



## Liberty Valley Chapter

### 2nd Quarter 2016 Newsletter

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**Please note: The Liberty Valley ACP Chapter held two meetings in the Second Quarter.**

*The June 2016 meeting review is below. If you would like to review the summary from the April meeting, please click [here](#) and scroll down to the "2016 Meeting & Events" section on the left side of the page.*

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#### Chapter Meeting Review

Thursday, June 16, 2016

Hosted and Sponsored by BC in the Cloud, Eagleville, PA

#### BC in the Cloud Overview

Greg Snyder, SVP of Sales and Client Services, provided a company and solution overview. BC in the Cloud's goal is to provide business continuity software that is easy to use and provide functionality that is easily customizable for the users. The platform is usable out of the box for business impact analyses, business continuity planning, disaster recovery planning, and incident management.

Greg highlighted the dynamic dashboards in the platform as a key feature that can assist executives and users alike to be well informed and up to date on the overall program.

For more information about BC in the Cloud or to sign up for a demo of the platform, visit <http://www.bcinthecloud.com/>.

**Social Media Risk: Should it Affect your Planning, Testing, and Response?**

Dru Ullery, Director of Platform Services at BC in the Cloud, provided a very compelling presentation regarding social media risk and how this risk relates to what business continuity professionals do every day. With several social media platforms being utilized by companies and employees, the risks associated with publicly available information could have an impact on a company's reputation, as well as financially, legally and operationally.

Dru gave several examples of fictitious situations where social media could affect a company if incorrect information is posted.

Understanding a company's social media policy is important and Business Continuity Plans should include a corporate communication strategy. Practitioners should work with the communication team to prepare pre-staged responses based on incident types. If applicable, the plan can include the use of Social Media platforms for coverage and incident response.

### **"It Will Never Happen to Me" Deadly Lie - Lessons Learned from 4 Catastrophes That Were Never Supposed to Happen**

Bo Mitchell, President of 911 Consulting, is a nationally recognized expert in the field of emergency management and preparation and the Liberty Valley ACP Chapter was thrilled to hear his presentation.

Bo's message resonated with the attendees, as he presented all the reasons why the situations that people don't think could happen to them, happen every day. His presentation is candid and powerful, and the theme throughout is that Business Continuity professionals have a responsibility to help their organization be prepared, which can be done in several ways.

911 Consulting provides emergency preparedness services, training and drills/exercises for organizations of all types and sizes so companies can protect their people and property.

Bo gave an overview of what company Crisis Plans should include to be prepared. ***See below for the pictorial.***

Bo stressed that training is essential for any organization because in a crisis people "sink" to their level of training. Training makes everyone feel comfortable, empowered and it takes "scary" out of the discussion.

To receive Bo's slides, Chapter Members can email him directly at [bomitchell@911consulting.net](mailto:bomitchell@911consulting.net) and mention Liberty Valley ACP. For more information about 911 Consulting visit: <http://911consulting.net/>.

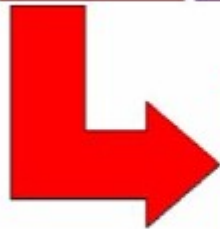
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A few of the attendees gathered at Brother Paul's Pub on Ridge Pike after the meeting to continue the discussion and enjoy additional time to network with fellow Chapter members.

**The Liberty Valley ACP Chapter would also like to thank BC in the Cloud for hosting the meeting and sponsoring lunch.**

# 911 Consulting®

## Crisis Plans Defined





**Pictured above clockwise from the top left:** Steve Cassidy and Stephanie Marjoram, BC in the Cloud; Barb Shaw, President, Liberty Valley ACP Chapter; Greg Snyder, BC in the Cloud; Dru Ullery, BC in the Cloud





**Pictured above – The ACP Liberty Valley Chapter Board and the Presenters**

**L to R –** Bo Mitchell, Dru Ullery, Barb Shaw, Millard Jackson, Amy Lane, Marc Tumolo, Tracy Gkonos, Donna Arobone, Stephanie Marjoram



**The next Liberty Valley ACP Chapter meeting will be held Thursday, September 15, 2016.**

**The SEPA Regional Task Force is sponsoring the meeting at the Penn State Great Valley Campus in Malvern, PA. More details to be provided soon!**



**As of the beginning of June, the Liberty Valley ACP Chapter is the largest Chapter in the country!**

**Way to go, Liberty Valley members! Thank you for making us a great Chapter!**



## Member Spotlight

### **David Discenza** **President, Discenza Business Continuity Solutions**

**What's your current role and how long have you been in this role?**

My current role is that of an **independent consultant in business continuity**. I've been involved in business continuity since 2008 and I started my own practice in 2013. I received my CBCP in 2014. Next up, my MBCP.

**What path did you follow to get where you are today?**

Like most other people I've met in this field, I came to it from another. The first 30 years of my career was spent in the training and development field. I've worked in higher education, healthcare, and the corporate world. While with American Express, I was offered the opportunity to take over the business continuity plan for the Risk Management organization. At a time when the company was laying people off (it was the depths of the Great Recession) it seemed a good idea to find another way to add value to the company. As it turns out, I both enjoyed and was good at managing our business unit's plan. This provided me with a "second act" in life when I left American Express and relocated to the Philadelphia area.

**How long have you been a member of the Liberty Valley Chapter of ACP?**

I have been a member since 2014.

**What is your favorite part about your membership in the ACP?**

My favorite part is meeting people from different companies and with different experiences in this field.

**What are some of your hobbies/interests outside of work?**

Last year I fulfilled a personal goal and bought a sailboat. My wife and I have been exploring the Chesapeake Bay with it this season. I play at golf. (Yes, I meant to say it that way.) I'm also a member of the Philadelphia Archdiocesan Choir.



**Favorite quote or saying?**

I have several and their use depends on the occasion, but the one that means the most to me is one I heard my father say once:

***"I was too stupid to know I wasn't smart enough to succeed, so I did anyway."***

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**Welcome to the newest members of the Liberty Valley Chapter!**

- Jean Benning
- Bryan Costello
- Bill DiMartini
- Kwame Guy
- John Intindolo
- Deb Long
- Reginald Waller
- Luke Zinszer

**Do you know someone who would like to become a member of the ACP? Encourage them to join the Liberty Valley Chapter! Direct them to the [National ACP site](#) to become a member!**



The ACP Liberty Valley Chapter is re-launching our LinkedIn group page!

The [LinkedIn group page](#) is re-launching as a members-only page. This social media group will be a great way to network with fellow Chapter members outside of our bi-monthly meetings.

The group page can be utilized for a variety of reasons:

- Announce upcoming meeting information
- Share Chapter newsletters and Chapter meeting summaries
- Post industry-related articles and conference information
- Publicize job opportunities

Many of our Chapter members already belong to the group page. If you are not currently a member of the LinkedIn page\*\*, you will receive an invitation to join the page shortly.

We hope you'll join in this online conversation! If you have any questions about the group page, please email [publicrelations@libertyvalley.acp-international.com](mailto:publicrelations@libertyvalley.acp-international.com) or [membership@libertyvalley.acp-international.com](mailto:membership@libertyvalley.acp-international.com).

*(\*\*In order to be a member of the LinkedIn group, you will need to have an active LinkedIn profile.)*

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**In an effort to continue to bring the public and private sectors together, our Chapter is proud to sponsor a yearly membership to ACP for one individual in the local government agencies from the surrounding counties.**



**As part of this program, we would like to welcome:**

- **Bill Turner, Chester County Emergency Management, Finance and Administration Manager**
- **Tim Elbertson, Montgomery County Department of Public Safety, Community Outreach Coordinator**




**THANK  
YOU!**

**Thank you to everyone who served  
on the Audit Committee earlier this  
year!**

- Brian Mackay - Committee Chair (2015  
Treasurer)
- Millard Jackson (2016 Treasurer)
- Donna Jacobs
- Dennis Kasapi
- Trish Knowles
- Curtis Minnich
- Renee Pinto

**We'd also like to acknowledge those  
individuals who have volunteered to  
be on the Programs Committee. This  
committee is assisting in the planning  
of the meetings for the remainder of  
2016.**

- Lisa Angelucci
- Kemberly Garrison
- Lisa Jones
- Trish Knowles
- Renee Pinto
- Desiree Sidella

**Do you have news to share for the next Newsletter? Brag about yourself! We'd  
love to hear from you!**

**E-mail contributions / ideas to [publicrelations@libertyvalley.acp-  
international.com](mailto:publicrelations@libertyvalley.acp-international.com).**





As a reminder, the [Liberty Valley Chapter website](#) is updated with chapter and industry events.



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