



# Shaky Ground E-Newsletter

<http://crmc-acp.org>

The CRMC ACP Web Site

May 2010

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## Next Members Meeting

**DATE:** May 21, 2010

**SPEAKER:** Ralph Petti, MBCI, CBCP, President - RP Risk Advisors, LLC

**TOPIC:** Critical Personal Recovery Strategies for Executives (and ALL Employees)

**BIOGRAPHY:** An industry veteran of over 20 years, he is president of RP Risk Advisors and is certified consultant and business management practitioner with both a CBCP and MBCI designation. For a period of three years, Ralph was focused on the Gulf Region and assisted in the training and recovery of hundreds of companies and individuals for which he was awarded a "Letter of Commendation" from US Senator Mary Landrieu, D-LA. A resident of NJ, Ralph is also on the Executive Boards of the Contingency Planning Exchange (CPE) in NYC, the Mid-Atlantic Disaster Recovery Association (MADRA) in the Washington DC area, the American Society for Industrial Security (ASIS) in New Jersey and he has spoken at NEDRIX, InfraGard, ISSA, SHRM, DRJ, CPM and other national events.

**LOCATION:** Beflor Property Restoration  
5085 Kalamath St.  
Denver, CO



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

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.

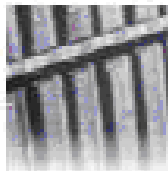
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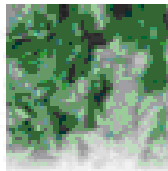
#### **Records Storage & Management**

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.



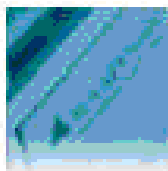
#### **Off-Site Data Protection**

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.

## 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 customer touchpoint, every application, every website, every successful campaign launch. 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-acp.org> often for new News and items of interest to all Contingency planners

CRMC ACP Mesa Level Sponsors



CRMA ACP Foothill Level Sponsors



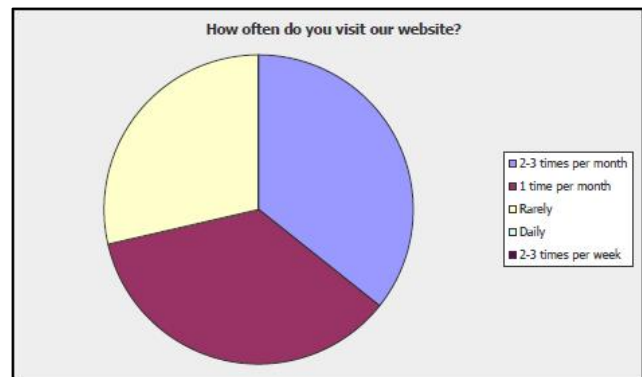
## The Results Are In - CRMC Membership Survey

Overall, members are generally very happy with much of the chapter communications, however, there is some room for improvement in the areas of website content, types of meetings, and the newsletter. Members continue to prefer meeting locations in the city of Denver area.

### General:

- Primary reason given for members being an ACP member include: networking with peers, learn and expand knowledge, stay current, and access to education credits.
- The preferred monthly meeting location by an overwhelming number of members continues to be Denver-south, Denver-central, Denver-north, and Castle Rock, respectively.
- Members overwhelmingly prefer in-person, live meetings. Some would also consider webinars and live dial-in as alternate ways to participate.
- There was approximately equal use of the website and newsletter to obtain CRMC information, although some access the national sites, as well.
- Topic areas of most interest (over 50% response) include (respectively): Business continuity, disaster preparedness, IT Recovery, risk management, crisis communications, and organizational resilience. Other topics were supported by 20-49% of the members. There is also a long list of individual topics mentioned by less than three members each.

CRMC-ACP Communications Survey			
How often do you visit our website?			
Answer Options		Response Percent	Response Count
2-3 times per month		35.7%	15
1 time per month		35.7%	15
Rarely		28.6%	12
Daily		0.0%	0
2-3 times per week		0.0%	0
<i>answered question</i>			<b>42</b>
<i>skipped question</i>			<b>0</b>



The full details from the survey are posted in the Member's Area on the CRMC ACP Web Site at <http://crmc-acp.org>

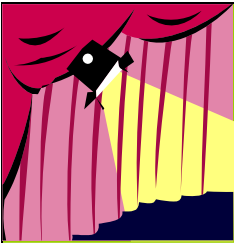
### Next Steps

The board of directors will review the survey information and continue to provide activities and communicate in a manner consistent with member wishes. The respective directors responsible for each functional area are committed to listen to the member input; obtain speakers that reflect the topic area requested; make improvements to the website, and the update the newsletter.

## 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](mailto:publications@crmc-acp.org).



## CRMC ACP Member Spotlight Marty Morey

I would like to introduce you to a new feature of our E-Newsletter, the **CRMC ACP Member Spotlight**. In this section we 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 welcome **Marty Morey**.

**How long have you been in the industry?** I've been in the IT industry for 13.5 years, and have gained additional Business Continuity responsibilities in the last 2 years.

**How did you get into the industry?** A company decision to move Business Continuity under the same management as Information Security.

**What do you enjoy most about your job?** The variety - no two days are remotely the same

**What do you find most challenging about your role?** Trying to keep up with the onslaught of information and changes in all of the areas I am involved with.

**Is there a book that changed your perspective on life?**

Too many to list here. The book I'm reading now, *Super Freakonomics*, is affecting my outlook on our current society.

**Tell us something most people would not know about you.** I like A1 sauce on my hash browns.

**What is your personal motto or favorite quote?**

"I don't know the key to success, but the key to failure is trying to *please everybody*." - *Bill Cosby*

**Where do think the industry is heading and if you could were leading it, what would action would you take to make changes or improvements?**

From my background in IT and limited knowledge of Business Continuity thus far, I see Business Continuity merging with Information Security and Risk Management. The details may be different, but the overall process in assessing risk and responding to incidents are similar.

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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](mailto:publications@crmc-acp.org).

## **Pilot Program - Conference Call Availability for Meetings**

We are trying out a pilot to make conferencing available for members that cannot attend in person. We appreciate your feedback on this pilot so please let us know.

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

## Training & Awareness Opportunities

With the economic times budgets are tight especially training budgets. However there are a number of training opportunities here in the local area that are free or at a minimal charge that you can use to continue you training and awareness of business continuity and disaster recovery topics.



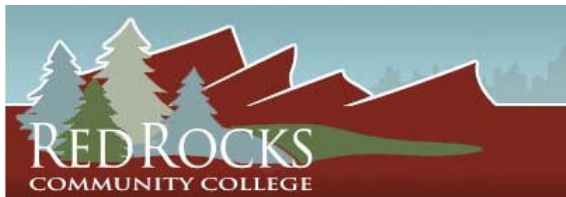
### ONE-TIME OFFER FROM ICOR FOR CRMC-ACP MEMBERS July 8th and 9th, 2010

DRII Exam Prep Class - ICOR guarantees you'll pass the DRII Exam.

There are also formal courses available at Aurora Community College being offered by ICOR. A list of the available courses can be found on our website. For more information and registration at <http://www.theicor.org>, 866.765 8321 or contact Bill Million at 303 902 2762, [bmillion@theicor.org](mailto:bmillion@theicor.org). You can also contact Howard Pierpoint - If we get 5 in the class the price is \$350.



Certification requirements can be found on the DRII website at <https://www.drii.org>. Each of the certifications offered are outlined along with available testing dates. You can also find the Professional Practices which is the foundation for certification by DRII.



As Emergency Management has become a recognized career field, training has become ever more important to enable personnel to perform essential disaster functions at various levels of management. Many positions also require that an applicant possess a degree.

Red Rocks currently has twelve, three credit, emergency management courses online. The AAS Degree in Emergency Management and Planning (EMP) requires the completion of 30 credit hours (10 EMP courses) of which at least 15 credits (5 EMP courses) must be taken through Red Rocks. This also applies to anyone seeking the Certificate in Emergency Management and Planning. Red Rocks does grant credits for courses taken at other accredited institutions along with credit for courses taken through non-accredited organizations and agencies such as FEMA.

To complete our Associate of Applied Science Degree in Emergency Management and Planning requires the completion of an additional 30 credit hours of elective and general education courses, most of which are also available ONLINE. More information about our program is available at: [http://www.cconline.org/courses/programs/Emergency\\_Management\\_and\\_Planning/Degree/](http://www.cconline.org/courses/programs/Emergency_Management_and_Planning/Degree/)

The fall semester, which runs for 15 weeks, starts on August 30th. To apply to Red Rocks, one needs to go to [CCONLINE.org](http://CCONLINE.org) and click on "Future Student", then click on "Partner Colleges" and select Red Rocks Community College as the home college, then click on "Admissions". Registration for courses can also be accomplished over the INTERNET.

## 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

5/11-5/12 (Jefferson County)

CDPHE Consumer Protection Division - Food Vulnerability Assessment Workshop

<http://coemergency.blogspot.com/2010/03/cdphe-consumer-protection-division-food.html>

Contact: Kathleen Ledbetter, [kathleen.ledbetter@state.co.us](mailto:kathleen.ledbetter@state.co.us) - (303) 692-3640 or Michelle Motsinger, [michelle.motsinger@state.co.us](mailto:michelle.motsinger@state.co.us) - (303) 692-3647

5/12/10-5/13/10 (Larimer County)

Advanced Planning Concepts: Developing an Incident Action Plan

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

Contact: [admin@thebluecell.com](mailto:admin@thebluecell.com)

6/2/10-6/3/10 (Adams County)

Emergency Operations Center (EOC) G-775 Course

<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

6/7/2010-6/13/2010 (Fremont County)

Colorado Wildland Fire and Incident Management Academy

<http://www.cwfima.com>

Contact: Robyn Knappe, [robyn.knappe@state.co.us](mailto: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](mailto:michelle.motsinger@state.co.us) - (303) 692-3647

6/14/2010-6/15/2010 (Alamosa County)

G-290 Basic Public Information Officer Course

<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

6/30-7/1 (NE Region)

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

\*\*\*7/8-7/9 (Montrose County)

Basic PIO

[www.co.train.org](http://www.co.train.org) Course #1021725

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