



## The 2005 Business Continuity, Security & Crisis Management Seminars

Key Strategies for Senior Management  
to Limit Risk, Control Damage, Sustain  
Operations and Effect Recovery

Best Practices  
& Crisis  
Scenarios

May 4-5, 2005

InterContinental Mark Hopkins  
San Francisco, CA

May 18-19, 2005

Westin New York at  
Times Square  
New York, NY

Wednesday, May 4 and May 18, 2005

**Corporate Security & Crisis Management:  
Risk & Operations Management**

Thursday, May 5 and May 19, 2005

**Business Continuity: Strategies, Tactics and  
Tools to Protect, Sustain and Recover Assets**

Join other senior executives to examine the gut issues surrounding security, continuity and crisis management from both strategic and tactical perspectives, share best business practices, and participate in realistic crisis scenario simulations. Critical topics to be addressed include:

- Identifying, Measuring and Managing Risk
- Leadership Development and Talent Management in Security, BC and CM
- Effective Crisis Management and Communications
- Emerging Trends in Security and BC: Complacency, Commitment and Cost
- Business Continuity and Availability: Planning and Management
- Integration and/or Convergence of IT, Physical Security, BC and CM Functions

Presented with  
assistance from:

**GUARDSMARK<sup>®</sup>**

In Collaboration with:



## About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of nearly 2000 enterprises in 61 countries.

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501(c)(3) tax-exempt status in the United States.

## Why Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

The Conference Board  
845 Third Avenue  
New York, NY 10022-6679  
Tel: 212 759 0900  
Fax: 212 980 7014  
[www.conference-board.org](http://www.conference-board.org)

Dear Colleague:

It's a jungle out there! Especially in the current environment of increasing fear, uncertainty and threats to the corporation, senior management, charged with protecting the firm's core assets (financial, legal, human, brand/reputational, operational and physical) can no longer delegate responsibility to lower levels or postpone action until a crisis already has struck. To ensure the long-term survival and sustainability of the company, corporate executives must *create, develop and implement strategies, policies and processes to limit risk, control damage, sustain critical operations and effect recovery*. Consequently, it is imperative that senior executives grasp *the complexity and dynamics of crisis management, corporate security and business continuity*, tightly linked as the three components necessary for survival and profitability.

Join other senior executives to examine *the gut issues surrounding security, continuity and crisis management from both strategic and tactical perspectives, share best business practices*, and participate in realistic *crisis scenario simulations*. Critical topics to be addressed include:

- Benchmarking Security and BC:  
Performance Metrics Management and Quality Assurance
- Identifying, Measuring and Managing Risk
- Leadership Development and Talent Management in Security, BC and CM
- Effective Crisis Management and Communications
- Emerging Trends in Security and BC: Complacency, Commitment and Cost
- Business Continuity and Availability: Planning and Management
- Integration and/or Convergence of IT, Physical Security, BC and CM Functions

You will learn about best business practices with case studies about such prominent firms as Cisco, DuPont, Johnson & Johnson, Sony, Motorola, Convergys and Toyota.

We look forward to seeing you in San Francisco or New York at these lively, candid and interactive sessions. You will find these meetings substantive, practical and relevant and an excellent investment for you and your firm.

Sincerely,



**Kempton Dunn**

Director, Program Development and Program Director  
The Conference Board

Media Partner



## WHO SHOULD ATTEND

We seek to involve CEOs, COOs, CFOs, CLOs, Chief Security Officers, Chief Information Officers, Chief Risk Officers, Chief Technology Officers, Treasurers, General Counsels, Business Unit Heads and other senior executives responsible for the security and future of the firm including Senior Vice Presidents, Vice Presidents and Directors of:

Corporate Security	Information & Data Processing
Strategic Planning	Communications and Corporate Affairs
Risk Management	Physical Security & Infrastructure
Information Technology & Telecommunications	Purchasing/Supply Chain
Human Resources	Audit
Disaster Management & Business Continuity	Architecture & Engineering
Finance	Insurance
Legal	Marketing, Sales & CRM
Facilities Management	Investment Banking
Environment, Health & Safety	Federal, State & Local Government Security Agencies
Contingency	Emergency Responder Professional Organizations
Planning/Business Recovery	

## SAVE THE DATES

### **2005 Enterprise Risk Management Conference**

October 18-19, 2005

Marriott Financial Center

New York, NY

### **2005 Corporate Security, Business Continuity & Crisis Management Conference**

November 17-18, 2005

Westin New York at Times Square

New York, NY

To register today, call Customer Service at

**212 339 0345**

# Business Continuity Seminars

Wednesday, May 4, 2005 in San Francisco

Wednesday, May 18, 2005 in New York

Registration and Continental Breakfast: 8 - 9am

## Welcome and Introduction

9 - 9:10 am

### **Kempton Dunn**

*(San Francisco & New York)*

Director, Program Development and  
Conference Program Director  
The Conference Board

### **Bruce Blythe**

*(San Francisco & New York)*

Chief Executive Officer  
Crisis Management International and  
Seminar Chairman

## Identifying, Measuring and Managing Risk: Operational, Financial, Strategic, Reputational and Ethical

Session A: 9:10 - 10:30 am

Risk lies at the heart of security and continuity and keeps executives awake at night. Companies report a significant rise in risks, both external and internal. Nevertheless, risk remains elusive, difficult to grasp, quantify, prioritize and predict. Examine key issues regarding risk, including:

- New trends in security and compliance risk assessment and management
- The necessity of measuring and quantifying risk in order to manage it
- Prioritization of risk: magnitude, probability, criticality and timing
- Legal, ethical and governance accountability and the impact of the Sarbanes-Oxley Act/Federal Sentencing Guidelines

### **Thomas P. Conroy**

*(San Francisco & New York)*

Vice President  
Marsh, Inc.

### **Garry G. Mathiason**

*(San Francisco & New York)*

Senior Partner  
Littler Mendelson and  
Chairman

### **Carol A. Fox**

*(New York)*

Senior Director  
Risk Management  
Convergys Corporation

Employment Law Domain

Open Compliance and Ethics Group

**Register Online**

[www.conference-board.org/continuity.htm](http://www.conference-board.org/continuity.htm)

Networking Break: 10:30 - 11 am

## Leadership Development and Talent Management in Security, BC & CM: Recruitment, Training & Retention

Session B: 11 am - 12:15 pm

Without talent, intellectual capital and enlightened leadership, security, BC and CM are doomed to failure. Learn how to identify, energize and harness these crucial resources by:

- Identifying and nurturing the “Next Generation” of leaders
- Finding the ideal CSO: what blend of experience and expertise?
- Cross-fertilizing: inculcating management skills among security/BC professionals while educating senior management about security/BC
- Examining outsourcing security: pros and cons

**Peter T. Metzger** (*New York*)

Managing Partner

Global Security Practice

Heidrick & Struggles International

**Lee Milligan** (*San Francisco & New York*)

Senior Project Leader

Strohl Systems and

Author, *A Hire Power: How to Find a Successful BCP Leader*

(Continuity Insights, 2004)

**David R. Saenz** (*San Francisco*)

Vice President

Worldwide Security

Levi Strauss & Co.

**Ken Wheatley** (*San Francisco & New York*)

Vice President

Corporate Security

Sony Electronics, Inc.

To register today, call Customer Service at

212 339 0345

## Emerging Trends in Security and Continuity: Issues of Complacency, Commitment and Cost

Luncheon Session C: 12:15 - 1:45 pm

**Weldon L. Kennedy** (*San Francisco & New York*)

Vice Chairman

Guardsmark, LLC

Former Deputy Director

U.S. Federal Bureau of Investigation

## Effective Crisis Management and Communications: Strategies, Tactics & Case Studies

Session D: 2 - 3:15 pm

Crises impact all stakeholders: employees, customers, stockholders, suppliers, even the community. Organizations prepared for crises recover two to three times faster, with significantly less financial and human cost, than unprepared firms. Risk is anticipated, minimized and contained. Learn how to:

- Create and implement crisis communications policies and procedures
- Integrate the CM system into daily operations and the business process
- Align CM with security and other corporate objectives
- Develop an effective CM team and CM center: design, function and value

**Kevin Elliott** (*San Francisco*)

Senior Vice President and  
Member, Global Crisis Team  
Hill & Knowlton

**Richard C. Hyde** (*New York*)

Executive Vice President  
U.S. Director of Crisis Communications  
Hill & Knowlton

**Bruce Blythe** (*San Francisco & New York*)

Chief Executive Officer  
Crisis Management International and  
Seminar Chairman

Register Online

[www.conference-board.org/continuity.htm](http://www.conference-board.org/continuity.htm)

Break: 3:15 - 3:30 pm

## Crisis Management Simulation: A Table –Top Exercise in Disaster Management and Recovery

Session E: 3:30 - 5 pm

Join other executives in a highly realistic and interactive session to:

- Review three different crisis scenarios based on actual case studies
- Analyze the crisis management and security implications of the incidents
- Work in groups to craft a response to challenges presented by the scenario
- Present and discuss your response with session attendees
- Compare and contrast the group's responses with your company plans to identify areas in need of development

Facilitator

**Charles McDonald** (*San Francisco and New York*)

Vice President

Crisis Management International and

Former Senior Specialist

Corporate Crisis Management

DuPont

Discussants

**Kevin Elliott** (*San Francisco*)

Senior Vice President and

Member, Global Crisis Team

Hill & Knowlton

**Richard C. Hyde** (*New York*)

Executive Vice President

U.S. Director of Crisis Communications

Hill & Knowlton

Adjournment: 5 pm

To register today, call Customer Service at

**212 339 0345**

# Business Continuity Seminars

Thursday, May 5, 2005 in San Francisco

Thursday, May 19, 2005 in New York

Registration and Continental Breakfast: 7:45 - 8:30 am

Welcome and Introduction: 8:30 - 8:35 am

**Kempton Dunn**

*(San Francisco & New York)*

Director, Program Development and

Conference Program Director

The Conference Board

**Bruce Blythe**

*(San Francisco & New York)*

Chief Executive Officer

Crisis Management International and

Seminar Chairman

## Business Continuity and Availability: Planning and Management

Session A: 8:35 - 10 am

In confronting crises, firms must limit, if not prevent, damage and disruption. Learn strategies and tactics to:

- Protect computer networks, files and communications
- Develop an effective digital security culture
- Determine your mission-critical systems and their acceptable level of downtime
- Employ technology to manage information flow during a crisis: wireless communications, data and telecommunications

Toyota's Case Study

**Judy Bell** *(San Francisco & New York)*

Founder and CEO

Disaster Survival Planning Network

Former Division Manager, Pacific Bell and

Author, *Disaster Survival Planning Guide:*

*A Practical Guide for Business*

**Janet Mebust** *(San Francisco & New York)*

Business Continuity Manager

Toyota Motor Sales, USA, Inc.

The Motorola Experience

**William C. Boni** *(San Francisco & New York)*

Vice President, Information Technology,

Information Protection and Security, Corporate

Motorola, Inc.

**Register Online**

[www.conference-board.org/continuity.htm](http://www.conference-board.org/continuity.htm)

Networking Break: 10 - 10:30 am

## Integration and/or Convergence of IT, Physical Security, BC & CM Functions

Session B: 10:30 am - 12 noon

“Balkanization”, fragmentation or silos cause havoc and dissension within the firm and undermine effective BC and security operations. Is integration the solution? Learn how to:

- Determine who “owns” the distinct functions?
- Adapt BC as a “seamless” process requiring synchronization
- Achieve the optimum mix of resources (‘hybrid’) within limitations
- Determine costs of integration vs. status quo: What’s the ROI?

Cisco Systems Case Studies

**Ray Bernard** (*New York*)

CEO

Ray Bernard Consulting Services and

Co-Author, *The Handbook of Physical Security Testing (2005)*

The Case of State Farm Insurance Companies

**Paul Homan** (*San Francisco & New York*)

Director, Business & Technology Integration Office

State Farm Insurance Companies

Countering Electronic Crime: Integrating Physical and Data Security

**Joel Rakow** (*San Francisco*)

Partner

eCrime Practice Lead

Tatum Partners

## The Psychology of Security and Continuity: Issues of Survival, Leadership, Morale and Productivity

Luncheon Session C: 12 noon - 1:30 pm

**Bruce Blythe** (*San Francisco & New York*)

Chief Executive Officer

Crisis Management International and

Seminar Chairman

To register today, call Customer Service at

**212 339 0345**

## Benchmarking Security & BC: Performance Metrics Management and Quality Assurance

Session D: 1:45 - 2:45 pm

To determine the effectiveness of your BC and security operations, systems and personnel, quantitative measurements and benchmarks are necessary. Discover how to employ measurement as a management tool and:

- Craft a persuasive business case for security & BC with numbers: the value proposition and ROI
- Develop measurable and quantifiable standards
- Examine Security/BC as an investment not cost center
- Embed performance metrics, continuous improvement and problem resolution

Implementing Preparedness Standards: TQSM

**Joseph S. Broz** (*San Francisco & New York*)

Director, Total Quality & Security Management (TQSM)

Midwest Research Institute and

Member, Homeland Security Standards Panel

American National Standards Institute (ANSI)

The Johnson & Johnson Experience

**Steve D. Chupa** (*New York*)

Director of Security

Worldwide Security Group

Johnson & Johnson

**William A. Schiemann** (*New York*)

Chairman and Chief Executive Officer

Metrus Group, Inc.

Networking Break: 2:45 - 3 pm

Register Online

[www.conference-board.org/continuity.htm](http://www.conference-board.org/continuity.htm)

## Crisis & Continuity Simulation: A Table-Top Exercise on Salvaging and Sustaining Business Operations

Session E: 3 - 5 pm

A highly interactive workshop which provides an opportunity for participants to consider the impact of a disaster on business operations (based on actual cases). You will:

- Review an office facility-based, man-made disaster scenario covering the initial two days at a major company
- Consider business resumption and security implications of the disaster
- Work in groups to develop a response to challenges presented in the scenario
- Present and discuss your response with session attendees
- Compare and contrast the group's responses with your own company's plans in order to identify specific areas for improvement

Facilitator

**Charles McDonald** (*San Francisco & New York*)

Vice President

Crisis Management International and

Former Senior Specialist

Corporate Crisis Management

DuPont

Discussants

**Judy Bell** (*San Francisco & New York*)

Founder and CEO

Disaster Survival Planning Network

Former Division Manager, Pacific Bell and

Author, *Disaster Survival Planning Guide:*

*A Practical Guide for Business*

**Steve D. Chupa** (*New York*)

Director of Security

Worldwide Security Group

Johnson & Johnson

Adjournment: 5 pm

To register today, call Customer Service at

**212 339 0345**

# Registration Information

## The 2005 Business Continuity, Security & Crisis Management Seminars

**Online**            [www.conference-board.org/continuity.htm](http://www.conference-board.org/continuity.htm)

**By Phone**        Call Customer Service at 212 339 0345  
8 am to 6 pm ET Monday through Friday

**By Fax**            Complete the registration form and fax to:  
212 836 9740

**By Mail**            Complete the registration form and mail to:  
The Conference Board, Inc.  
P.O. Box 4026, Church Street Station  
New York, NY 10261-4026

### Cancellation Policy

Full refund until three weeks before the meeting. \$250 administration fee up to two weeks before the meeting. No refund later than two weeks before the meeting. **Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.**

### Team Discounts per person

For a team of two or more registering *from the same company at the same time*, take another \$100 off each person's registration.

### Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Business Continuity, Security & Crisis Management Seminars.

InterContinental Mark Hopkins  
Number One Nob Hill  
San Francisco, CA 94108  
Tel: 415 392 3434  
Fax: 415 421 3302

Westin New York at Times Square  
270 West 43rd Street  
New York, NY 10036  
Tel: 212 201 2700  
Fax: 212 201 2701

## Unconditional Guarantee

For more than 80 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

# Registration Form

## The 2005 Business Continuity, Security & Crisis Management Seminars

- |   |   |
|---|---|
| <input type="checkbox"/> May 4, 2005<br>InterContinental Mark Hopkins<br>San Francisco, CA<br>Project #B40005-2 | <input type="checkbox"/> May 5, 2005<br>InterContinental Mark Hopkins<br>San Francisco, CA<br>Project #B41005-2 |
| <input type="checkbox"/> May 18, 2005<br>Westin New York at Times Square<br>New York, NY<br>Project #970005-2   | <input type="checkbox"/> May 19, 2005<br>Westin New York at Times Square<br>New York, NY<br>Project #971005-2   |

Please type or attach a business card; for additional registrants, duplicate this form.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Functional Area \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
E-mail \_\_\_\_\_

**Registration Fees** payable in advance in U.S. dollars.

### One-Day Seminars:

- Conference Board Associates ..... \$1,350
- ASIS Members ..... \$1,350
- ISMA Members ..... \$1,350
- Non- Associates ..... \$1,550

### Two-Day Seminars: (Including 10% discount for attending both days)

- Conference Board Associates ..... \$2,430
- ASIS Members ..... \$2,430
- ISMA Members ..... \$2,430
- Non- Associates ..... \$2,790

### Payment

- Check payable to The Conference Board for \$ \_\_\_\_\_  
Charge to my:  American Express  Discover  MasterCard  Visa

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- Please send me more information on Conference Board events.

(Do not send this form to confirm telephone registration.)

How do you wish to receive future conference promotions?

- Mail  Fax  E-mail