



# CHANGE and CONTINUITY MANAGEMENT



## 14<sup>th</sup> ANNUAL CONFERENCE WORKSHOP & ANNUAL GENERAL MEETING

November 28<sup>th</sup> & 29<sup>th</sup>, 2013  
Canad Inns Polo Park

Register for this event today:

<http://driecentral.org/current.html>

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## Pre-Conference Workshop – November 28th, 2013

<p><b>9:30am – 4:00pm</b></p>	<p><b>‘BUILDING A CRISIS COMMUNICATION PLAN THAT SUPPORTS YOUR EMERGENCY RESPONSE’</b></p>
<p><b>Description</b></p>	<p>More than ever, emergencies are public events, and the need to have a strong crisis communication component to your emergency plan is no longer just about protecting your brand and reputation. Social media and the news reporting environment mean that your crisis communication plan has growing and serious ‘real world’ implications. It’s not just a matter of how people perceive you ... it’s about making sure people know what to do to stay safe.</p> <p>This fast-paced and interactive workshop is focused on the group of people who will provide your organization with leadership during an emergency, including communication professionals, public affairs staff, emergency managers, and business continuity professional. Participants will work with a crisis communication planning template, and understand how to use the template to develop a crisis communication plan that will support and drive your organization’s overall response to an emergency. Participants will learn:</p> <ul style="list-style-type: none"> <li>- Principles of crisis communication</li> <li>- How a crisis communication plan fits into an emergency plan or business continuity plan</li> <li>- Elements of a crisis communication plan</li> <li>- How crisis communication fits into an overall command structure</li> <li>- Understanding your audience and choosing the right tools</li> <li>- Messaging during a crisis</li> <li>- Maintaining the readiness of your crisis communication plan</li> </ul> <p>No matter how much you invest in emergency preparedness, your ability to manage a crisis is limited if you don’t have an ability to get the right message to the right people, and very quickly. This workshop will provide the tools for your emergency team to succeed when facing a complex, public, and dynamic public emergency.</p>
<p><b>Presenter</b></p>	<p><b>Brock Holowachuk</b>          Communications Advisor          Aboriginal Affairs and Northern Development Canada - Manitoba Region</p> <p>Brock Holowachuk completed the Creative Communication program at Red River College, and an MA in Mass Communication from the University of Leicester. Initially working in news reporting and public relations, has started a career in emergency management in the 1998 while working in the private sector during the Year 2000 crisis. He joined the provincial government in 2000, and held emergency management positions with the Department of Transportation and Government Services, Office of the Fire Commissioner, and Manitoba Emergency Measures Organization. In 2008 he joined the federal government, and worked as an emergency manager with Public Safety Canada and Indian and Northern Affairs Canada, and has recently returned to his roots by taking a position as a Communication Advisor within the federal government. He recently started a commitment as a volunteer firefighter in his home community of Oakbank. He is a past president of DRIE Central, and currently</p>

	<p>serves as President and Central Region Director for DRI Canada. Brock holds credentials as a Certified Business Continuity Professional from Disaster Recovery Institute Canada, and a Certified Emergency Manager from the International Association of Emergency Managers. In 2009, he published Impact: A history of disasters and emergencies in Manitoba through Great Plains Publications in Winnipeg.</p>
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### **Pre-Conference Workshop Agenda – November 28, 2013**

<b>Time</b>	<b>Room: Ambassador Room L</b>
09:00 – 09:30	Registration, Coffee, Tea & Muffins
09:30 – 11:30	Morning Session
11:30 – 12:45	Lunch in Aaltos (in hotel)
12:45 – 4:00	Afternoon Session

### **Workshop Fee is \$75**

We encourage you to attend and bring a friend.

Please register online: <http://dricentral.org/current.html>

## **DRIE Central Networking Reception**

**November 28, 2013**

**5:00 pm to 7:00 pm**

Please join us for a **Networking Reception** on Thursday, November 28, from 5:00 to 7:00 pm at Canad Inns Polo Park. We promise an exciting evening of great conversations and food.

The reception will offer networking opportunities for one-on-one conversations with the DRIE Executive Team, sponsors, speakers, fellow members, and especially to meet new members and friends.

This cost of this event is \$10.

We encourage you to attend and bring a friend.

Please register online: <http://driecentral.org/current.html>

**Contributing Sponsor:**



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## **DRI CANADA Networking Breakfast**

**November 29, 2013**

**8:00 am to 8:30 am**




Please join us for the DRI CANADA Networking Breakfast prior to the Conference Program. The breakfast has been sponsored by DRI CANADA. This is an opportunity to meet with other members, the executive team, and to make new contacts. Also learn more about DRI CANADA.

**You must be registered for the conference to enjoy the breakfast.**

<b>Conference Agenda November 29, 2013</b>	
8:00 to 8:30 am	Registration and Reception
8:00 to 8:30 am	DRI CANADA Networking Breakfast
8:15 to 8:30 am	Welcome Remarks
8:30 to 9:00 am	Keynote Address: <b>“Successfully Riding the Wave of Change”</b> Dawn-Marie Turner, Turner Change Management
9:00 to 10:00 am	Session 1: – <b>“Organizing Chaos: How to manage your files and stop losing your mind!”</b> Kenton Friesen - Senior Business Continuity Coordinator, Manitoba Public Insurance (MPI).
10:00 to 10:15 am	<b>Break</b>
10:15 to 11:00 am	Session 2: – <b>“Amendments to the Manitoba Emergency Measures Act”</b> Honourable Steve Ashton, Minister of Infrastructure and Transportation, Government of Manitoba
11:00 to 12:00 pm	Session 3: – <b>“Business Continuity Management Using a Business Continuity Tool”</b> Maxine Martin, Ceridian
12:00 to 12:30 pm	<b>Lunch In Aaltos (in the Hotel)</b>
12:30 to 1:00 pm	<b>Annual General Meeting</b>
1:00 to 2:00 pm	Session 4: <b>“Changes to CSA Z1600 Emergency Management &amp; Business Continuity Standard”</b> Jack Lindsey, Brandon University
2:00 to 2:15 am	<b>Break</b>
2:15 to 3:15 pm	Session 5: <b>“The Change to the Risk Landscape in Manitoba”</b> John Rislanti, Director, Insurance and Risk Management Branch, Manitoba Finance Dr. Robert Parsons, Energy Division, Department of Municipal Government
3:15 to 4:15 pm	Session 6: <b>“Thinking ahead is not in scope for my project!”</b> Ben Goldstein, Manitoba Telecom Services
4:15 to 4:30 pm	Closing Remarks

# DRIE Conference Sessions – November 29<sup>th</sup>, 2013

## Ambassador Room 4

<b>Keynote Address</b> 8:30 to 9:00 am	<b>“Four Keys to Successfully Riding the Wave of Change”</b>
<b>Description</b>	Change is inevitable, even desired but sometimes we feel unprepared for the changes in our personal and professional lives. In this keynote presentation, Dr. Dawn-Marie Turner will share with you four keys that will help you: <ul style="list-style-type: none"><li>• Explore your response to different types of change</li><li>• Increase your readiness for change</li><li>• Regain a sense of control during any change.</li></ul>
<b>Presenter</b> 	Dr. Dawn-Marie Turner is certified management consultant (CMC), international researcher, speaker, and writer. She is president of Turner Change Management and has over fifteen years of experience in change programming, transition planning and change management coaching. Dr. Dawn-Marie Turner has a doctorate in applied management and decision science from Walden University in Minnesota and has developed her own proprietary change transition methodology – DEAM©. She has published and presented numerous articles on change management best practice and methodology, business process change management, project management, readiness and resistance to change and informatics.  For more information, visit: <a href="http://www.thinktransition.com">www.thinktransition.com</a>

<p><b>Session 1</b> 9:00 to 10:00 am</p>	<p><b>“Organizing Chaos: How to manage your files and stop losing your mind!”</b></p>
<p><b>Description</b></p>	<p>Have you ever found organizing your files, tasks, projects, resources, assignments etc. frustrating? Organizing emergency management is often difficult because emergency managers are involved in so many different activities, topics, tasks, etc. This session will provide a practical solution to organizing your files, tasks, projects, resources, assignments, etc. into a logical system that is linked to the principles of emergency management. Whether you are a unit of one or many, you will learn how this system provides consistency, documentation standards, and continuity of documentation, which all contributes to you and your staff maximizing yours or their professional capabilities.</p> <p><b>Objectives are to:</b> Communicate the importance of a consistent and methodical filing / organization system; Review the components of a filing / organization system, such as basics, the foundation, the core, the rules, the process(ing), and the future; Highlight the benefits (e.g. continuity of documentation, etc.) and the challenges (e.g. existing organizational culture, etc.) of a filing / organization system; Demonstrate the simplicity of what often seems complex, challenging, and daunting.</p> <p>Audience members will take away a methodology for organizing, managing, and filing their activities, tasks, staff, resources, etc. in an efficient manner which will contribute to them maximizing their and their staff’s professional capabilities as well as a system that integrates and employs the principles and tenants of emergency management (i.e. mitigation, preparedness, response, and recovery).</p> <p>An interactive part of the presentation will engage the audience regarding the use and maintenance of the filing system, including discussion regarding their most important filing / organizing issues.</p>
<p><b>Presenter</b></p>	<p><b>Kenton Friesen</b> <b>Senior Business Continuity Coordinator with the Business Continuity Management Program (BCMP) of Manitoba Public Insurance (MPI).</b></p> <p>Kenton’s experience includes emergency/disaster management related positions with Manitoba Emergency Measures Organization Dillon Consulting Limited, the Winnipeg Regional Health Authority Disaster Management Program, and the University of Manitoba - Office of Risk Management. Specific experiences include: Member of the Business Continuity Coordinators Committee organized by Manitoba Emergency Measures Organization (EMO); Member of the Community Liaison Committee (CLC) of the Canadian Science Centre for Human and Animal Health (CSCHAH); Co-Author of the article “Risk Reduction and Emergency Preparedness Activities of Canadian Universities” published in the International Journal of Mass Emergencies and Disasters; Reviewing emergency management efforts of large post-secondary institutions in Canada, including York and Concordia universities; and Volunteering as the Sponsorship Director of the Disaster Recovery Information Exchange (DRIE) Central Chapter.</p> <p>Kenton’s credentials include two undergraduate degrees, a B.A. Geography and a B.Sc. Business Computing, and the designations of Certified Business Continuity Professional (CBCP) from the Disaster Recovery Institute International and Certified Emergency Manager (CEM<sup>®</sup>) from the International Association of Emergency Managers.</p>

<b>Session 2</b> 10:15 to 11:00 am	<b>“Amendments to the Manitoba Emergency Measures Act”</b>
<b>Description</b>	This informative session will address the amendments made to the Manitoba Emergency Measures Act and provide insight into why the amendments were necessary and how the implemented changes will affect the future of emergency planning and management in Manitoba.
<b>Presenters</b>	<b>Honourable Steve Ashton</b> <b>Minister of Infrastructure and Transportation, Government of Manitoba</b>

<b>Session 3</b> 11:00 to 12:00 pm	<b>“Business Continuity Management Using a Business Continuity Tool”</b>
<b>Description</b>	A focused examination of business continuity planning tools. Initially the presenter will examine her organizations’ decision to implement continuity planning tools and describe the business requirements they sought to fill. Then she will present on how well BC tools satisfied those requirements and reveal some potential pitfalls and lessons learned. Following this presentation, moderated discussion will be held with the audience.
<b>Presenters</b>	<b>Maxine Martin</b> <b>Maxine Martin, Manager, BCP &amp; DR and Corporate Governance, Ceridian HCM</b>  Maxine graduated with a Diploma in ‘Server Administration and Application Programming and is ITIL certified. She has over 17 year working in IT starting at a contact center through managing Technical teams working with a small customer base to a global customer base. Since moving to Ceridian in 2010 her focus has been on growing the Business Continuity/Disaster Recovery Programs and Corporate Governance.

<b>Session 4</b> 1:00 to 2:00 pm	<b>“Changes to CSA Z1600 Emergency Management &amp; Business Continuity Standard”</b>
<b>Description</b>	“In 2014 the Canadian Standards Association will be publishing the 2 <sup>nd</sup> edition of the CSA Z1600 <i>Standard on Emergency and Continuity Management</i> . This presentation will provide a brief overview of the major changes to the standard and provide a perspective on the standard writing process.”
<b>Presenters</b>	<b>Jack Lindsay</b> <b>Brandon University</b> Jack is an Associate Professor in Brandon University’s Applied Disaster and Emergency Studies department. He brings two decades of experience as an emergency management professional in local and provincial governments, here and in New Zealand, to his current teaching and research activities. He has been a member of the CSA Technical Committee since its inception.



<b>Session 5</b> <b>2:15 to 3:15 pm</b>	<b>“The Change to the Risk Landscape in Manitoba”</b>
<b>Description</b>	<p>This session will discuss the topics of:</p> <ul style="list-style-type: none"> <li>• Changing flood risks in Manitoba</li> <li>• Risks and Opportunities with Social Media</li> <li>• changes coming to transportation</li> <li>• Alternate fuel vehicles, including (risk) safety aspects of these alternate fuels</li> </ul>
<b>Presenter</b>	<p><b>John Rislanti</b>  <b>Director, Insurance and Risk Management Branch, Manitoba Finance.</b></p> <p>John has promoted risk management with government departments and agencies for many years. More recently he has added Business Continuity and Climate Change to his list of work interests.</p> <p>Before coming to the Government, John worked in commercial and corporate insurance with Inter City Gas Corporation and Insurers’ Advisory Organization. John has a BSC from the University of Manitoba, an Environmental Health Diploma from the British Columbia Institute of Technology, as well as a Canadian Risk Management Diploma and another fancy diploma that keeps changing its name from the Insurance Institute of Canada.</p> <p>In 2003 John was recognized by his fellow Canadian Risk Managers with the Don Stuart Award for outstanding contribution to risk management in Canada.</p> <p><b>Dr. Robert Parsons</b>  <b>Energy Division, Department of Municipal Government, Government of Manitoba</b></p> <p>Dr. Robert Parsons holds a Master of Business Administration, with Distinction, from the Schulich School of Business, York University, Toronto, which is currently Canada’s top business school. He also holds degrees in Engineering and most recently in May 2013 was awarded his PhD in Biosystems Engineering from the University of Manitoba.</p> <p>Robert has been extensively involved with advanced transportation and energy technologies for more than a decade working with the Energy Division, formerly under Manitoba Innovation, Energy and Mines, and now under the Department of Municipal Government. He has been particularly involved in advanced technology demonstrations. Projects include, the Hydrogen Hybrid Internal Combustion Engine (HHICE) transit bus demonstration, including refueling station; the Hybrid Fuel Cell Bus demonstration, including refueling station; the ten-vehicle Manitoba plug-in hybrid electric vehicle demonstration, involving Toyota Priuses converted to PHEV using technology from A123Systems; and most recently the all-electric transit bus development and demonstration. Safety, and risk identification and mitigation have been key aspects of all of these demonstration projects.</p>

<b>Session 6</b> 3:15 to 4:15 pm	<b>“Thinking ahead is not in scope for my project!”</b>
<b>Description</b>	<p>Ever hit a brick wall when working Project Managers? Wonder why obvious disaster recover or business continuity concepts can't make it into the project plans? The goal of this session is to share some lessons from the trenches of project management that can help DR/BC team members influence projects and be more successful when working with project teams.</p>
<b>Presenter</b>	<p><b>Ben Goldstein,</b>  <b>Manitoba Telecom Services</b></p> <p>For almost 10 years Ben has been a communicator, facilitator, project manager, and change leader for some of Canada’s industry leaders including, TELUS Communications Inc., The University of Manitoba, and currently Manitoba Telecom Services. He holds a Diploma in Public Relations, a Degree in Political Philosophy, and a Master’s Certificate in Project Management. Amongst other awards, Ben was a project manager on the 2011 Project of the Year (PMI Manitoba) Award Winning OPAL Project. Recently, Ben has join the Board of Agile User Group Winnipeg.</p>

## Fees

### Workshop, November 29<sup>th</sup>, 2013

Workshop Fee	\$75
Workshop fee includes coffee and muffins, buffet lunch and all session materials.	

### Networking Reception November 28<sup>th</sup>, 2013

Registration	\$10
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### Conference, November 29<sup>th</sup>, 2013

2013 DRIE Central Member	No charge
Non-Member	\$75
Conference fees include full breakfast, coffee breaks, buffet lunch and all session materials.	

\*Refunds will not be provided, however registrations are transferable.

## Registration

Online Registration	<p>For online registration and payment options please click on the following links or copy and paste this link into the address line of your internet browser.</p> <p>To sign up for the Workshop, Networking Reception or Conference, go to:</p> <p><a href="http://driecentral.org/current.html">http://driecentral.org/current.html</a></p> <p><b>Note:</b> DRIE Central membership link for 2014 membership registration will be available after the 2013 DRIE Conference</p>
Payment Options	Cheque or Visa & MasterCard (via the online registration only)
For Registration Questions or Student Rates	Please contact: <a href="mailto:info@driecentral.org">info@driecentral.org</a>
Note	You are not fully registered until your payment has been received!
Hotel Reservations and information	<p>Canad Inns Polo Park 1405 St Matthews West Winnipeg, MB</p> <p>A block of hotel rooms at Canad Inns Destination Centre Polo Park will be available for conference attendees at a rate of \$118.00 per night plus GST and PST under the group code "Disaster Recovery Information Exchange-244743". The block of rooms will be released November 1<sup>st</sup>, 2013. To book your room, please phone the hotel at (204) 775-8791 or toll free 1-888 33-CANAD (22623). Hotel information can be found on the hotel's website <a href="http://www.canadinns.com/stay/stay-main.php?entry_id=8569">http://www.canadinns.com/stay/stay-main.php?entry_id=8569</a>.</p>