



**Shaky Ground E-Newsletter**  
<http://crmc-acp.org> **The CRMC ACP Web Site** **July 2010**

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**Next Members Meeting**

**DATE:** Friday, July 16<sup>th</sup>, 2010

**SPEAKER:** Jesse Wilkins, Principal Consultant with Access Sciences Corporation

**TOPIC:** Social Networking in the Professional Setting

**BIOGRAPHY:** Jesse has more than twenty years experience in information technologies and more than twelve years experience designing, implementing, and supporting information management strategies, processes and solutions. He is experienced at developing imaging strategies and processes for managing electronic records including email, instant messaging, and collaborative tools. Jesse has also published numerous articles and delivered more than one hundred presentations on information management topics. Jesse's certifications include CRM, CDIA+, edp, LIT, ICP, ermm, ecmm and emmm. Bachelor of Arts in Political Science, Metropolitan State College of Denver RMIT University, Graduate Certificate in Document Management

**LOCATION:** Qwest Communications  
700 W. Mineral Ave.  
Littleton, CO 80120

**Directions:** Enter the main driveway off W. Mineral Ave - you can use the West Parking Lot. Proceed to the security desk through the double doors and provide a picture for a visitor badge. Bill will escort you to the meeting room. If you need help on these directions please call Bill at 720-581-0355.

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

**IF YOU CANNOT ATTEND IN PERSON PLEASE CALL 866-573-0310**

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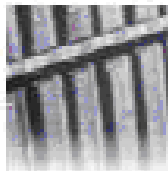
**In this Issue**

- Program Initiation - Achilles' heel for BC Management?
- Division of Emergency Management - Training Opportunities



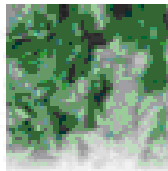
#### **Records Storage & Management**

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.



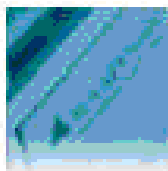
#### **Off-Site Data Protection**

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.

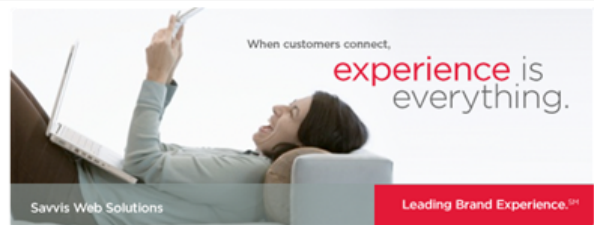
## CRMC ACP Mesa Level Sponsors



**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](http://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 marketing application, Savvis system, and 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, disaster 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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## Program Initiation - Achilles' heel for BC Management?

By Bill Jancouskas, MBCP

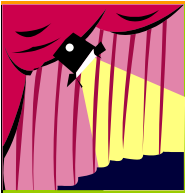
Program Management needs to be the foundation for your program. If not leveraged or even omitted in your program, it may be the Achilles' heel to your efforts. Some planners have the opportunity to start a business continuity program from start and can leverage getting management support from the very start. Others come into a program that is already established and may or may not have the level of management support needed to be successful. One clarifying point - this phase of the process is a program and not a project. Projects have a beginning and an ending date where programs are ongoing. This is one differentiation that should be made clear at this very important beginning step of building your program. If you are new to business continuity planning there are a number of credible sources to get you started.

**The Disaster Recovery Institute International (DRII)** has created ten Professional Practices of which one focus' on Program Initiation and Management. PDFs of the ten professional practices can be found on their website <https://www.drii.org/professionalprac/index.php>. Further information, which has been developed by professionals in the industry, can be found in the *Generally Accepted Practices (GAP)* on the **Disaster Recovery Journal's** website: <http://www.drj.com/> and go to Resources, GAP Document. Both of these sources will provide planners that either have to start from scratch or need to shore up their programs with key information. Why is this phase of the program so important? It establishes not only why a program is needed (audits, regulatory requirements, legal obligations, etc.) but also sets the expectations for management that their support will be needed on an ongoing basis. Establishment of a steering committee is a key step in the Program Initiation and Management phase. The Steering Committee will help you set goals, leverage the Business Impact Analysis data, and help frame the various teams and activities that a successful program needs. The Steering Committee can ease the establishment of response teams, the recovery teams, teams that will be charged with maintaining and testing plans, and establishing governance activities such as exercises and internal and/or external audits. Senior management is key in all of these activities. They will need to approve your program (not project) plan for setting the annual activities that will support the business' goals in providing products and/or services for their customers. More importantly, it lends credibility to funding request you'll need for equipment, staffing, and exercises.

The Program Initiation and Management phase sets the stage for your next critical planning activities such as Risk Assessments and Business Impact Analysis. Defining what are the risks, threats, and impacts to the company will drive your next phase of BC/DR planning strategy to build plans and set and conduct exercises. Senior Management needs to be involved in all phases of planning either in an approval mode, participative mode, or in an awareness mode. Keeping management involved will keep your program alive.

Two leading standards, NFPA 1600 and British Standard (BS) 25999, require a Program Initiation phase. NFPA 1600 requires appointing an advisory committee and BS 25999 calls for a steering committee as a way of demonstrating management's commitment to the program (not the project). Most audits will include a section that determines if the business continuity program is supported by policy. This is the first step in demonstrating a formal program exists - steering committee activities is the second.

So if you are looking to ways to strengthen your program take a look at Program Initiation and Management and see if you have the foundation you need to have a successful program.



### CRMC ACP Member Spotlight

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Each month we try to recognize new members to the chapter. This also spotlights the need for us to obtain new members to the chapter. It would great if every current member could bring at least one new member a year to the chapter. Will the next person in the spotlight be someone that you brought to the chapter? Reach out to a co-worker, friend, etc and bring them to our next meeting so they can see the benefits of being a member of the Rocky Mountain Chapter of the Association of Contingency Planner.

## 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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7/20/2010 (Boulder County)

Damage Assessment

<http://dola.colorado.gov/dem/training/train.htm>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

7/26-7/27 (Adams County)

Incident Command System/Emergency Operations Center Interface Workshop (ICS/EOC) G-191

<http://dola.colorado.gov/dem/blog/eocics.doc>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

\*\*\*7/27-7/29 (Pueblo County)

LSU-222 WMD Sampling Course

<http://dola.colorado.gov/dem/blog/lsu.pdf>

Contact: Jim Cody - [jim.cody@co.pueblo.co.us](mailto:jim.cody@co.pueblo.co.us) or Loraine Greenwood - [lorainne.greenwood@co.pueblo.co.us](mailto:lorainne.greenwood@co.pueblo.co.us)

7/28-7/29 (Larimer County)

ICS-400

Contact: Bethany O'Brien, [bethany.o'brien@aphis.usda.gov](mailto:bethany.o'brien@aphis.usda.gov) - (970) 494-7173

8/2-8/6 (Arapahoe County)

All-Hazards Situation Unit Leader

<http://www.coemergency.com/2010/06/course-announcement-all-hazards.html>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

8/3-8/4 (La Plata County)

Recovery From Disaster: The Local Government Role

<http://dola.colorado.gov/dem/training/train.htm>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

8/5-8/6 (Routt County)

Joint Information System/Center Training

<http://www.coemergency.com/2010/06/course-announcement-joint-information.html>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

8/9-8/10 (Mesa County)

ICS-300

<http://dola.colorado.gov/dem/training/train.htm>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

8/17-8/19 (Denver County)

Homeland Security Exercise and Evaluation Program (HSEEP) Course

<http://www.hseeptraining.com/>

Contact: Phillip Serrin, [phillip.serrin@dhs.gov](mailto:phillip.serrin@dhs.gov) at (303) 235-4682

8/17-8/20 (Garfield County)

All-Hazards Resource Unit Leader

[http://www.coemergency.com/2010/06/course-announcement-all-hazards\\_29.html](http://www.coemergency.com/2010/06/course-announcement-all-hazards_29.html)

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

8/23-8/24 (Arapahoe County)

ICS-300

<http://www.coemergency.com/2010/06/course-announcement-ics-300-aug-23-24.html>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto:robyn.knappe@state.co.us) - (720) 852-6617

## Division of Emergency Management (DEM) Weekly Report - 7/9/10

### State All-Hazards Advisory Committee (SAHAC)

DEM hosted a meeting of the State All-Hazards Advisory Committee (SAHAC) this Friday. In support of that meeting, and which I think many of you might find interesting, I posted the presentations that were made for both the United Way's "Colorado 2-1-1 and Disaster Response Operations" and a re-cap/overview provided by Douglas County of their "Wildland Fire Interface Drill" held earlier this Spring. Both of the presentations are linked at <http://www.coemergency.com/2010/07/state-all-hazards-advisory-committee.html> and for any questions regarding the SAHAC, contact DEM North Central Region Field Manager Lori Hodges at [lori.hodges@state.co.us](mailto:lori.hodges@state.co.us)

### Denver Urban Area Security Initiative Bulletin

As most of you are aware, the Denver Urban Area Security Initiative is a multi-partner program hosted by the Denver Emergency Management and Homeland Security Office which equips and trains first responders and promotes community education and resilience against security threats. In addition to the READYColorado.com Program, they are leading the effort to host the first ever "Shared Strategies for Homeland Security" Conference here in Denver this December. An active group, they also maintain a newsletter, called the Denver-UASI Bulletin that contains great info regarding public and professional security training opportunities, training and events as well as Denver-UASI staff contact information. More at <http://www.coemergency.com/2010/07/denver-urban-area-security-initiative.html>

### DEM Mitigation Team Now Posting Local Hazard Mitigation Plans Online

The Colorado Division of Emergency Management's Mitigation Team is now posting community adoptions of Local Hazard Mitigation Plans on the DEM website at <http://dola.colorado.gov/dem/mitigation/localplans.htm>.  
*(Author's note... Technically, the Mitigation Team is efficiently acquiring, scanning and providing the plans to the Public Info Officer - me - where they are rapidly backing up. I'm working on it, but, duuuuude, there's a LOT of them. SO, in advance, I am sorry if yours isn't posted yet. It will take some time for me to get all of them online. Trust me, the Mitigation Team is rocking on this one and I am their single point of failure. Scott Baldwin is a machine. As soon as I said "yeah, Scott, I'll post 'em, my Blackberry starting shaking like a six-year old's finger when confronted with an unlit panel of floor buttons in a high-rise elevator). Posting these adoptions allows local emergency managers to determine whether the adoptions are in DEM's records and have subsequently been passed on to FEMA. This also accurately reflects the number of jurisdictions which take part in hazard mitigation planning; often these include Towns, Villages, Fire Protection Districts, School Districts, Water Conservation Districts and Metropolitan Districts. Adoption resolutions are the final step in the Hazard Mitigation Planning process. Once a community has actively participated in the planning process they are deemed eligible by FEMA to adopt the plan. Local communities adopt the plan during a Council meeting of the board of trustees. Once the plan is adopted by the council the resolution paperwork is sent to DEM and subsequently passed onto FEMA for their records. Final adoption of a hazard mitigation plan is a crucial step in the planning process and ensures that the community is eligible for mitigation funds pre and post disaster. Without participating in a mitigation plan communities may not receive Hazard Mitigation Assistance funding which may reduce a communities fiscal options in the event of a disaster. Please take a moment to look at a few adoptions (*another author's note: given the number posted, your review will likely take waaaaaay less than a minute but peek in, get the gist, then check back.*). It is the Mitigation Team's hope that this will increase transparency to our customers as well as improve the services to our communities.*

Brandon Williams

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