Back to Basics
Plan Roughly- Execute Superbly

1st Annual Dessert Night
Tuesday Evening August 4th
6:00-8:00PM
Location:
EFCO
1800 NE Broadway Avenue
Des Moines, IA 50313-2644
Reservations NOT Needed!!

Iowa Contingency Planners Annual Conference
Wednesday August 5
8:00AM – 4:30PM

The conference is FREE to all members; however members do need to register.
This is for accurate meal and refreshment counts.
Registration fees for non-members is $100 (fee includes meals and refreshments).
Register on-line: www.ICP-WEB.com
1st Annual Dessert Night

Meet and EAT!

Dessert Planning meets Disaster Planning.

Please join the Iowa Contingency Planners for an evening of low-key, but high-calorie networking!

The dessert reception will take place at EFCO’s main facility, located at:

1800 NE Broadway Avenue
Des Moines, IA 50313-2644

The facility is easily accessible from I-80 along the northeast side of Des Moines. Directions and Maps are located at the end of the brochure.

There is no charge for this event.

Please make a point of coming down to network with your industry peers while trading business cards and best practices with each other over decadent desserts!

Special thanks to Ziegler Cat, APC and Quality Resource Group, who made this event possible.
Iowa Contingency Planners Annual Conference

Conference Schedule

7:30  Registration
     Breakfast
     Exhibit Hall Open
8:00  Welcome
8:15  Partner Updates
8:45  Lloyd Smith – Progressing from IT Disaster Recovery to Business Continuity Plans
10:00 Morning Break
     Prize Drawing
10:30 Lloyd Smith – Disaster Recovery Plans for Now and Forever
11:45 Sponsorship Introductions
12:00 Lunch
     Networking and Exhibit Hall Open
1:00  General Discussions
     Mary Griffin, Gallagher Insurance, Business Interruption Insurance
     Doug Laird, Skogman Realty, Commercial Real Estate
1:20  Panel Discussion:
     Jeff Goedken, Attorney for GreatAmerica Leasing Corp.
     Mary Griffin and Doug Laird
     Q&A
2:30  Afternoon Break
     Prize Drawing
3:00  ICP Business Meeting
3:15  Curt Sullivan, HSEMD – Automated Critical Asset Management System (ACAMS)
4:00  Grand Prize Drawing
     Must be present to win

Conference Sponsors

LightEdge
Involta
Quality Resource Group, Inc.
APC by Schneider Electric
EFCO
Wells Fargo
Ziegler Power Systems
Sungard Availability Services
Cat
PROGRESSING FROM DISASTER RECOVERY TO BUSINESS CONTINUITY PLANS

Business Continuity has evolved from Disaster Recovery. While the Information Systems Community was the early leaders in Disaster Recovery, the plans became inadequate. It is not enough to plan to recover Information Systems and Communications. Each essential operation, service and support function should be included in total business or government continuity plans. Therefore functional users and support organizations need to be an important part of the Business Continuity planning process.

Lloyd Smith will discuss early Disaster Recovery, including some success examples and lessons learned. Because of Information Systems recovery leadership and principles, there should be a normal progression from Disaster Recovery to Business Continuity. While many organizations have some recovery plans, it is important to assess and improve capabilities to recover business functions and operations as well as technology, systems and communications. Lloyd will encourage organizations and their continuity planners to utilize Disaster Recovery capabilities with Business Continuity concepts and best practices to progress to or improve their total continuity planning capabilities. Increasing disasters with greater impacts combined with additional highly serious threats confirm an absolute requirement for total continuity planning.

RECOVERY PLANS PAST, PRESENT AND FUTURE

Disaster Recovery Planning has been around for thousands of years. In fact, there is evidence in the Bible that God and Noah were early Disaster Recovery Planners. Lloyd Smith will trace the early beginnings of Disaster Recovery to the present and make recommendations for recovery and Business Continuity planning well into the future. While technology, capabilities and requirements change, there are principles that have applied in the past, apply in the present and will continue to apply into the future. Trained and available personnel, vital records (hard copy and digital) and an operating or recovery location with facilities and supporting infrastructure continue to be absolute and basic requirements. Lloyd will build on these basic and essential requirements for Disaster Recovery and continuity planning for any period. He will include disaster prevention, lessons learned from previous disasters, practical examples, Business Continuity best practices, success factors and future trends to help get us ready for a variety of disasters to include mega disasters of the future.

PANEL DISCUSSION: What you can – and can’t – plan for:

Does insurance always make you whole? Have you considered the cost of unexpected consequences? Is it ever as simple as “Brick & Mortar” restoration? What about multi-tenant buildings, health issues and certificates of occupancy? Challenge our panel with pre and post-disaster questions.
Keynote Session
Lloyd R. Smith, Jr., a retired Air Force Colonel has 25 years experience in Information Systems and 22 years in Disaster Recovery. As Director of Information Systems for the Oklahoma City Air Logistics Center for five years, he and the Information Systems Staff were responsible for a disaster recovery operation when a 40 hour, 22 alarm fire threatened three critical operations centers and did $138 million dollars in damage to the air logistics, maintenance and repair facility and seriously disrupted critical government operations. Lloyd also provided disaster recovery assistance to a client, on site after the Oklahoma City Federal Building Bombing. He was involved in the devastating F5 tornado in Oklahoma City and assisted an international corporation with hundreds of people at ground zero in their human and emergency response immediately following the terrorist attack on the United States.

Colonel Smith is a graduate of the U. S. Naval Academy, Annapolis, MD and has a Masters Degree from the University of Oklahoma. Certified as a Master Business Continuity Professional (MBCP), he is an internationally recognized speaker and instructor and has become a leading advocate for corporate and government agency disaster prevention and recovery planning. He founded Business & Government Continuity Services, which provides business and government disaster recovery awareness and consulting services to include risk/vulnerability assessments, business impact analyses, disaster recovery plan development, testing, personnel/team training, recovery plan mentoring and auditing.

Lloyd has been active in developing business continuity policies and standards while serving on the Disaster Recovery Institute Certification Commission and the Disaster Recovery Institute International Board of Directors for eight years. He has served as a DRII instructor for 16 years, has taught over 160 Disaster Recovery Institute International Courses. Lloyd also served as an adjunct professor teaching business and government continuity at the University of North Texas in Denton. He is currently a member of InfraGard, a partnership with the FBI and those concerned with protecting our Nation’s critical infrastructure.

Mary Griffin, is currently a producer of commercial accounts with Arthur J. Gallagher Risk Management Services in West Des Moines. Mary’s varied background in the property and casualty industry is a real value to her clients as she analyzes and designs the proper insurance and risk management program to meet their needs.

Mary graduated from the University of Hawaii in 1991 and began her career with Liberty Mutual Insurance Companies in the Honolulu claims department in 1992. She adjusted multi-line claims for both personal and commercial accounts including national market accounts such as UPS, SuperValu, Dover Elevator, and Dodds International. In 1997, Mary moved to New Hampshire to work in the Liberty Mutual IT department as a Sr. Business Analyst on the workers compensation systems. She helped create the claims reporting system that is now used by claims offices and Liberty Mutual clients.

In 2004, Mary starting working as an Account Representative for Wausau Signature Agency (Liberty Mutual owned agency). She qualified for the Sales Leadership Conference in 2007 and 2008 as well as being a member of the Wausau Presidents Sales Council.

Mary became part of the Arthur J Gallagher Companies in March of 2009 with the acquisition of the Liberty Mutual and Wausau Insurance Companies sales departments.
Jeff J. Goedken, General Counsel and Corporate Secretary, is responsible for all legal matters and leads the GreatAmerica Legal Team. Jeff originally was not designated a member of our BCP/Crisis Management Team. However, flood-related issues required his continual presence at the Emergency Operations Center (EOC). As a result of “lessons learned” – Jeff permanently joined the BCP/Crisis Management Team. Prior to joining GreatAmerica, Jeff was a partner in a Cedar Rapids law firm where his practice consisted of representing business owners in the formation of new businesses, acquisitions and mergers, tax dispute resolution, qualified retirement plan drafting and maintenance, estate planning and the negotiation and documentation of various commercial transactions.

Jeff earned his J.D. from the University of Iowa College of Law in 1992 after receiving a Bachelor's degree in Accounting and Business Administration and practicing public accounting for a couple of years with a regional CPA firm.

Doug Laird has been working multi-family management and real estate since 1986. In 2001, he joined the Commercial Real Estate division of Skogman Realty. He was Skogman Commercial's "Rookie of the Year" for 2002. In 2004, he qualified for Certified Commercial Investment Manager (CCIM) certification and in 2006 he earned the Society for Industrial Office Realtor designation. In March 2006, Doug earned his Broker Associate designation.

Doug has gained excellent expertise in the fields of warehouse, retail, office, multi-family, and all other general commercial property sales and leasing.

Doug is currently President-Elect of the Cedar Rapids Downtown Rotary Club, Director of Wellmark Health Plan of Iowa, Director of Aging Services, Director, Continuing Care Hospital at St. Luke’s Methodist Hospital and Vice Chair of the Cedar Rapids Developer’s Council.

Curt Sullivan serves under the authority and supervision of the Homeland Security Bureau Chief, as the Asset Protection Planner with the Threat Information and Infrastructure Protection Program (TIIPP). He is responsible for coordinating and implementing the State of Iowa Asset Protection Programs, such as Buffer Zone Protection and Automated Critical Asset Management System. This includes promoting statewide asset protection planning and coordination between government and industry sectors. Conducts or assist in the conduct of, vulnerability assessments and offer technical assistance with security measures as they relate to asset specific protection measures. As the ACAMS project manager and certified trainer for the State of Iowa, he provides necessary technical assistance, training, and guidance documents for Iowa’s ACAMS end users. Recently, Mr. Sullivan was invited to participate on a national ACAMS workgroup under the State, Local, Tribal, and Territorial Government Coordinating Council (SLTTGCC).
Our host for this event is EFCO Corp. in Des Moines, Iowa. EFCO’s main facility is located at:

1800 NE Broadway Avenue
Des Moines, IA 50313-2644

The facility is easily accessible from I-80 along the northeast side of Des Moines.

From the East: Take I-80 WEST to the East 14th Street Exit
Take East 14th Street SOUTH to Broadway Avenue
Take Broadway Avenue EAST to 1800 NE Broadway Avenue

From the West: Take I-80 EAST to the East 14th Street Exit
Take East 14th Street SOUTH to Broadway Avenue
Take Broadway Avenue EAST to 1800 NE Broadway Avenue
Venue Parking

Guest parking is available in the red highlighted areas. If the area in front of the Training Center is full, please park across the street in the overflow lot. There is a sidewalk under the road to get to the training center.

For those of you that are traveling and need hotel accommodations, the following hotels are nearby:

Hilton Garden Inn  
8600 Northpark Drive  
Johnston, IA  
515.270.8890

Sheraton West Des Moines  
1800 50th Street  
West Des Moines, IA  
515.223.1800

Courtyard by Marriott  
1520 N.W. 114th Street

Clive, IA  
515.225.1222  
Residence Inn by Marriott  
160 S. Jordan Creek Parkway  
West Des Moines, IA  
515.267.0338

West Des Moines Marriott  
1250 Jordan Creek Parkway  
West Des Moines, IA  
515.267.1500

Questions:
If you have any additional questions contact:
Joe Solem at 515-313-4261 or Joe.Solem@efcoforms.com
Mary-Jo Lee at 319-358-4499 or Mary-Jo.Lee@Pearson.com