

South Central  
Pennsylvania  
Regional  
Business  
Preparedness  
Campaign



# 2019 Business Continuity and Emergency Preparedness Conference

## Wednesday, September 18, 2019

The South Central PA Task Force will hold its NINTH annual Regional Business Continuity and Emergency Preparedness Conference on Wednesday, September 18, 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 800 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 6.**

## 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 of Continuity 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](mailto:tneville@comcast.net)



Millersville University



Center for Disaster Research & Education

## 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](http://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](http://www.millersville.edu/cdre).

**Mid-Penn Chapter of the Association of Continuity 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](http://www.midpenn.acp-international.com)



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

### Free—or almost 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 again asking the Conference attendees to donate one or two non-perishable food items which will be sent to the Central Pennsylvania Food Bank.

Last year we collected 190 pounds of items and checks totaling \$75. Let's beat this number in 2019!

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 coordinating this!



### 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!

### Registration Information

Space is limited to 100 attendees.

The deadline for registrations is Friday, September 6 at 5:00 pm.

Register using the Eventbrite link below. Please complete ONE registration for EACH attendee:

<https://www.eventbrite.com/e/2019-business-continuity-and-emergency-preparedness-conference-tickets-67145003513>

If you have any questions, please contact Troy Neville at [tneville@comcast.net](mailto:tneville@comcast.net)



## Conference Schedule – Wednesday, September 18, 2019

8:00 am – 9:00 am	<b>Conference Registration and Food Donation Collection</b>
9:00 am – 10:15 am	<b>Conducting an In-House Vulnerability Assessment</b> George Giang
10:30 am – 11:45 pm	<b>Supporting the Workforce Through Psychological First Aid</b> Dr. Lisa Lowrie
11:45 pm – 12:45 pm	Lunch (provided at no cost)
12:45 pm – 2:00 pm	<b>Lessons Learned From An Insurance Perspective</b> David King
2:15 pm – 3:30 pm	<b>Developing a Department-level Business Continuity Plan</b> Aaron Miller



### Morning Session #1: 9:00-10:15 Conducting an In-House Risk Assessment

*George Giang, South Central PA Task Force*

Having conducted over 150 assessments, George will discuss the pros and cons for organizations to perform their facility vulnerability assessment in-house rather than bringing in a contractor. He will also walk the attendees through conducting their own assessment to include the preparation, performance and report writing of an assessment. Knowing what an organization's critical assets and systems are, in addition to what hazards pose the most risk to business operations, is a fundamental prerequisite to conducting an assessment. This session will describe this process and walk the attendees through numerous real world examples. This information will allow them to go back to discuss with management and establishing an in-house assessment team .

**George J. Giang** is a consultant with over 30 years experience in the field of emergency management, business continuity planning, security, counter-terrorism, critical infrastructure protection, workplace violence prevention, response to active shooter incidents and facility vulnerability assessments. He currently chairs the Business, Industry & Infrastructure Subcommittee for the South Central PA Counter-terrorism Task Force. In this position he has conducted over 150 facility vulnerability assessments for government and private sector organizations. Special emphasis of the job includes critical infrastructure protection for public and privately owned and operated critical infrastructure/key resources. This includes interfacing with DHS, FBI and law enforcement to obtain security sensitive information which is shared with the business community for situational awareness. George was hired as Corporate Manager of Emergency preparedness after the Three Mile Island accident to develop an emergency preparedness program at the two nuclear power plants in New Jersey and Pennsylvania owned and operated by the utility.

#### Top 10 Risks for Businesses in 2019 from Protiviti:

1. Existing IT operations meeting performance expectations, resilience;
2. Succession challenges and ability to attract and retain top talent;
3. Regulatory changes and regulatory scrutiny;
4. Cyber threats;
5. Resistance to change operations;
6. Rapid speed of disruptive innovations and new technologies;
7. Privacy/identity management and information security;
8. Inability to utilize analytics and big data;
9. Organization's culture may not sufficiently encourage timely identification and escalation of risk issues;
10. Sustaining customer loyalty and retention.

Business continuity can play a role in addressing some of these risks. A business continuity plan is sometimes a risk control of last resort. However, proactively, BC can be the basis for building resilience into the culture of an organization.

**Morning Session #2: 10:30-11:45****Supporting the Workforce Through Psychological First Aid**

*Dr. Lisa Lowrie, American Red Cross of Central PA*

Natural and man-made disasters devastate businesses and individuals if they are not prepared. Managers can prepare their staff to successfully manage stressful and traumatic events by providing them with the basic components of Psychological First Aid. This session will provide an overview of common disaster related stress in reactions in adults, teens, and children and how the stress can affect an individual's thoughts, feelings, physical health, behavior, and spiritual health. Participants will be provided with some key strategies for supporting their workforce following a disaster related event.

**Dr. Lisa Lowrie** is a licensed social worker in Pennsylvania and Director of Advocacy and Consumer Relations with The Bradley Center. She has been a volunteer with the American Red Cross (ARC) for over nine years and currently serves as the Disaster Mental Health Lead for the Central Pennsylvania Chapter of ARC and has deployed locally and nationally as a DMH volunteer. In addition to her role in DMH, she serves as a disaster action team member for Lancaster County. In 2018, she traveled to Puerto Rico through Kutztown University, and took part in research on mental health, digital media, and disaster response following Hurricane Maria. She has extensive experience working with children, youth, and families and is a consultant and trainer for behavioral health curriculum development at Serise. Her research interests include multi-generational workplace relationships, technostress, and crisis response.

**Afternoon Session #1: 12:45-2:00****Lessons Learned From An Insurance Perspective**

*David King, President/CEO Horst Insurance*

This presentation will center around lessons learned from real-world business interruptions, with emphasis on the importance and interdependency between business continuity and business insurance. Participants will hear details on specific events where BC efforts were supported by insurance design, and others where insurance design hindered the return to "normalcy". With insurance as the primary BC funding mechanism, these lessons will provide a valuable tool to help any organization be better prepared for a disaster.

**David King** is President and CEO of Horst Insurance. Dave specializes in large, complex commercial accounts where emphasis is placed on program design, master planning and coverage consolidation. His clients' insurance programs often include master policy programs involving multiple entities, locations and exposures, or alternative approaches such as captives or self-insurance. Dave's skills include helping commercial clients assess and modify their risk management program, with a strong emphasis on business continuity planning.

In addition to his duties as President of Horst Insurance, Dave also serves as Corporate Risk Manager for Horst Group, Inc. and its diverse set of Construction, Excavation, Property Management and Senior Care business units. As an active Risk Manager, Dave is able to constantly hone his insurance and risk management skills from both the buyer and broker perspective.

**Afternoon Session #2 2:15-3:30: Developing a Department-level Business Continuity Plan**

*Aaron Miller, Bank of America*

Building a departmental recovery plan using the traditional continuity methodology is pretty straightforward. You talk with the business, find out what they do, and what people, processes and technology they need to complete their tasks. Then you document how they might continue to function if there's an unplanned business disruption. While we'll review this framework, the goal of the session is to review how a global financial institution organizes its continuity efforts so that it can continue to serve its customers, protect its employees and protect its shareholders' value.

We'll examine critical functions like Identify Access Management, Application Inventories, Dependency Identification and Management, Data Classification and Management and Continuous Monitoring. These leading practices will provide some ideas on how to take your departmental plans to the next level, and what auditors and regulators expect from continuity plans in 2019.

**Aaron Miller** is an IT Risk and Governance Analyst at Bank of America. In that role, he coordinates compliance, access, business continuity and disaster recovery work for applications relating to fraud technologies. Prior to joining Bank of America, Aaron worked as the Director of Business Continuity at Fulton Bank in Lancaster, and has worked for Barclays and JPMorganChase. He also spent six years working with Protiviti's business continuity practice. He holds an MA in Economics and Math from the University of Memphis and a BA in economics from Grinnell College in Iowa. He maintains several certifications including the CBCP, MBCI, CISA, CRISC and PMP.