-acp.org. We may publish your comments as feedback in the next Newsletter.

I would like to thank Harley Lemons, MBCEP, for his contributions to this article.

Your Newsletter & Great Informational Sources

The monthly newsletter for our chapter provides information to its readers on industry happenings, training and education opportunities, and provides you with an opportunity to write an article that is tied to our industry. We encourage our readership to take advantage of this opportunity.

What are the benefits of writing an article? If you are already certified by the Disaster Recovery Institute International (DRII), writing an article can be applied towards your continuing education requirements. In addition, writing articles that will be seen by your peers and others can make them aware of your expertise. It may be a nice touch to provide a copy of the Newsletter with your article in it along with a resume during an interview with a prospective employer. Also, in the month's ahead we'll be announcing a contest for the best article. So as you can see there are a number of benefits for submitting an article to "your" Newsletter. If you would like to submit an article for the Newsletter or have questions about placing an article, please submit them to publications@crmc-acp.org.

One thing I've found about our industry is that there are a great number of informational sources out there. A couple of links worth exploring are Continuity Central newsletters@continuitycentralmailbox.com which will give you an International sense of events ongoing and for a great local site; <http://readycolorado.com/>.

Two premier conferences are right around the corner. If you plan on attending either of these conferences we would like to get your feedback on them at a future meeting.



Continuity Insights will hold their 2010 Management Conference on April 12-14, 2010 at the Sheraton in New Orleans, LA. Check out the details at the following URL: <http://www.continuityinsights.com/Conference.html>



Another major conference for our industry is the Disaster Recovery Journal's Spring World 2010. Information on this conference can be viewed at:

http://www.drj.com/index.php?option=com_content&task=view&id=2840&Itemid=941

Division of Emergency Management Announcements

Training/Workshops (new courses for this week's report have an *** in front of the date) -
NOTE: Locations are indicated by County

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2/16/10-2/18/10 (Jefferson County)
Continuity Program Managers Course (L548)
Contact: Ken Hudson, ken.hudson@dhs.gov - (303) 235-4658

***2/22/10 (El Paso County)
DEM Advanced Emergency Manager Workshop
Contact: Robyn Knappe, robyn.knappe@state.co.us - (720) 852-6617

2/23/10-2/25/10 (El Paso County)
Governor's Emergency Management Conference
<http://www.cemacolorado.com>
Contact: Cindy VonFeldt, cindy.vonfeldt@state.co.us - (720) 852-6628

3/2/10-3/3/10 (Jefferson County)
ICS-400 - Advanced ICS Command and General Staff - Complex Incidents
Contact: Tom Witowski, tom.witowski@denvergov.org - (720) 865-7651

3/4/10-3/5/10 (El Paso County)
ICS-300
<http://www.co.train.org> - Course ID: 1005860
Contact: Regional Training Coordinator, cdphe.co.train@state.co.us - (303) 692-2683

4/1/10-4/2/10 (Logan County)
NOTE: TRAINING OFFICER DATE CHANGE (was 3/23-3/24 and is now 4/1-4/2)
G-290 - Basic Public Information Officer (PIO) Course
Contact: Robyn Knappe, robyn.knappe@state.co.us - (720) 852-6617

6/11/10-6/12/10 (Denver County)
Food Vulnerability Assessment Workshop
Contact: Michelle Motsinger, michelle.motsinger@state.co.us - (303) 692-3647

Words from our Webmaster

Website and Information

Information exchange among ACP members is a valuable tool. It broadens our perspective and brings us to a new level of awareness. I encourage all members to take advantage of the 'Members Only' section of our CRMC-ACP website.