



## Message from the President

DeBorah Lozada, Ph.D., CBCP

Greetings and welcome to the start of summer! Along with the start of summer fire season officially opened for California and hurricane season officially opened for the Gulf Coast. Are your plans ready?

As the fourth quarter approaches, I would like to take a few minutes to review the activities we've completed the first and second quarter of 2006.

### ACP Orange County Chapter:

- Increased membership 18%
- Increased chapter attendance average to 45-50
- Orange County Disaster Recovery Alliance May Event
- California State University, Fullerton Extension Business Continuity Advisory Board
- California University, Irvine Extension Emergency Management Advisory Board
- Host for the July DRII Course and Exam
- Increase in member volunteers
- Introduced chapter meeting network and workshop session
- Aligning chapter topics and vendor spotlight with 2006 Theme 'Plan Smarter – Partner Harder'

### ACP Corporate: (Corporate is on the move!)

- Increased national membership to 2121
- Increased national chapters to 41
- Facilitated approval of new Corporate Bylaws
- Started ACP Hall of Fame
- Completed Strategic Plan with Advanced Insights
- Conducted 2006 Annual Membership Meeting at DRJ
- Published Q1 Sentinel
- Approved updated Code of Ethics
- Approved new Articles of Association template
- Added Pandemic, hurricane, and BCAW specific section to the ACP International Website
- Added two new board positions
- Approved BCI and Liberty Mutual discounted offerings
- Approved IBHS Associate Membership
- Organized booth logistics at DRJ, Continuity Insights, and CPM
- Facilitated ACP meeting at CPM

As you have seen from various communications' our corporate board remains very active with goals to add an international chapter and redesign our current logo by the end of 2006.

With the Chapter's first and second quarter activities, I realized that we have been busy and have only five months to meet our remaining goals:

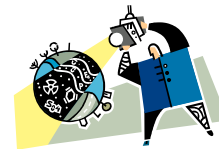
- Maintain chapter meeting attendance at 50

- Investigate the potential of a partnership with a county educational institution to establish a Business Continuity Certificate Program.
- Update and approve Chapter Articles of Association.
- Develop a BLOG awareness campaign and track the BLOG site activity.
- Revise Service Project scope and objectives.
- Identify Board Nominating Committee
- Identify Holiday Luncheon Committee
- Public Relations Director to Chair a committee to implement the 'Open for Business' program information on business continuity to small and medium businesses.
- Expand volunteer opportunities to chapter members.
- Identify venue for the Monthly ACP Chapter meetings.

I look forward to the challenges of meeting our goals and supporting the Corporate Board in moving forward in establishing a stronger presence within our industry.

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## Meetings/Seminars/Education

### UPCOMING EVENTS

#### ACP CHAPTER MEETINGS Orange County

Time: 12:00 p.m. – 3:00 p.m., Capital Group Brea, CA

- 07/12/06: "Pandemic Panel Discussion and Workshop" by Russ Arnett, DeBorah Lozada, Mike Powell, Monique Weiland, and Janet Workman  
**Meeting Location Change: Experian Costa Mesa, CA**
- 08/09/06: "TIG-Corporate Business Continuity Planning Telephone" by Chris Kennedy  
**Vendor Spotlight:** Dialogic – Rick Iverson
- 09/12/06: "Managing Vendor Relations" by Paul Striedl, CBCP, ACP CEO/Chairman  
**Vendor Spotlight:** Envoy Worldwide – David Hawkins
- 10/11/06: "Disaster Recovery Planning" by Blaine McClure
- 11/08/06: "Enterprise Risk" by Kathleen McGrorty
- 12/13/06: **Holiday Luncheon**

#### OTHER CHAPTER MEETINGS

**Los Angeles ACP:** The Los Angeles ACP chapter has their meetings the 2<sup>nd</sup> Tuesday of the month. LA Website: <http://www.acp-international.com/la/index.html>

**San Diego ACP:** The San Diego ACP Chapter has their meeting the 3<sup>rd</sup> Tuesday of the month. San Diego Website: <http://www.acp-international.com/sd/index.html>

#### CONFERENCES/SEMINARS

**BCKnowledge Pro™**  
**BCKnowledge:** BCK101 – Business Continuity Planning 101  
 BCK102 – Business Continuity Planning 102  
 BCK200 – Business Continuity Management  
 BCK301 – Risk Management  
 BCK302 – Business Impact Analysis  
 BCK303 – Business Continuity Strategy Development  
 BCK304 – Business Continuity Plan Development  
 BCK305 – Business Continuity Testing and Maintenance  
 For more information about BCKnowledge Pro Visit:  
<http://www.sentryx.com/bckpro.htm>

09/17-20/06: DRJ Fall World 2006  
 Sheraton San Diego Hotel & Marina  
 All ACP members are entitled to a registration discount. For more information go to:  
<http://www.drj.com/conferences/sd2006/>

### Business Continuity Institute (BCI)

BCI is offering ACP members discounted pricing to join the Institute:

1. Until 05/15/07, BCI will waive its application and upgrade fees (\$105.00) to ACP members. Applying to BCI, therefore, will be free to ACP members of the coming year.
2. As BCI does not currently require an exam as part of the membership process, ACP members will not have to pay any exam fees.
3. Until May 2007, BCI offers ACP members who qualify for Fellow of the BCI status a discounted structured interview free of \$150.00, a savings of 45% over the standard fee. Successful completion of the structured interview is key to qualifying as a BCI Fellow.
4. BCI annual membership fees are \$180.00 (Associate), \$207.00 (Specialist and Member), and \$255.00 (Fellow), and are assessed to all new members of the Institute.

To learn more about joining BCI go to [www.thebci.org](http://www.thebci.org).



Want to advertise your company, seminar, or would like to submit a Newsletter article?

Contact: Russ Arnett, Newsletter Director

Contact: Stephanie Minasian, Advertising Director



## VENDOR ADVERTISEMENT

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Bottle of Water Purification Tablets (50)	1	1
<b>Warmth</b>		
Emergency Blankets	5	10
<b>Personal Safety</b>		
Work Gloves	1	2
Dust Masks - N95	5	10
<b>Lighting</b>		
12 Hr. Green Light Sticks	1	2
30 min. Yellow Light Sticks	1	2
Flashlights	1	2
"D" Cell Batteries, Alkaline	2	4
<b>Support</b>		
Box of Waterproof Matches (50)	1	1
Multifunction Tool	1	1
Pry Bar 18"	1	1
Tarps 8' x 6'	1	2
Nylon Cord 50'	1	2
Duct Tape 2" x 50 yds.	1	2
Survival Bag - for Waste, Body Bags, Sealing Windows, etc...	1	2
<b>Medical</b> Heavy Duty Kits w/ <b>QuikClot</b>		
2 Patient Deluxe Kit	1	---
5 Patient Deluxe Kit	---	1
<b>Hygiene/Comfort/Sanitation</b>		
Refreshing Large Wipes (8 pk.)	2	4
Toilet Seat Covers (5 pk.)	3	6
"Wag" Sanitation Bags - Jells Liquids, up to 60 oz., Process solids...	5	10
<b>Personal Hygiene Kits in Ziplock</b>	5	10
<b>Each Kit Contains:</b>		
15 - Moist Towelettes		
1 - Tissue, Pocket Packs		
1 - Comb		
1 - Toothbrush		
1 - Toothpaste		
<b>Communication/ Instruction</b>		
Survival Guides	1	1
Whistle w/ Lanyard	1	2
Solar Crank Radios - (No Batteries Req.)	1	1
<b>Packaging</b>		
Choice of Duffles, Rigid Industrial Tote & Mobile Kits		



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6 - Butterfly Closures	4 - Sugar Pack
2 - Gauze Roll (2" x 5 yds.)	1 - 2" Elastic Bandage
2 - Gauze Roll (3" x 5 yds.)	8 - Antiseptic Wipes
1 - Eye Pad	8 - Antibiotic Ointment
1 - Shock Blankets	1 - EMT Scissor
8 - Q-Tips	1 - First Aid Guide
1 - Splints/Tongue Depressors	10 - Exam Gloves
4 - XL Band-aids	1 - Forcep / Tweezer
10 - Band-aids	1 - Penlight
1 - 1" Tape	

- 5 Person Duffle Kit # 0106080D \$219.00
- 5 Person Tote Kit # 0106080T \$219.00
- 5 Person Mobile Kit # 0106080M \$289.00

- 10 Person Duffle Kit # 0106081D \$329.00
- 10 Person Tote Kit # 0106081T \$329.00
- 10 Person Mobile Kit # 0106083 \$399.00

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**Pandemic Awareness**  
Russ Arnett, CBCP, PMP, CHSP

It has taken me since last year to raise the awareness in my company to the fact that the Pandemic is a “fact of life” and must be planned for. I hope that with the panel that we will be having during the July meeting will help you find ways to get your organization involved in this critical planning process.

I am going to tell you what worked for me to get the appropriate people involved to start this initiative.

1. Find a medical expert and have this expert provide the verification of the research that has already been completed.
2. Enlist Human Resources at the highest level. I was able to get the Vice President involved by showing him the research and estimates about impacts on the work force.
3. Enlist Information Technology. If the need for work at home requirements soar by at least 50% then they will be called upon to provide this support and we know that this has not been budgeted.
4. Enlist the Incident Commander and have this person consider the risks of maintaining a stable and functional working environment with a 30 – 50% reduction in work-force.
5. Enlist the Security group both for IT as well as physical protection because of the need to maintain and control access for a variety of reasons.
6. Obtain an Executive Sponsor. I was able to present this to our COO and during the presentation I emphasized that this is an

additional event that must be part of the Business Continuity Plan and the she was the person who was ultimately responsible for maintaining the viability of the business.

After completing the process of enlisting this support, I was given the responsibility to form a corporate project team to develop a presentation for the executive committee, Board of Directors and then the senior staff in that order.

I was able to get this team together and as a group we developed a presentation over a period of three weeks along with some recommendations.

- ❖ Assign a full-time outside Project Manager
- ❖ Tie plan to Business Continuity Plans
- ❖ Update all Business Continuity Plans
- ❖ Develop SOP for pandemic issues
- ❖ Have each health plan provide a medical and business expert to work with the corporate team
- ❖ Budget for pandemic supplies
- ❖ Develop/expand relationships with local authorities
- ❖ Develop outreach programs for our members and providers.
- ❖ Expand and budget for at home workers
- ❖ Use Share Point for internal employee awareness

We presented these recommendations to the COO and she decided that they should be developed and carried out – but that the Project Manager would be me.

I will provide more information as we continue this project during the rest of this year.

**JUNE 2006 CHAPTER SURVEY**

- 18 evaluations were submitted from 33 attendees. *Down from 79% in April.*
- 72% rated “BC/DR 2005 Trends in the BC/DR Market & Salary Survey Results” presentation as excellent. *Up from 61% in April*
- 89% rated the vendor highlight favorably.
- 100% rated the meeting format (one speaker and a networking session) favorably.

**SUGGESTIONS FOR FUTURE MEETING TOPICS/SPEAKERS**

Certification	Drill formats and templates for networking session	Avian flu outbreak
Actual disaster experiences	Compensation	Mapping Incident Command System into BC plans



## VENDOR ADVERTISEMENT

### 3 Business Continuity Workshops Coming To California ACP Members To Receive Discounts Up to \$130

**Essentials for Enterprise-Wide  
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#### **Workshop #105: Essentials for Enterprise-Wide Business Continuity Programs**

Attendees learn best practices for designing and implementing a comprehensive, properly sequenced, enterprise-wide Business Continuity Program. All elements of disaster response and business recovery are covered, including examples collected from 17 years of successful planning with organizations such as Toyota, Macy's, California Public Employees Retirement System, Discovery Communications, Yamaha, and many more. Content is appropriate for any experience level, but it is especially geared for beginning business continuity managers and executives from various departments who oversee such programs. DRII-certified professionals who attend this session can receive 4 continuing education points for re-certification. Half day. \$195 per seat. ACP members pay only \$165.

#### **Workshop #201: How to Benchmark and Sustain Your Program**

This session examines emerging standards and best practices for keeping a program current and extending its reach. Standards include NFPA 1600 for organizing and administering your program and the Incident Command System for improving crisis communications. Using these standards, attendees examine best practices for continuous program improvement, creating more mature action plans, and improving logistics and facilities. DRII-certified professionals who attend this session can receive 8 continuing education points for re-certification. One day. \$395 per seat. ACP members pay only \$345.

#### **Workshop #301: How to Create Drills and Exercises...*That Work!***

Participants review best practices for designing and implementing effective drills and exercises for a business continuity program. You will study proven steps for constructing exercises efficiently, using industry best practices. You will examine examples of 4 types of exercises, including an orientation session for executives, a communications drill for an IT department, and a table-top exercise for a business unit. Then you will participate in designing and executing a functional exercise for an Emergency Operations Center. DRII-certified professionals who attend this session can receive 8 continuing education points for re-certification. One day. \$395 per seat. ACP members pay only \$345.

These workshops are sponsored by Disaster Survival Planning Network (DSPN). They are professionally designed to be educationally sound. Instructors employ lecture, video clips, and breakout exercises to deliver an energetic, content-rich agenda that is thought-provoking as well as entertaining. Each participant receives a ring binder detailing the proceedings and providing additional reference materials.

Content for these workshops was developed by Judy Bell, a former Division Manager for Pacific Bell, and author of the first book on business continuity for the private sector, [Disaster Survival Planning: A Practical Guide for Businesses](#). She is a frequent speaker at national and international conferences.

Visit this link for more details and to register online: [www.disaster-survival.com/workshop.html](http://www.disaster-survival.com/workshop.html)

To receive your ACP discount, register using this promotional code: "ACP 2006"



## **Pandemic – Finally Big News**

**Joe Arnett, MBA**

**Freemont Savings and Loan**

Influenza has long been the unwisely neglected child in the infectious disease family, at least so far as the public was concerned. Every winter, tens of millions of people, including millions of Americans, get the flu. Most are home for a week or two, sick and miserable, then recover; some — mostly the elderly frail — die. The number of U.S. deaths in the average flu season is thought to be around 35,000. The number is uncertain because medical authorities don't usually verify who actually died of influenza and who died of a "flu-like illness." Most Americans think of the flu as a minor nuisance; we excuse ourselves from unwanted social obligations by telling friends we have "a touch of the flu."

At that, the U.S. pays more attention to influenza than most countries. In the average year, we vaccinate about two-thirds of our elderly and much smaller fractions of other high-risk groups; only Canada vaccinates a higher percentage of its population. (Vaccination has to be done every year because different strains of the flu virus keep arising and mutating. Last year's vaccine is likely to provide only minimal protection against this year's flu.) Flu vaccination is mostly a low-profile affair. Vaccination clinics merit short squibs in local newspapers; predictions about the upcoming flu season and reports of early outbreaks get dutifully covered.

In fact, when some other infectious disease like SARS or West Nile Virus captures the headlines, authorities and columnists wishing to debunk the "hype" usually offer up influenza as their clincher. Whatever we're "overly" worried about kills fewer people every year than the flu, they tell us. And we're not worried about the flu. So why worry about this other thing? Their point is never that we ought to worry more about influenza. It's that we shouldn't bother worrying about something much less deadly than influenza. This point is most likely to be stressed when media hype and public worry are distracting or irritating the people in charge.

None of this is surprising. Flu is a perfect paradigm of the high-hazard low-outrage risk, the sort of risk that kills people but doesn't much upset them. It is natural, familiar, and anything but memorable. It isn't voluntary, but in western countries getting vaccinated against it usually is. It's as chronic as chronic gets, reappearing every year like

clockwork. It's not especially dreaded. And there aren't very many flu controversies in a typical year — no battles over control or fairness, no issues of morality or trust or responsiveness.

In the United States, the winter of 2004–2005 is a phenomenal exception. Contamination at a Chiron Corporation vaccine plant in Liverpool cost the U.S. nearly half its vaccine supply this season. News of the shortfall apparently led millions of Americans who don't usually bother to get vaccinated to want their vaccine this year — in many cases, to want it badly enough to stand in line for hours. The greatly reduced supply and the significantly increased (and much more impassioned) demand together produced what felt like a crisis, leading many states to order doctors, hospitals, and drugstores to vaccinate only people in high-risk groups, and to hand over the rest of their vaccine for reallocation.

Though superficially chaotic, this ad-hoc authoritarian strategy for coping with the shortfall seems to be working pretty well. Too many commentators have over-reacted to what they see as the public's over-reaction — to the lines and complaints and confusion — not quite noticing that both the system and the populace have responded with resilience. By redirecting most of the available vaccine into high-risk arms, the U.S. may even end up vaccinating more high-risk people this year than it usually does. Depending on how bad a flu season we get, we may actually see fewer flu deaths than usual.

That won't keep reporters from making big news out of this season's flu deaths. People who could have been saved if only we'd had enough vaccine are much more newsworthy than people who could have been saved if only they'd bothered to get a shot. This year, flu vaccine outrage issues are everywhere you look — issues of voluntariness, control, fairness, and morality — even issues of blame, converting a familiar, uninteresting, natural disease into an unprecedented and memorable industrial or governmental blunder. Influenza is big news for a change.

I must tell you as a father with three children I am very disappointed with the interactions that I have had with the PTA, Girl Scouts and Boy Scouts about this issue.

I believe that we as parents and as professionals must do all we can to keep and push awareness about the Pandemic and Influenza.



## How to Reach our Executive Board

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## ACP-OC CHAPTER MEMBERS WANTED

**Nominating Committee - 2 members**

**Community Outreach Committee – 2 members**

**Holiday Luncheon Committee – 2 members**

Contact DeBorah Lozada, ACP President for additional information, [dlozada@acpoc.com](mailto:dlozada@acpoc.com)





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