KC Metro DR/BC Conference

When: Thursday, November 18, 2010

Where: Johnson County Emergency Management and Homeland Security Bldg.
111 South Cherry, Suite 200 Lower Level
Olathe, Kansas 66061 (see below for maps/directions)

Agenda:

Registration - FREE to all members and visitors!................................. **7:30 am - 8:30 am**
Continental Breakfast will be provided

Vendor Gallery Open .... **7:30 am - 8:30 am**
Room 202-204   Visit the many vendors that have sponsored this conference, including:
Bick Group, Orr Protection, NCRI, American Red Cross, Stallard Technologies,
PropertyTrak, CoSentry, Media Services, Starfire Technologies, Weather or Not

General Session.. **8:30 am - 9:30 am**
Room 200   David Linthicum - *Leveraging Cloud computing for Business Continuity*

Break-Out Sessions - 1... **9:30 am - 10:15 am**
Room 200   Dominic Romeo - *How can I leverage my investment in virtualization to help with backups, recovery, and high availability?*

Room 201   Kevin Kerber - *How WAN Optimization is enabling the alignment of RPO and RTO objectives within budget objectives*

Vendor Gallery Open .... **10:15 am - 10:45 am**
Room 202-204   Visit the many vendors that have sponsored this conference, including:
Bick Group, Orr Protection, NCRI, American Red Cross, Stallard Technologies,
PropertyTrak, CoSentry, Media Services, Starfire Technologies, Weather or Not

Break-Out Sessions - 2... **10:45 am - 11:30 am**
Room 200   Sara Croke - *How to Make Social Media Techniques Work During Emergencies*

Room 201   Richard Spurlock - *Sleep at Night - Architecting a Reliable BC/DR Solution*

Table and Booth Tour .... **11:30 am - noon**
Room 202-204

All attendees will attend the general session at 8:30 am and then choose one of the (2) presentations going on simultaneously at 9:30 am. After the first sessions, you are invited to tour the vendor booths and tables. At 10:45 am you may choose from the two 10:45 am sessions to attend. The vendor booths and exhibits will be open afterwards until noon.

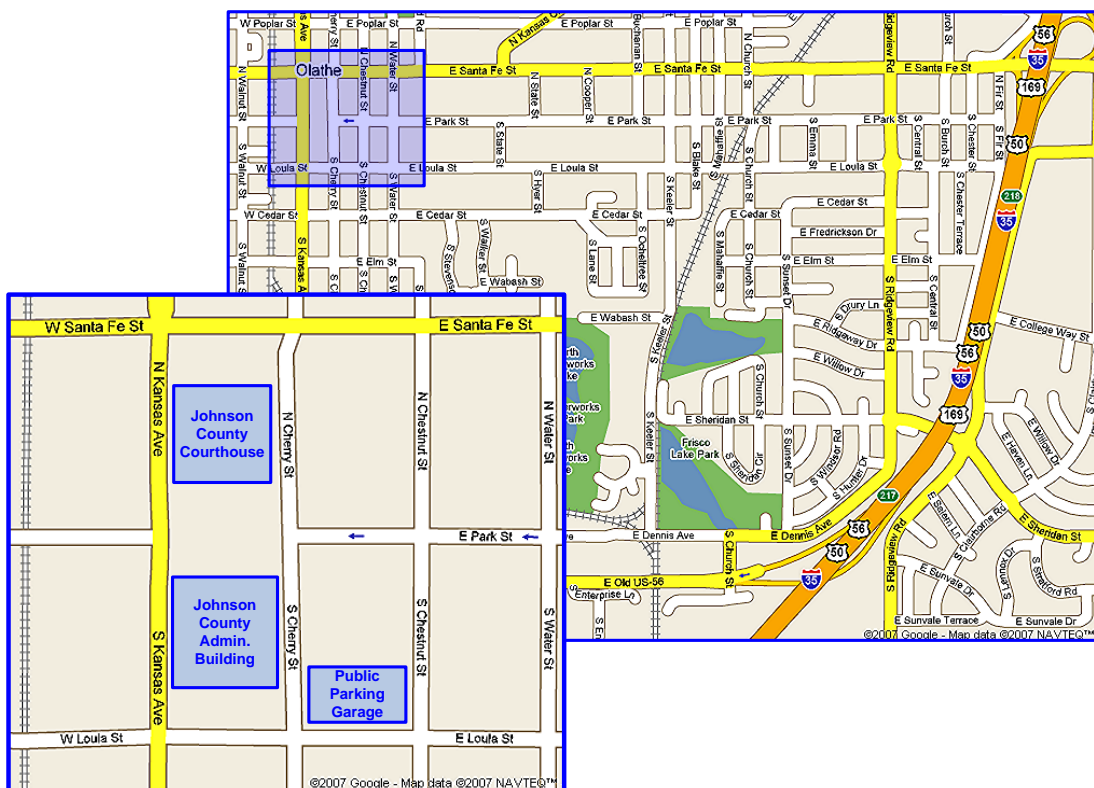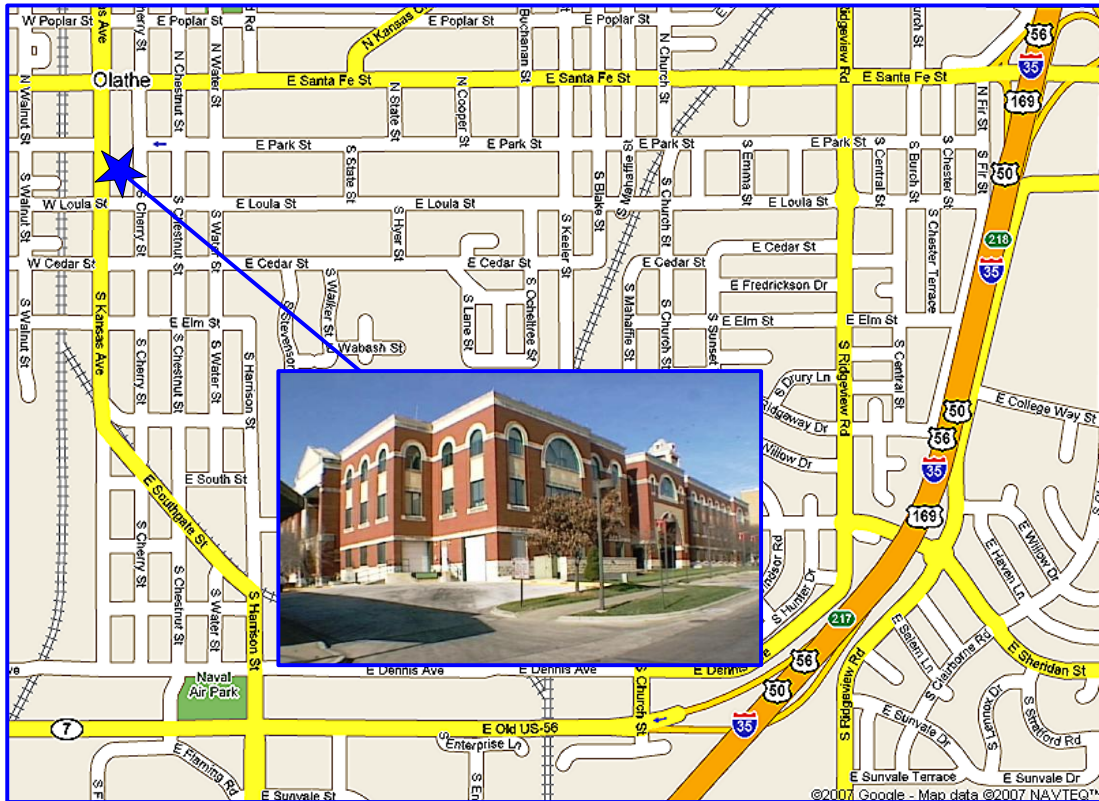# Johnson County Emergency Management & Homeland Security

111 S. Cherry St., Suite 200 (Lower Level)
Olathe, Kansas 66061
913-782-3038

The Emergency Management & Homeland Security Office is located in the lower level of the Johnson County Administration Building in Suite 200.

Free parking is available in the public parking garage between Cherry Street and Chestnut Street just North of Loula Street.

Presentation Descriptions and Presenter Bios

8:30 am - Room 200   David Linthicum, CTO Blue Mountain Labs - Bick Group
<u>Leveraging Cloud computing for Business Continuity</u>
Most enterprises are not buying public cloud computing systems as their primary platform for business-critical applications, despite the hype that leads us to look at cloud computing as the new platform for critical applications. For now, perhaps they should not go in this direction. That is, not until business continuity, or disaster recovery, becomes the next killer app for cloud computing. In this session, you will learn about public vs. private clouds, the advantages and disadvantages of cloud computing, how it can improve your business continuity program, and the opportunities and risks of migrating to the cloud.

   David Linthicum - David S. Linthicum (Dave) is the CTO of Blue Mountain Labs (a Bick Group company), and an internationally recognized industry expert and thought leader, and the author and coauthor of 13 books on computing, including the best-selling "Enterprise Application Integration" (Addison Wesley). Dave keynotes at many leading technology conferences on cloud computing, SOA, Web 2.0, and enterprise architecture, and has appeared on a number of TV and radio shows as a computing expert.

   In his career, Dave has formed or enhanced many of the ideas behind modern distributed computing, including Enterprise Application Integration, B2B Application Integration, and SOA, approaches and technologies in wide use today. For the last 10 years, Dave has focused on the technology and strategies around cloud computing and how to make cloud computing work for the modern enterprise. This includes work with several cloud computing startups.

   Dave's industry experience includes tenures as CTO and CEO of several successful software companies, and upper-level management positions in Fortune 100 companies. In addition, he was an associate professor of computer science for eight years and continues to lecture at major technical colleges and universities, including the University of Virginia, Arizona State University, and the University of Wisconsin.

   Dave's latest book is "Cloud Computing and SOA Convergence in Your Enterprise, a Step-by-Step Approach."

9:30 am - Room 200   Dominic Romeo, CoSentry
<u>How can I leverage my investment in virtualization to help with backups, recovery, and high availability? -</u>
Server virtualization has decoupled server operating systems and applications from their traditional hardware and platforms. Where appropriate, virtualization has shown significant opportunities to enhance operations and management of servers and applications. The virtualization layer of the server stack is a perfect place to tackle the challenges of backups, recovery, and high availability. We will discuss some theories, topics, and technologies that are bringing interesting new solutions for how to protect your server configuration and data and to ease recovery in the event of disaster or data loss.

   Dominic Romeo - Dominic has worked in IT for 14 years. He has covered everything from desktop support, to data center operations, to network operations, and large enterprise server hardware and software fault analysis and resolution. Dominic has been with CoSentry for 9 years. Currently, he is a Senior Systems Engineer focusing on supporting and developing CoSentry managed service offerings pertaining to Cisco service provider networking, server resources, VMware virtualization, and EMC storage. CoSentry has combined these pieces to offer the foundation for custom solutions for clients looking for Infrastructure as a Services (IaaS), and Dominic has been on the leading edge of developing and supporting this infrastructure for CoSentry.

9:30 am - Room 201   Kevin Kerber, Riverbed Technology
<u>How WAN Optimization is enabling the alignment of RPO and RTO objectives within budget objectives</u>
Aligning the requirements of the business with the budgets allocated for business continuity is one of the top challenges of everyone responsible for their companies BC/DR. Applying new technologies has had a tremendous effect on achieving this over the past 5-7 years. WAN Optimization is yet another game changing technology to help achieve required RPOs and RTO's while meeting budget demands.

Presentation Descriptions and Presenter Bios

Kevin Kerber - Kevin Kerber has spent the last 16 Years in Technology sales, consulting and operations management. For the first 5 years, Kevin worked for Siemens Corporation designing and selling ATM, Frame Relay and the first forays into Voice over Data Networks. He then worked specifically with call center managers and helped design call center tools to improve efficiency, availability and accountability. In 2003 Kevin became General Manager for Inflow Inc. where had operations and P&L responsibility for Inflow's 30K square foot Internet Data Center and Disaster Recovery facility in St. Louis where he was responsible for the facility's day to day operations, practice and testing of the different emergency response plans and the facilities ISO 9001/2000 certification. SunGard acquired Inflow in January 2005 and Kevin acted as the Director of Sales for 7 states designing, implementing, testing and executing disaster recovery plans for corporations. Kevin joined Riverbed in June of 2006 where he currently acts as the Regional Sales Manager helping Riverbed Resellers design, sell and implement Riverbed's network optimization technology.

10:45 am - Room 200   Sara Croke, President, Weather or Not
How to Make Social Media Techniques Work During Emergencies
Clear communication amongst your Disaster Preparedness and Disaster Recovery Teams is critical to success. Social media techniques can prove valuable and vital to your situation.   Learn how to implement the three best social media practices for emergency management: clarity, customizable applications, and confidential, reliable delivery.

Sara Croke - Sara Croke founded Weather or Not in 1986. Since then, Weather or Not has been saving money and improving safety for businesses, municipalities, schools and airports. As the Midwest's leading meteorological consulting firm, Weather or Not has used several delivery systems to get their critical messages to key decision makers.

In 1997, Weather or Not became one of the first weather businesses in the county to utilize texting as a widespread communication method to serve a variety of industries. Today, Croke uses that extensive experience to share best practices for developing effective critical messaging in the current high tech communications environment.

10:45 am - Room 201   Richard Spurlock, Starfire Technologies
Sleep at Night - Architecting a Reliable BC/DR Solution
Old backup methodologies and technologies fall short of today's requirements. It is time to shake the BC/DR landscape. Based on real, in-production customer deployments, we will define the considerations, challenges, and optimal architectures for a efficient, cost-effective BC/DR solution. This discussion will explore the discovery and design methodology as well as the considerations for leveraging industry technologies such as disk, tape, deduplication, and continuous data protection. The impact is a BCDR solution that provides value every day, not "just in case".

Richard Spurlock - Richard R. Spurlock provides solutions and educates clients about technology. He has been doing so for more then 23 years. Richard has extensive experience designing and delivering storage management solutions for medium to large businesses. He has spent more than a decade refining business continuity best-practices and has been the lead on several major disaster recovery declarations. His degree in Electrical and Computer Engineering has provided the foundation for his work in networking solutions, software development, and systems integration. Richard has helped to author an IBM Redbook, consulted with IBM on features and design for a new software product, and most recently was part of the team that wrote the certification exams for TSM v6.1. Richard is President and Senior Enterprise Architect for Starfire Technologies, Inc.