

**South Central
Pennsylvania
Regional
Business
Preparedness
Campaign**



2016 Business Continuity and Emergency Preparedness Conference

Thursday, September 29, 2016

The South Central PA Task Force will hold its SIXTH annual Regional Business Continuity and Emergency Preparedness Conference on Thursday, September 29, at the Dixon University Center in Harrisburg, PA.

The one-day conference is FREE—with the donation of a canned good. See Page 2 for details!

More than 600 business leaders from South Central PA and beyond, representing organizations ranging in size from less than 50 to more than 250 employees, have attended the conferences since 2011.

This conference provides a local, “no-cost” educational opportunity for those tasked



with creating continuity and emergency plans for organizations of all sizes and with wide ranges of business continuity and emergency preparedness experience and needs. With the training from this Conference, attendees will be able to formulate new plans

for their organization or enhance existing plans.

Space is limited to 100 attendees. Lunch is provided. Pre-registration is required. Deadline for registrations is Friday, September 9.



Millersville University



Center for Disaster Research & Education



About the Regional Business Preparedness Campaign

Regional Business Preparedness Campaign is a collaboration between Millersville University’s Center for Disaster Research and Education, the Mid-Penn Chapter of the Association for Contingency Professionals and the Business, Industry and Infrastructure Subcommittee of the South Central PA Task Force. The goal of the Campaign is to improve business preparedness in the South Central PA region. For more information, contact Troy Neville, Project Manager at tneville@comcast.net

Business, Industry and Infrastructure Subcommittee of the South Central PA Task Force

is made up of members of the business and government community that volunteer to assist organizations in preparing for disasters. Their website is: www.ready4business.org

Millersville University’s Center for Disaster Research and Education provides multi-disciplinary education, research and internship opportunities, including a Master of Science in Emergency Management and a Minor in Environmental Hazards and Emergency Management. Their website is: www.millersville.edu/cdre.

Mid-Penn Chapter of the Association of Contingency Planners. ACP is the premier organization for business continuity professionals providing a powerful networking and learning environment for its members. The organization has become a unifying force in defining and leading the continuously evolving fields of business continuity, disaster recovery, and emergency response. Their website is: www.midpenn.acp-international.com

Admission charge for the Conference—a canned good (or two)!

Free—or almost free

For the past five years, there has not been a cost to attend our annual Conference. We also threw in a great lunch—for free!

This year, there is *technically* still no cost to attend, and yes, a great lunch is still included at no cost to you. But we were hoping you would be willing to *earn* that free lunch.

One of the great things about working in the field of business continuity, disaster recovery, emergency response/preparedness is giving back to our community.

This year, we are asking the Conference attendees to donate one or two non-perishable food items which will be sent to the Central Pennsylvania Food Bank.

A collection barrel will be located in the registration area for you to place your donated items. If you would prefer to give a monetary gift, a collection envelope will be available. NO CASH will be accepted. Checks should be payable to “Central PA Food Bank”.

We hope that you will agree this is a worthy cause and a small price to pay for a great Conference—and a free lunch.

Thank you to the members of the Mid-Penn Chapter of the Association of Contingency Planners for suggesting this and coordinating the collection of donations!



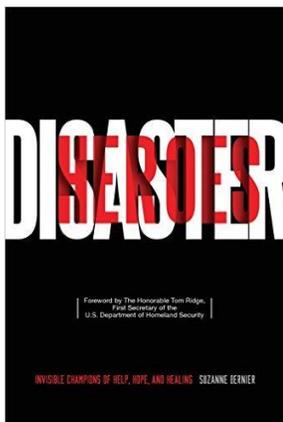
What kind of food donations are most desired by the Food Bank?

Non-perishable items rich in protein, which are essential to providing adequate nutrition, are the most desired food drive donation items (but please not in glass containers):

- ◆ Canned tuna
- ◆ Canned meats and stews
- ◆ Soup
- ◆ Peanut butter
- ◆ Canned fruits and vegetables
- ◆ Packaged meals
- ◆ Packaged pasta and rice
- ◆ Canned and dried beans
- ◆ Pure fruit and vegetable juices
- ◆ Baby food, cereal and formula (must be within code date)



Serving 27 counties, the Central Pennsylvania Food Bank is the largest non-profit food distribution organization in central PA. The Food Bank solicits, inventories and distributes food and other donated products to more than 800 partner agencies (food pantries, soup kitchens, shelters, etc.) that directly serve people struggling with hunger. The Food Bank distributes more than 32 million pounds of food and grocery products. That is the equivalent of 27 million meals!



Disaster Heroes – Invisible Champions of Help, Hope and Healing, by Suzanne Bernier is currently available on Suzanne’s website: www.SuzanneBernier.com and on Amazon.com.

The late Fred Rogers, beloved and gentle host of PBS’ Mister Rogers’ Neighborhood for over 30 years, once said: “When I was a boy and I would see scary things in the news, my mother would say to me, ‘Look for the helpers. You will always find people who are helping.’”

Helpers and heroes are everywhere, and they shine brightest in darkness.

Disaster Heroes recounts the stories of ordinary men, women, and children who have done extraordinary things to help respond, rebuild, and recover communities around the world.

Suzanne will be signing copies of her book at the Conference. She will have copies with her for sale or you can order your copy today—just be sure to remember to bring it along!

Conference Schedule – Thursday, September 29, 2016

8:00 am – 9:00 am	Conference Registration and Food Donation Collection
9:00 am – 10:15 am	Keynote Speaker: Suzanne Bernier; SB Crisis Consulting Disaster Heroes—The Human Factor
10:30 am – 12:00 pm	Achieving Integration: Advances in Organizational Resilience Scott Ream, Virtual Corporation
12:00 pm – 1:00 pm	Lunch (provided at no cost) and book signing by Suzanne
1:00 pm – 2:30 pm	Data Breach and BCP—Don Long, Donegal Mutual Insurance and Matt Meade, Buchanan Ingersoll Rooney
2:45 pm – 4:15 pm	Threat Management: How to Develop and Maintain a Safe Work Environment—Kevin Doss, Level 4 Security

Conference Keynote : Disaster Heroes—The Human Factor

Suzanne Bernier, CEM, CBCP, MBCI; SB Crisis Consulting

This uplifting motivational session, peppered with real-life inspirational and motivational stories resulting from tragedy will leave audiences inspired and energized!

The presenter will share some of her personal stories and insights on the many “helpers” she has met and interviewed for her critically-acclaimed book: *Disaster Heroes – Invisible Champions of Help, Hope and Healing*, which recounts the incredible stories of ordinary people who’ve done extraordinary things to help respond, rebuild, and recover following some of the world’s most significant modern disasters. A self-professed “herologist”, Suzanne takes us through her observations on what makes a hero, and proves to us that there really is a hero in each of us.

While emergency response and business continuity plans, training and exercises are all must-haves for any company, government or agency, it’s the people BEHIND those entities, including the many volunteers, “helpers” and survivors that really step up and shine through during disasters.

Specifically, this presentation will highlight ordinary people who have selflessly devoted their time and effort helping to respond and rebuild following some of the world’s most significant disasters, including the 9/11 terror attacks, Hurricane Katrina, the Chilean mine collapse, the Joplin tornado, and the Japan earthquake and tsunami.

Suzanne is a certified, award-winning, and internationally-recognized emergency management and business continuity consultant, instructor and speaker, who has helped governments, communities, and companies plan for and respond to disasters for nearly twenty years.

She has been personally and/or professionally involved in responding to numerous high-impact crises, including the San Bernardino, 9/11, and Brussels, Belgium terror attacks, Hurricane Katrina, Hurricane Sandy, the 1998 ‘Ice Storm of the Century,’ the 2003 Northeast Blackout, the 2003 SARS outbreak, the H1N1 pandemic, as well as numerous severe storms, floods, forest fires, and reputational crises.

Prior to her career in emergency management, she worked extensively as a news reporter and anchor. Her website is: www.SuzanneBernier.com



Morning Session: 10:30-12:00**Achieving Integration: Advances in Organizational Resilience**

Scott Ream, Founder and President Virtual Corporation

The enterprise approach to organizational resilience continues to gain momentum. More organizations are seeing the positive effects of having all aspects of their resilience program achieve even higher levels of participation and results through integration. Benefits include higher levels of adoption, greater clarity & alignment of resilience goals with enterprise goals, and reduction in effort through greater staff efficiencies. This presentation will reveal Virtual's unique view into the Marketplace sharing potential hurdles and solutions, interim goals and the steps to achieve them, effective policy creation and gaining executive buy-in.

Afternoon Session: 1:00-2:30**Data Breach and BCP**

Don Long, MBCP, MBCI, CISA, Business Continuity Planning Manager, Internal Audit at Donegal Mutual Insurance;
Matt Meade, Co-chair Cyber Security and Data Protection Group at Buchanan Ingersoll Rooney

Today a data breach incident is just as likely to occur as any interruption and have as much impact on your organization as a typical facility incident. A cyber incident can have negative and long lasting consequences to your brand reputation.

This presentation will provide a case study as the company navigates their way through developing a data breach plan to formal desk top exercises. This session will provide detailed steps and examples on how to approach a cyber incident. If you do not have or have not yet considered a cyber incident response plan, this is the session for you. If you do have a plan, come and compare your information.

The information packed session will cover

- ◆ A brief background on data breaches
- ◆ Opportunities at your company for a data breach - not only with PII, PHI, or PCI records under your direct control, but with vendors and business partners who have access to company data
- ◆ What does the law / regulators say about data breach?
- ◆ What is a cyber insurance policy, including application information, comparisons, policy contents, specific points to be aware of and how to execute
- ◆ Best practices for data breach crisis management team plans

**Afternoon Session: 2:45-4:15****Threat Management: How to Develop and Maintain a Safe Work Environment**

Kevin T. Doss, MS, CPP, PSP, CEO at Level 4 Security

An intruder with a firearm is one of the most common high profile threats to an organization these days. Protecting personnel and visitors from these and similar threats requires an understanding of the typical tactics, responses and challenges posed by active threats. Instruction will cover the planning, response and recovery phases of an active shooter/threat related incident, and will also discuss how to deter a shooting attempt, detect warning behaviors, and prevent additional casualties, along with strategies that can be easily deployed by the organization to develop their own Active Threat Management program.

- ◆ Behavioral indicators and threat management
- ◆ Developing a comprehensive program to manage workplace violence
- ◆ Policies and procedures that may affect threat levels within an organization
- ◆ Training and Awareness programs
- ◆ Threat Management exercises and drills

Kevin T. Doss, MS, CPP, PSP has over 26 years of experience providing protective services in high-risk environments worldwide. Mr. Doss has hands-on experience instructing agencies such as the US Secret Service, the US Naval Special Warfare Development Group and many other federal and state agencies. Mr. Doss is a Subject Matter Expert and instructor for the US Department of Homeland Security (DHS) on matters involving active shooters, physical security and protection of critical infrastructure. In 2015, he coauthored [Active Shooter: Preparing for and Responding To A Growing Threat](#).



2016 South Central PA Business Continuity & Emergency Preparedness Conference—Registration Form Eligible for DRII Continuing Education Activity Points (CEAP-6.0)

REGISTRATION

All attendees must pre-register, as seating is limited. To register, you must complete the attached registration form. Registration is on a “first come, first served” basis. Unregistered attendees will be turned away as full capacity is expected.

DIRECTIONS

The Conference will be held in the Administration Building at Dixon University Center in Harrisburg. Take 81 south to Front Street South exit. Proceed south on Front Street. Turn left on Edward Street. Turn right onto Second Street.

QUESTIONS

If you have any questions about the conference, please contact Millersville University’s CDRE at cdre@millersville.edu.

WHERE TO REGISTER

Completed registration forms should be faxed to Millersville University’s CDRE at (717) 871-2429 or emailed to cdre@millersville.edu.

REGISTRATION DEADLINE IS FRIDAY SEPTEMBER 9

ATTENDEE INFORMATION: (You can type on this form and then email the saved PDF)

Last Name _____ *First Name* _____ *Middle* _____

Organization/Company Name _____ *Mailing Address* _____ *City* _____ *State* _____ *Zip* _____

Phone _____ *Fax* _____ *E-mail* _____

<i>County of main facility:</i>	Adams	Cumberland	Dauphin	Franklin	Other:	<i>Number of employees in the region:</i>	Less than 20
	Lancaster	Lebanon	Perry	York			20-50

<i>What is your current level of business continuity training?</i>	Seminars/Conferences	DRI Certification	Other Certification or Training:	100-249
	College-level courses	BCI Certification		250+

SESSIONS SELECTION:

For each time slot, please mark if you will be attending that session. You will be notified by email of your registration status within one week of receipt.

9:00 am – 10:15 am		Keynote Speaker: Suzanne Bernier; SB Crisis Consulting Disaster Heroes—The Human Factor
10:30 am – 12:00 pm		Achieving Integration: Advances in Organizational Resilience Scott Ream, Virtual Corporation
1:00 pm – 2:30 pm		Data Breach and BCP—Don Long, Donegal Mutual Insurance and Matt Meade, Buchanan Ingersoll Rooney
2:45 pm – 4:15 pm		Threat Management: How to Develop and Maintain a Safe Work Environment—Kevin Doss, Level 4 Security

CANCELLATION POLICY:

If you are unable to attend the conference and have already received your registration confirmation, please notify Millersville University’s CDRE at CDRE@millersville.edu so that those on the waiting list may attend. THANK YOU!

Eligible for DRII Continuing Education Activity Points (CEAP-6.0)