

**To:** Jackson, Ryan[jackson.ryan@epa.gov]  
**From:** GOV COOP-Emergency Planning Workshop  
**Sent:** Thur 7/27/2017 7:15:59 PM  
**Subject:** [SPAM] COOP Workshop Speakers from DHS, FEMA, National Finance Center, USITC and more...

**Outstanding  
Government Speakers  
Leaders In  
Government COOP**

***Keynote: Mr. Richard  
M. Chávez  
Director, Operations  
Coordination, DHS  
DHS Continuity  
Coordinator, Reporting to  
Secretary John F. Kelly***

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***Veronica (Roni) M.  
Glass  
Deputy Director,  
Continuity Division,  
DHS***

--

***Kenneth Briscoe  
Chief, Readiness  
Branch,  
Continuity Division,  
DHS***

--

***Calvin W. Turner, Jr.  
Director, National  
Finance Center, USDA  
(NFC is the "Poster Child" for  
Data Center Reconstitution)***

--

***Joe Douglas, ABCP  
Continuity Program  
Manager, USITC***

-

***Timothy D. Smith***

**Senior Advisor,  
Associate  
Administrator,  
Office of Response  
and Recovery  
FEMA**

**Please Forward to Others  
In Your Organization**

**Are You Pleased with Your Agency  
COOP Planning?  
Is Your Agency Prepared for a Fire,  
Flood, Hurricane or Other Disaster?  
Fine Tune Your COOP Plan!  
Have You Briefed Your New Agency  
Leadership on  
Your Preparation for a Disaster?  
Be Prepared?**

**Continuity of Operations  
(COOP) & Emergency  
Planning in the Government  
Training Workshop XXIII  
August 17-18, 2017**

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**Fine Tune Your Agency COOP &  
Emergency Plans  
Is Your Office Prepared for an  
Emergency?**

**"Send-A-Team" Registration Fees  
Workshop Open to Government &  
Industry Partners**

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**Press is Not Permitted to  
Encourage Candid Discussion**

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**Rated As "Excellent" by  
100s of Government Attendees  
at All Previous 22 Workshops**

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**New Agency Leadership Will be  
Asking:**

***"Are We Ready for an Emergency?"***

**What is your Answer?**

**Continuity of Operations (COOP) & Emergency  
Planning in the Government  
Training Workshop XXIII**

(the 23rd offering of this highly successful training)  
***Preparing Your Agency for a Disaster or Emergency in  
the New Administration***

**Willard InterContinental Hotel**  
Washington, D.C.

Two Full Days of Intensive Training  
August 17-18, 2017

sponsored by

**Potomac Forum, Ltd**

[www.potomacforum.org](http://www.potomacforum.org)

The Recognized Leader in High Quality Training Since 1982

**Overview:**

**Government and Industry Leaders Present Practical Solutions to  
Government Continuity of Operations Requirements.**

**This is a "How To" workshop "with proven instructors and guest speakers.  
Rated as "Excellent" the previous 22 workshop sessions!**

**Learn about New COOP Requirements, Federal Government Policy, Best &  
Proven Practices and what they mean for your organization. The Federal  
Government's continuity requirements are currently being updated and  
this workshop will address the new developments and how it will impact  
your organization. The New Administration will be depending open Career  
and New Appointees to insure the continuity of government.**

- Is your agency management currently pleased with its COOP Planning  
and Policy?**
- Is your agency prepared for an incident and is it resilient?**
- Attend this proven Potomac Forum Training Workshop to improve or fine  
tune your agency COOP planning and policy.**

**Promise of Value and Performance:** Potomac Forum is so confident that each and every attendee will be pleased with the information presented and its value to the government that Potomac Forum will provide a **FULL RETURN OF REGISTRATION FEE** for any student that does not find the two day workshop of value to their organization.

Instructor Team and Guest Government speakers present practical, real-life solutions required to establish or improve a Continuity Program within your Federal, State, Local, Tribal, or Private Sector organization. The key to success in moving your COOP program forward is gaining the foothold within your organization's culture and business processes. You will hear from Federal Agency Leadership about their development of a COOP Program that has been recognized by DHS as best practice. Learn about impacts of current events that drive Telework, Resilience, Reconstitution and other key response and recovery strategies.

Learn how to Justify COOP Programs to Senior Management and Build Cooperation and Consensus at the "Front Line" levels. Instructors will simply and clearly answer the "what's in it for me" question from the leadership level through, and right down to the individual implementers' level. This technique, though simple and easily tailored, is often the key to gain leadership's buy-in and individual understanding of the complexities involving the many facets of COOP. You will see a simple concept that will allow you to capture, catalog, measure and report on existing Continuity Implementations that already exist within your organization.

Consider this Workshop...

- If you have recently taken over an existing COOP Program and want to ensure that it is up to speed with the industry's best practices
- If you have a COOP Program that is just taking off
- If you have an established COOP Program and need to find new areas to quickly and easily improve
- If you are looking for ways to make your COOP Program execute effectively on a "bad day"
- If you are new to the Federal COOP environment
- If you are in top leadership and need to learn more about what you are "on the hook" for within COOP
- If you are not satisfied with your current agency COOP Plan or Policy
- If you have new Agency Leadership and want to be better prepared to discuss COOP

... then this is the session for you to deliver a practical and sustainable COOP Program that complies with government regulations, best practices and effective management.

**Included in the course materials will be a CD with numerous Federal continuity references as well as several ready-to-use templates to advance your program. (Material is Updated to Include the Latest Guidance from NIST, DHS and Administration Initiatives)**

**What You Will Learn:**

- **Define all aspects of COOP**
- **Develop an action plan for delivering your COOP Program that shows regular**
- **How to effectively engage Telework within your COOP Program**
- **How development of executable procedures first drives policy development later**
- **Describe the activities involved in developing and implementing a sound COOP strategy**
- **Develop a COOP Implementation plan complete with Emergency Response Strategies**
- **Understand the COOP, IT Infrastructure relationship and how to better connect the two**
- **Distinguish between Continuity of Operations and Disaster Recovery and understand how both areas are critical to contingency planning**
- **How to promote personal preparedness with each individual COOP Team Member**
- **Justify COOP program and testing**
- **Understand the increasing responsibilities on Human Resources, Logistics and Contract Management brought about by the Implementation of COOP planning**
- **Understand Government regulations on COOP and Business Continuity and how they pertain to your agency and why (including The Disaster Recovery Plan and the Information Systems Contingency Plan according to NIST 800-34 Ref. 1 and Federal COOP Guidelines - FCD-1/FCD-2/NCP Implementation Plan)**

**Why You Should Attend:**

- **Learn how the cooperation of Continuity of Operation Planning and Disaster Recovery is an essential requirement for government emergency preparedness**
- **Network with your colleagues on COOP/DR capability in the Federal, State, Local Government**
- **Review the development phases, tasks, and how to deploy personnel for COOP/DR implementations, testing, and exercises**
- **Understand the best COOP/DR Architecture for your organization**

- **Get some practical experience in COOP/DR concepts and planning through the course workshops**
- **Gain insight into building resilient data centers that scale efficiently**
- **Learn the importance of data integrity and how to protect it**
- **Understand the reasons why some COOP/DR implementations fail**
- **Apply techniques to maximize the efficiency of your IT and Systems contingency plans**

**Who Should Attend:**

- **Program Managers responsible program operation**
- **Senior Leadership who own the COOP Program**
- **Senior Leadership who is Accountable for COOP Planning, Policy and/or Implementation**
- **Middle managers and staff tasked with the development and implementation of COOP**
- **Facility managers of Alternate and Emergency Relocation Sites**
- **IT Managers and Staff tasked with Information Systems Contingency Planning according to NIST SP800-34 Rev. 1 Guidance**
- **IGs, QA Managers and Staff**
- **Procurement Staff responsible for COOP Contracting**
- **Human Resource Managers and Supervisors responsible for Implementing COOP Telework and tracking personnel during emergencies**
- **Industry managers and staff supporting the government**

**For Information or Registration:  
[www.potomacforum.org](http://www.potomacforum.org)  
or Call (703) 683-1613**

**Government & Industry Invited to Register**

**Press is NOT Invited to Attend to Permit Candid Discussion Among the Attendees**

**"Send-A-Team" Reduced Registration Fee**

**Student Comments from Previous COOP Training Workshops**

*This workshop was well worth the price of admission! Topics were all relevant, well organized, and substantive in content and professionally delivered. I have novices updating COOP plans and developing a Reconstitution and Devolution Plan. They will benefit from the*

***CDs (provided by Potomac Forum) I will send them to help with their tasks. I am very critical of presentations and this was impressive and worth my time.***  
Director - Emergency Response and Continuity Programs  
Civilian Agency

***I cannot express to you how pleased I am with the content of instruction and the caliber of the presenters. I have a renewed commitment to make my program visible and best in class. Thank you (Potomac Forum) for giving me the tools for COOP success.***  
Emergency Management Officer  
OIG - Government Civilian Agency

***Well Run - excellent information. Great Presenters. The depth of information and knowledge shown by presenters was exceptional. Thank You! I will recommend this workshop to our leadership and will send other son my team to the next event.***  
Emergency Response Coordinator  
Civilian Department

***The workshop was very beneficial. If I had to develop a COOP plan, I would be able to know where to start and know what to do. Thank You! The instructors were very knowledgeable and if other courses are offered, I would love to attend.***  
Security Specialist  
Department of Commerce Agency

***The workshop was excellent. It helped me see the picture and also offered great insight on how to move forward, gain state-holder buy-in and leverage existing resources.***  
Information Systems Security Officer  
DHS Agency

***Very good information that can be used at any level of agency***  
IT Specialist (Security)  
Dept of Interior

***Very Knowledgeable speakers and Up to date/current information***  
Government Contractor

## **"Send-A-Team" Registration Fees**

**Workshop Available to Government & Industry Partners**

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**Call: (703) 683-1613**

**Info@potomacforum.org**

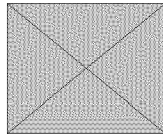
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**AFFIRM**

Association for Federal Information Resources Management

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**Thank You.**

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