



# North Texas ACP

ACP ASSOCIATION OF CONTINGENCY PLANNERS - Providing a powerful network for the advancement of the industry and the development of business continuity professionals.

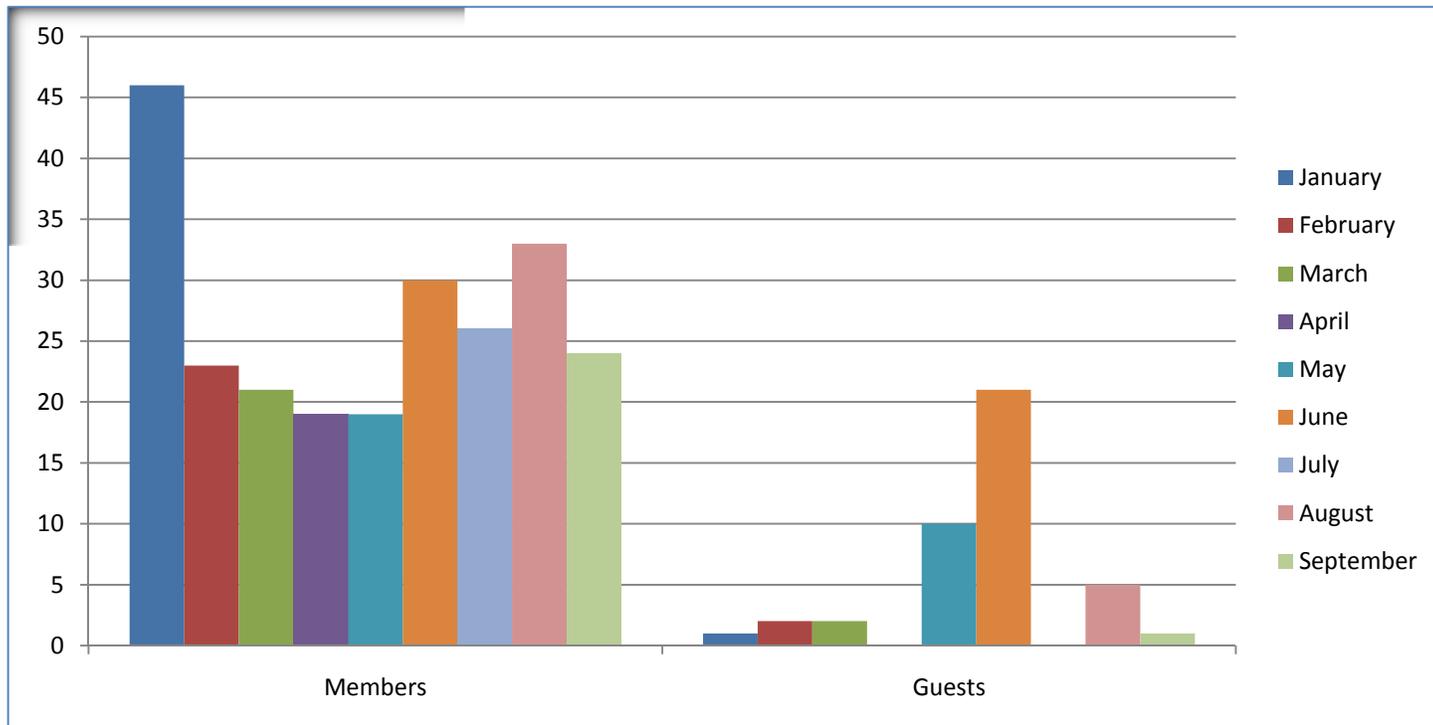
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OCTOBER 2010

### Quote of the Month

“Planning is easy – it’s doing the work that’s difficult.”

*Mel Gosling*



Cowboy Meeting August 3<sup>rd</sup>

There were 72 participants, but not everyone signed in.

# North Texas Chapter Meetings

## UPCOMING MEETING

### Fort Worth Satellite Meeting Coming Soon

We are looking for individuals in Fort Worth who are interested in hosting future North Texas ACP meetings. This would be a meeting location in Fort Worth so local ACP members can attend in person.

If you are interested please contact Mike Carver at [mcarver@corelogic.com](mailto:mcarver@corelogic.com)

Or  
817.699.7029

**Date:** 10/5/2010

**Subject:** October ACP Membership meeting

**Speaker 1:** Ken Capps, APR

**Affiliation:** [kencapps.com](http://kencapps.com)

**Location:**  
H5CoLo  
2712 Park Central,  
Dallas, Texas 75251

**Time:** 12:00-2:00pm CST

#### Synopsis:

Welcome  
President's Comments  
Old Business  
New Business  
Presentation topic: Are you Ready to Talk About Your Disaster?  
Presented by Ken Capps



Date announced for Business Continuity Awareness Week 2011

The Business Continuity Institute has announced that, following a member consultation, Business Continuity Awareness Week 2011 will take place from 21st to 25th March 2011. [www.thebci.org](http://www.thebci.org)

## Meeting Schedule and Locations for 2010

**October 5**      **H5CoLo**

**November 2**      Boy Scout of America

**December 7** ACP Luncheon (Texas de Brazil)  
**Texas de Brazil Dallas**      <http://www.texasdebrazil.com/>  
**2727 Cedar Springs Rd.**  
**Dallas, TX 75201**  
**Phone 214-720-1414**  
Includes salad area; meats selection; sides of mashed potatoes, fried bananas & cheese bread; dessert; and house soft drinks.  
Free for current North Texas ACP Members      *Guests: \$ TBD*

#### Location:

<http://www.mapquest.com/maps?address=2727+Cedar+Springs+Rd&city=Dallas&state=TX&country=US>

Created by Veronica McLaughlin

Monthly Newsletter link: [http://northtx.acp-international.com/Pub\\_Ed.htm](http://northtx.acp-international.com/Pub_Ed.htm)

## 2010 Chapter Officers

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# The Importance of Business Continuity Concepts for Plan Builders

By Cynthia Rice and Veronica Hernandez-McLaughlin, First American Corporation Business Resiliency Program

As Business Continuity Professionals we sometimes forget that a large number of the people we task with building their departments Business Continuity plan do not have a fundamental understanding of Business Continuity and Disaster Recovery concepts. We become frustrated with them and their lack of ability to develop a reasonable and workable plan. The first thing we must do to improve compliance is to provide adequate training in both the tools and the concepts. Plan builders must understand why business continuity is important and the impact it has on the company if not completed accurately. There are many software tools available on the market today, and the majority of them are quite good. None of them, however, will do the work for you. Content is the most important element of a good Business Continuity plan. Plan builders must understand these basic concepts. Business Continuity and Disaster Recovery are not interchangeable terms, but are components that complement one another.

Business Continuity is a program designed to identify critical business processes and enact procedures to ensure the continuation of these processes in the event of a business interruption.

Disaster Recovery is designed to recover IT systems and infrastructures and is a part of the overall Business Continuity plan.

A properly executed Business Impact Analysis (BIA) will tell us *why* it's important to have a Business Continuity Plan. It will show us the amount of money lost over a period of time. It helps us identify the critical business processes. Once that is recognized, Business Continuity often finds its way off the back burner. The BIA is the basis from which your plan is built.

The primary elements of a workable Business Continuity plan are that they must have meaningful data collection, a solid communications plan, adequately documented processes, alignment with the IT Disaster Recovery plans and they must be exercised and maintained regularly.

- The BIA is the means of collecting the data. It identifies what the critical processes are, assists in the identification of strategies and alternatives, provides financial data to help select appropriate levels of investment for protection, and it helps to determine the Recovery Time and Recovery Point Objectives.
- Communications plans can be in the form of simple and accurate call trees or feature software tools such as *AlertFind* or *NotiFind*.
- All business critical processes must be documented in a way that can be understood and executed by people other than those who regularly perform those tasks.
- Business Continuity cannot exist in a vacuum. Unless there is a viable disaster recovery plan in place, business operations cannot resume.
- Exercising the plan is a vital part of the process. If inadequately performed, the success rate is questionable at best.
- Plan maintenance must be performed regularly to retain the most current information.

The final two points, plan exercising and plan maintenance, are often overlooked or poorly performed. Exercising the plan is of the utmost importance. It is the only way to identify and correct inadequacies. Plan exercises should be structured to cover a range of scenarios to validate different types of disruptions. They will identify weaknesses in the organization such as gaps in the communications chain or pinpoint missing critical processes. They can identify inadequacies in the change management procedures as they relate to updates to the Business Continuity and Disaster Recovery Plans. Exercises provide you with an opportunity to discover inefficiencies and gaps in your plan. It is imperative that exercise results are documented, addressed and resolved in a timely manner. Finally, the Business Continuity plan is only as good as the data contained within. If the information is outdated or invalid, a successful outcome to any business interruption is doubtful.

# COMING THIS MONTH....



## Featured Speaker: Ken Capps

Are you Ready to Talk About Your Disaster?

We have an exciting meeting planned for October 5! Our presenter, Mr. Ken Capps, APR, has extensive experience in communications. Early in his career, he was a television news reporter in several markets, including Fort Worth. He then served as in communications roles with several larger companies in the Dallas / Fort Worth area. He also served as the DFW Airport Vice President of Public Affairs, with his first day at DFW on September 11, 2001.

### **Questions:**

*Do you know what needs to be communicated during a business interruption?*

*Are you planning to provide your portion of this information?*

*Do you practice this during exercises?*

Mr. Capps' perspective on crisis communication is very different from the experiences for most North Texas ACP members. As members, we provide the summarized status that will form some of the messages for internal and external communications. Depending on the executive-level commitment to Business Continuity, Disaster Recovery, and/or Emergency Management, we have limited insight into what is truly needed for the crisis communications—unless we have been part of a disaster.

You are encouraged to invite your corporate communications contact(s) to this meeting. Mr. Capps plans an interactive presentation, so there will be ample time for questions.

**Who:** Ken Capps, APR [kencapps.com](http://kencapps.com)

**What:** Are you Ready to Talk About Your Disaster?

**When:** Tuesday, October 5, 2010 noon – 2 p.m. CT

**Where:** **H5 COLO:** 12712 Park Central, Dallas, Texas 75251

- Park in the visitor parking provided.
- As you face north towards the buildings you want to enter into 4PC (3 story building on the left)
- Take the Elevator to the Ground Floor (Basement) and you have arrived.

Food is allowed in the auditorium. There is a cafeteria next to the meeting room.