

Shaky Ground E-Newsletter

<http://crmc-acp.org>
The CRMC ACP Web Site
March 2010

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Next Month's Members Meeting

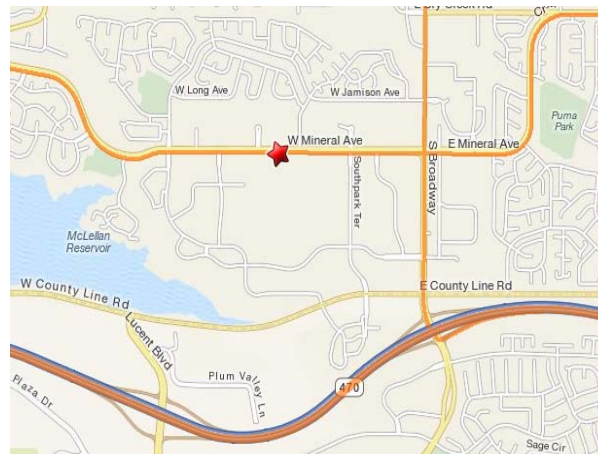
DATE: March 19, 2010

SPEAKER: Gary Miner and Andrea Pappas, Send Word Now

TOPIC: " ABILITY TO ALERT AND RESPOND PROVIDES POSITIVE ROLE FOR BUSINESS CONTINUITY " (INTERACTIVE DEMONSTRATION)

BIOGRAPHY: Gary Miner and Andrea Pappas have trained contingency professionals throughout the nation on how alerting and response play an important role in any disruption, emergency or disaster. Gary and Andrea are employed at Send Word Now based in New York City and both play an integral role in driving industry standards within the emergency notification services sector. For organizations of any kind, a timely response improves resilience and the ability to respond positively to disruptions, emergencies and disasters.

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.

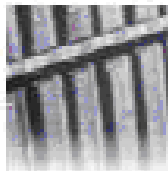
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- ACP National and Chapter Goals for 2010
- CRMC Chapter Member Spotlight
- Chapter Survey Coming
- Division of Emergency Management Announcements



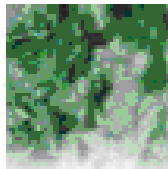
Records Storage & Management

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.



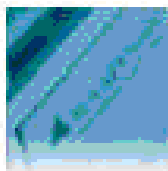
Off-Site Data Protection

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.**

SUNGARD® Keeping People and Information Connected.™
Availability Services



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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ACP Announces National Goals

Each year organizations set out their roadmaps for what they would like to accomplish in the upcoming year, ACP is no different. Following are the goals outlines by National for 2010:

- Write a request for proposal that clearly defines and outlines the needs of our organization with respect to managing our business needs. Present RFP to board for comment. Revision and approval. Send RFP to business management companies. Select best management company based on response to RFP. Implement/contract management company and transition at end of current contract
- Task chapter PR directors to collaborate on a national marketing plan to raise ACP's profile and brand. Publish an enhanced ACP marketing plan by 12/31/10
- Improve website functionality, accessibility, usability and maneuverability by attracting member talent with web skills to reviewed website to provide recommendations and identify PCI compliance requirements.
- Establish strategic working group to develop a regional framework to promote networking opportunities and collaboration across chapters.
- Develop a job description and hiring plan for a paid executive director to manage the day-to-day operations of the association and its ASP.
- Establish and/or increase membership by 10% with a quarterly review process.
- Publish weekly articles on the ACP corporation website to provide education and promote traffic to improve the relevancy of the organization
- Establish a strategic working group to do a comprehensive review and update of the bylaws to improve the relevancy of the organization by February 2010, and recommendations for revisions brought forward to the executive committee.
- Track the timely completion of ACP goals and work assignments, and regular Board of Director and president council meetings in order to provide transparency and accountability for decision making.
- Identify new potential partners and competitors (i.e., RIMS, ASIS, ARMA) by 7/1/10, and complete MOU's with two.
- Investigate the cost and make recommendations on the viability of hosting webcasting events in order to improve chapter connectivity, collaboration, and education

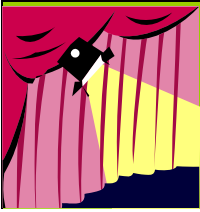
CRMC Goals for 2010

- Increase membership / attendance
- Bring in great speakers
- Expand networking to groups with common interest
- Improve communication to members

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.



CRMC ACP Member Spotlight

I would like to introduce you to a new feature of our E-Newsletter, the CRMC ACP Member Spotlight. In this section we will feature a member of our chapter and their responses to a few questions to get to know them better. This month we would like to Spotlight Tara Mitchell. Tara is a Sr. Analyst, Business Continuity, for Western Union and a member of the board serving in the Secretary position.

What is your hometown?

DeRidder, Louisiana

How long have you been in the industry?

5+ years

How did you get into the industry?

I didn't find Business Continuity Planning, it found me. During a departmental meeting, my previous leader told us that our group would be tasked with completing a Business Continuity Plan for the entire company. It sounded interesting and challenging, so I volunteered for the job and soon discovered that I thoroughly enjoyed it and found my niche!

What do you enjoy most about your job?

It is so dynamic - I am always learning something new

What do you find most challenging about your role?

Trying to stay ahead of the ever-changing environment

Is there a book that changed your perspective on life?

"The Alchemist" by Paulo Coelho, it reminded me to enjoy life's "journey"

Tell us something most people would not know about you.

I love to cook, create crafts and sew

What is your personal motto or favorite quote?

"The difference between the impossible and the possible lies in a person's determination." *Tommy Lasorda*

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If you would like to recommend a current member of the chapter for the Spotlight please drop me a line with your recommendation to publications@crmc-acp.org.

Chapter Survey Coming This Month

We have prepared a survey in an effort to learn more about what our members think about Chapter Communications.

Look for an email from our chapter later this month and on the website under the Members Area. 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.

Division of Emergency Management Announcements

Just a quick note that all of the video presentations from the 2010 Governor's Emergency Management Conference were posted this weekend and are now available to view at <http://coemcon.blogspot.com>

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

3/9 (Alamosa County)
FEMA G-361 - Flood Flight Operations
Contact: Robyn Knappe, robyn.knappe@state.co.us - (720) 852-6617

3/31 (Weld County)
Damage Assessment Course
Contact: Robyn Knappe, robyn.knappe@state.co.us - (720) 852-6617

4/1 (Garfield County)
Wildland Fire and Industry Safety Summit
Contact: John Hutchins, jhutchins@co.rio-blanco.co.us

4/1/10-4/2/10 (Logan County)
G-290 - Basic Public Information Officer (PIO) Course
Contact: Robyn Knappe, robyn.knappe@state.co.us - (720) 852-6617

4/12/10-4/13/10 (Pueblo County)
Multi-Hazard Emergency Planning for Schools Course
<http://coemergency.blogspot.com/2010/02/multi-hazard-emergency-planning-for.html>
Contact: Robyn Knappe, robyn.knappe@state.co.us - (720) 852-6617

4/12/10-4/14/10 (Douglas County)
All-Hazards Type 3 Communications Leader (COML) Training
<http://coemergency.blogspot.com/2010/02/all-hazards-type-3-communications-unit.html>
Contact: Mark Hall - mhall@fairmountfire.org - (303) 972-4902

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