



OC Update

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Bill Wostenberg

President's Message



“In this world nothing is permanent except change”. This American proverb is an appropriate way to state my message. In the last few years we have seen some significant changes in the world around us, and for some of us, in our lives. Changes this year have included the “Arab Spring” movement where participants are seeking freedom from tyranny; the untimely passing of Steve Jobs who changed the world of computing and consumer products; and several large companies going out of business, including Borders Books.

I, for one, have had a major change in my life. After 5+ years with the Automobile Club of Southern California, I decided the time was right to seek new professional challenges and broaden my business continuity skills and experience. Within two months of starting my search, I was very fortunate to be hired by Pacific Life Insurance Company as an IT Service Continuity Consultant. I've joked with some friends and associates that I left the Auto Club for employment with a more established company (150 years versus 100 years). I'm enjoying the challenges of adapting to a new corporate culture and IT environment. In five months, I've planned and executed four disaster recovery exercises, and I'm currently planning our enterprise wide data center and business recovery exercise in November.

A significant change has also come to ACP national with the selection of the Association Development Group, Inc. as ACP's new management company, replacing TEI. ADG will be a long-term partner who will help ACP achieve its strategic goals and provide greater customer service to ACP members. ADG will provide ACP with a comprehensive suite of services, which includes not only Association Management, but also Strategic Development, Professional Development, Communication Coaching, Communication & Design, and ADG Live! (social media).

Lastly, changes are being made at our chapter. As I mentioned previously, the chapter's Board of Directors has been working diligently to assess the organization and establish goals and objectives for sustaining the organization and the value it provides its members, including programs and communications. During our July planning meeting, we decided to make several chapter changes as a result of ongoing pressure to do more with less.

The first change is a streamlined board with the elimination of the Vice President, Resource Director, and Newsletter Director positions. The Board also decided to reduce the frequency of chapter meetings. For 2012, meetings will occur every other month (January, March, May, July, September and November). We will continue to have the holiday luncheon in December. The last change is an increase in meeting fees for non-members. The new fee will be \$25, the first increase in over 8 years. The meeting fee for members will be unchanged at \$10 (no charge for sponsored meetings). All the above changes will go into effect January 2012.

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BOARD MEMBERS



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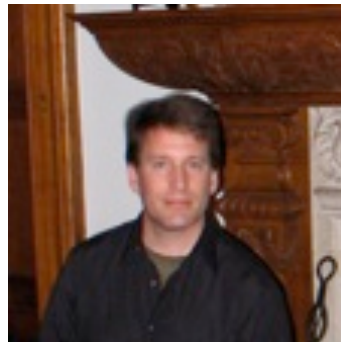
SOCAL CHAPTER MEETINGS



- Jan 11, 2012 - Chapter Meeting
- Mar 14, 2012 - Chapter Meeting
- May 9, 2012 - Chapter Meeting
- Jul 11, 2012 - Chapter Meeting
- Sep 12, 2012 - Chapter Meeting
- Nov 14, 2012 - Chapter Meeting
- Dec 12, 2012 - Holiday Party

Tim Coats

Editor's Note



"Echos of the past cast shadows on the future," perhaps a more poetic way of saying that history repeats itself.

Or maybe it's just Déjà vu.

Just when people started to breathe a little easier, the Dow sells off 12% in the 3rd quarter, the worst performance since the recession of 2009. The pundits have gone from dismissing a "double dip" to pontificating about one. Unemployment continues to stagnate above 9%, housing markets continue to be soft. European debt crisis with Greece, Spain, and Italy are impacting the US market as well.

Many companies have not fully recovered from the first "dip" and are undoubtedly concerned about the potential of another. So how do these new developments change your risk position? How has your organization adjusted to data of continued weakness in the economy?

Admittedly, most of the plans I have worked on have been to respond to disruptive events: earthquakes, power outages, floods, etc. But now I have begun to wonder where the line is that separates continuity planning and business planning; or if one really exists? I have seen a slow "jobless" economic recovery drive many companies out of business. Gone are Linens N Things, Circuit City, and Borders. These large companies didn't fail as a result of a single catastrophic event, but rather succumbed to weakness in their customer base and a growing cost of business.

as of 4:05 PM ET 10/07/11



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The Center for Continuity Leadership is the industry leader in the design and implementation of viable, incredibly efficient and value-based business continuity programs for companies of all sizes

Sponsors of the October Chapter Meeting

BOARD MEMBERS



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Presidents Message, cont.

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In making its decisions, the Board relied on information from the annual member survey, meeting evaluations and one-on-one conversations with members. Also guiding us through the decision making process was the challenge of sustaining the chapter during a time of significant economic challenges, including increased food cost for our lunch meetings, and the increased time demands on chapter and Board members. With the reduced frequency of meetings, there are still many ways members can earn CEU's to maintain their certification. For example: serving on a standing (Audit and Nominating) or special (e.g., Holiday Luncheon) committee, helping a Board member carrying out their roles and responsibilities, and volunteering for special events (e.g., working ACP table/booth at DRJ Fall World and the Disaster Preparedness Academy).

To cite another American proverb, "All things change, and we with them". I hope the changes that come to you in the months ahead are positive.

A big THANKS to everyone for their support of our May through November programs, including the following guest speakers and sponsors:

- **Larry Bufton**, Advisory Panel for Irvine CERT
- **Stan Stahl, Ph.D.**, President, Citadel Information Group
- **Brocade**
- **Randall Till, MBCP**, Founder & Lead Consultant, Till Continuity Group
- **Keith Olenslager**, HCA Program Manager, Orange County Health Care Agency
- **Alison Kellman-Lewis**, Cities Readiness Initiative Coordinator, Orange County Health Care Agency
- **Joe Byrne**, Program Consultant, Orange County Health Care Agency
- **Nancy Fein**, Vice President, Supply Chain Strategy, Toyota
- **Aaron Wykoff & Ramsey Tawil**, Emerging Technologies, Cloud Architects, CenturyLink
- **Amber Industrial Services**
- **Rebecca Levesque**, COO and EVP, 21stCentury Software
- **DeBorahJ. Lozada, CBCP, CBRA**, Director, Business Continuity Management, Fox Entertainment Group
- **Phil Lambert**, President, The Center for Continuity Leadership

Do you have any suggestions for future chapter meetings and events, including topics and presenters?. Do you work for a provider of business continuity products or services interested in sponsoring a chapter meeting? Are you interested in being a chapter volunteer? If so, please contact me or one of the other Board members.

I'm looking forward to seeing you at our next Chapter event. Until then, wishing you all the best!

By Bill Wostenberg, CBCP, PMP



REGULATIONS, STANDARDS & GUIDELINES



NFPA 1600

National Fire Protection Association standard on disaster/emergency management and business continuity program.

SARBANES-OXLEY (SOX) ACT

Federal law that establishes new or enhanced standards for all U.S. public company boards, management, and public accounting firms.

HIPAA PRIVACY RULE

Regulates the use and disclosure of certain information held by "covered entities"

BCI GOOD PRACTICE GUIDELINES

The Business Continuity Institute (BCI) has published the Business Continuity Management Good Practice Guidelines (2007) and these are available free of charge from the BCI.

ISO 17799

International standards for Information Security Management, include the need to implement a business continuity management process to help protect the organization's information and computing assets from harm.

ITIL

Has produced a framework for IT service management which includes Continuity Management as one of its five service delivery disciplines.

OC Chapter Update

Last Quarter Recap



Last quarter was another great one for quality of presentations. If you missed any of the meetings, here is a recap. If you want more information, visit the events section of our website: <http://www.acpoc.com/events/>.

August 20: Chapter Meeting

"How the Private Sector has enhanced the Public Health Response" - Keith Olenlager, HCA Program Manager, Alison Kellman-Lewis, Cities Readiness Initiative Coordinator, Joe Byrne, Program Consultant Orange County Health Care Agency

This presentation discussed the partnerships the Health Care Agency has developed through private partnerships, the role private partners play in public health preparedness efforts and how private sector partners can get involved in planning efforts.

A tour of the Emergency Operation Center followed.

September 14: Chapter Meeting

"Extraordinary Responses to Unprecedented Events" - Nancy Fein, Vice President, Supply Chain Strategy

Nancy reviewed how Toyota Motor Sales USA's response to customers during recall crisis of 2010

"Tools for BC/DR in the Cloud Era" - Aaron Wykoff & Ramsey Tawil, Emerging Technologies - Cloud Architects, Century Link

With confusion of how the cloud can help your business achieve resiliency, Aaron and Ramsey discussed best practices to implementing and managing a solution catered to your specific needs

Meeting Sponsored by Amber Industrial Services

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Amber Industrial Services offers efficient on-site fuel and oil reclamation to save customers money and ensure reliability. Our backup power fuel reclamation process ensures that your fuel is ready when you need it. Our "Fuel Maintenance Program" starts with independent lab analysis to determine the current state of your fuel. After lab analysis you are provided a copy of the results along with our recommendations to keep your fuel fresh and ready for use. Once our reclamation process is complete your fuel will meet ASTM and OEM specifications.

Sponsors of the September Chapter Meeting

ACP-OC MEMBERSHIP SERVICES



ENEWS

Receive e-mail reminders of all upcoming ACP-OC events. To be added to the distribution list, e-mail: informationdirector@acpoc.com.

WEBSITE

Make reservations for the chapter meeting, as well as other events, and stay informed of activities that are important to members and to the business continuity industry.

Visit us at www.acpoc.com.

OC Chapter Update, cont.

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October 12: Chapter Meeting

"Elevating Disaster Recovery to Strategic Business Initiatives" -Rebecca Levesque, COO, EVP - 21st Century Software

DR is about more than data recovery. It's about recovering your business. This presentation uses a whiteboard approach to illustrate the risks, glitches and gaps that exist in a typical DR plan because we lose sight of its ultimate purpose.

"Doing more with less? Project Management to the rescue" - DeBorah J. Lozada, CBCP, CBRA Director, Business Continuity Management Fox Entertainment Group

This is an interactive presentation where we will discuss how using Project Management during a time when organizations are asking employees to do more with less, can save your Business Continuity Program.

Meeting Sponsored by The Center for Continuity Leadership

Editors Note, cont.

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We often look at impact timelines after an event. But what if we reverse this and look at impact timelines that built up to an event. Should a power outage come as a surprise when it has been known there are growing stresses on the grid, rising cost of production, and even deferred maintenance to meet quarterly financial statements.

Let's consider the supply chain. Continuity planning can address how to respond to events that disrupt the quantity and/or quality of a company's internal supply chain: e.g. warehouse fire, closures due to inclement weather, utility disruption. But what about disruptions to the entire supply chain market as a result of global pressures of slowing economies? Tougher economic times are driving many smaller businesses under and the consolidation of others. While the timeline *may* be longer, the end result can be the same.

In addition to power and supplies, cases can be made for workforce availability and the growing shortage of skilled labor. And less we forget the topic that began this discussion: disruption in the capital markets and the slow loss of market value.

Continuity planning, in my opinion, is about assuring the viability of the business in the face of disruption, regardless of the unfolding timelines of those events. It deserves to be discussed in the same breath as supply chains, human resources, and cash flow. The old notion that BC/DR is just about fires, floods, and power outages is as passe as rolodexes and typewriters. Yeah, they are still around but they are not how business is done today.

So stop thinking about BC/DR as reactive art, but rather an art of responding to changes in the business that could unfold over second, days, or even years. If you do, you might just find that the discussion takes you all the way to the board room.

And yes, you still need to have evacuation plans and fire extinguishers. But maybe you should also be looking at geographically dispersing your workforce.

SUPPORT ORGANIZATIONS



NATIONAL & INTERNATIONAL

ACP National - ACP provides a forum for the exchange of experiences and information through a network of local chapters.

<http://www.acp-international.com>

American Red Cross - The nation's premier emergency response organization that offers neutral humanitarian care to the victims of war.

<http://www.oc-redcross.org>

BCI - Business Continuity Institute promotes the art and science of Business Continuity Management worldwide.

<http://www.thebci.org/>

DRI - DRI International was founded in order to develop a base of knowledge in contingency planning and the management of risk.

<http://www.drii.org>

OC Health Department - Working toward a healthier future for all the people of Orange County.

<http://www.ocalthinfo.com>

Upcoming Activities

This quarter promise more great activities for OC Chapter members and guests.

November 9: Chapter Meeting

"How to Conduct Powerful Exercises Every Time and Live Mock Exercise "

Presented by Phil Lambert, President - The Center for Continuity Leadership.

Using mock training scenarios is one of the best ways to evaluate, train, and prepare an organization to face almost any business interruption. A mock scenario is an organized and structured activity presented as a crisis simulation of a real-life event to observe and evaluate the actions or reactions of respond and recovery team members. The goal of mock training exercise is to ensure that team members and global staff can are successful in how they respond, control and manage a real event.

Meeting Sponsored 21st Century Software

21st Century Software develops integrated recovery management solutions that provide operational integrity when disruptive events occur within the z/OS environment. We give organizations the ability to analyze how their applications utilize vital data, identify any interdependencies, and determine the business value of their files and data. This empowers our customers to maximize the availability and recoverability of that information, by aligning their recovery strategies to meet the changing requirements of specific applications.



Sponsors of the October Chapter Meeting

Announcements



The California Department of Public Health (CDPH) and Emergency Medical Services Authority (EMSA) are reaching out to public and private sector businesses that potentially have space to store pallets of medical equipment and supplies.

There are an estimated 4,000 additional pallets looking for a home.

There is a tax credit for any business that actually stores the pallets.

If your company is interested in storing medical equipment and supplies for CDPH to contact Lynn Manzano at lynn.manzano@experian.com or +1 714 830 5474.

SUPPORT ORGANIZATIONS



SOUTHERN CALIFORNIA

Ready OC - A public service campaign aimed at educating and empowering Orange County to better prepare for emergency situations.

<http://www.readyoc.org>

International Association of Emergency Managers (IAEM) -

Non-profit educational organization dedicated to promoting the goals of saving lives and protecting property during emergencies and disasters.

<http://www.iaem.com>

Business Continuity Management Calendar



[27th Red Cross Preparedness Academy](#)
Anaheim, CA

Oct 26, 2011

[DRJ Spring World](#)
Orlando, FL

Mar 25-28, 2012

[Continuity Insight Management Conference](#)

Apr 16-18, 2012

[DRI 2012 Professionals Conference & Expos](#)
New Orleans, LA

May 20-23, 2012

On the Lighter Side

Puzzle Challenge: Sudoku

Feeling like a challenge? Each row & column should have the numbers 1-9 in them, as does each of the nine smaller boxes.

2			9	7				5
5	8		4	2		3		1
	9					7		
				9				2
6		1		3		4		9
9				8				
		6					1	
7		2		6	8		5	4
4				1	7			8

Quotables

(or maybe not so)

“A rock pile ceases to be a rock pile the moment a single man contemplates it, bearing within him the image of a cathedral..”

-Antoine de Saint-Exupery

“Can you imagine what I would do if I could do all I can?”

-Sun Tzu