

Session Outline

SBSmigration.com IT Pro Conference 2007

**Small Business
IT Disaster Planning
for
Risks and Crisis Recovery**

**2-day Conference
French Quarter Weekend
May 26-27, 2007**

**Astor Crowne Plaza Hotel
New Orleans
Bourbon and Canal St.**



Event Presentation Team at a Glance

Recognition	Name	State/Country
Microsoft Dev Team	Microsoft Windows Server (SBS) Senior Dev Managers Including Dean Paron and Paul Fitzgerald	Seattle, WA, US
SBS Group Leader	Chris Rue	AL, US
SBS-MVP	Frank McCallister	AL, US
SBS-MVP	Dean Calvert	Australia
SBS-MVP	Wayne Small	Australia
Managed Services	Erick Simpson	CA, US
IT Services Tuning	Karl Palachuk	CA, US
SBS-MVP	Roger Otterson	CA, US
SBS-MVP	Steve Lai	CA, US
SBS-MVP	Susan Bradley	CA, US
SBS-MVP	Cal McLennan	Canada
Windows MVP	Charlie Russel	Canada
Security MVP	Dana Epp	Canada
SBS-MVP	Les Connor	Canada
Exchange MVP	Vlad Mazek	FL, US
SBS Group Leader	Bob Hood	IL, US
SBS Group Leader	Cindy Slade	IL, US
SBS-MVP	Jeff Middleton	LA, US
ISA MVP	Amy Babinchak	MI, US
SBS-MVP	Cris Hanna	MO, US
SBS-MVP	Andy Goodman	NC, US
SBS-MVP	Grey Lancaster	NC, US
SBS Group Leader	Mark Crall	NC, US
Managed Services	Amy Luby	NE, US
SBS-MVP	Chad Gross	NE, US
SBS-MVP	Marina Roos	Netherlands
SBS-MVP	Dave Nickason	NY, US
SBS-MVP	Kevin Royalty	OH, US
SBS-MVP	Fred Johnson	OH, US
SBS-MVP	Eriq Neale	TX, US
SBS-MVP	Steve Foster	United Kingdom
CRM MVP	Anne Stanton	VT, US
SBS-MVP	Steven Banks	WA, US

Session Summary at a Glance			
Session Title	Speakers	Format	Discussion Issues
Vision	Jeff Middleton	Keynote Welcome	Crisis Management Roles & Relationships
Crisis	Jeff Middleton Dr. Mark Cousins, DVM	Keynote Interview Case Study	The 9-Lives of Cat Practice Veterinary Hospital <ul style="list-style-type: none"> • <i>Special Guest Interview with owner Dr. Mark Cousins, DVM</i>
Strategy	Chris Rue Cindy Slade Cris Hanna Bob Hood	Leadership Panel	How Your Career/Business Model Positions You to a Crisis
Outsource	Eriq Neale Marina Roos Les Connor Roger Otterson	Case Study Snapshots	Augmented Services & Resource Leveling <ul style="list-style-type: none"> • <i>Four Elements: 10-minute topic briefs with panel debate/Q&A</i>
Obligations	Amy Luby Erick Simpson Karl Palachuk	Leadership Panel	Is a Managed Services Model Boundless Risk?
Friction	Susan Bradley Eriq Neale Anne Stanton	Leadership Panel	The Opposite of Streamlining Productivity <ul style="list-style-type: none"> • <i>Draining Productivity with Process Burdens</i>
Leverage	Kevin Royalty Dean Calvert Wayne Small Vlad Mazek	Case Study Snapshots	Design and Deploy of Recoverable Environments <ul style="list-style-type: none"> • <i>Four Elements: 10-minute topic briefs with panel debate/Q&A</i>
Perimeters	MS Dev Team	Demo & Discussion	Windows Home Server – Data Protection Technology
Foundation	MS Dev Team	Demo & Discussion	Infrastructure Server Platforms for Small-Medium Sized Businesses <ul style="list-style-type: none"> • <i>Presentation by MS Server Dev Team</i>
Environment	Dana Epp Dave Nickason Dean Calvert Mark Crall	Leadership Panel	A Place to Work
Continuity	Fred Johnson Steven Banks Amy Babinchak	Leadership Panel	Strategic Assets & Value Decisions for Choosing Recovery vs. Uptime
Fundamentals	Open - All Experts	Ask the Experts Group Q&A:	The Usual Suspects in Crisis: Open Q&A
Workshops	Workshop Session presenters will be announce soon.	Demo & Discussion	<ul style="list-style-type: none"> • Server Imaging Based Recovery • SBS AD/Domain Controller • Exchange • SQL/CRM • SharePoint • Client and Mobile Data

Activity Hours Overview & Unique Events

	Friday Night	
Registration	4:00 – 8:00 PM	Astor Crowne Plaza Hotel – Main Lobby
Jazz Reception	6 - 9 PM	Astor Crowne Plaza Hotel – St. Charles Room (1 st floor)

Saturday & Sunday Daytime

Breakfast	7 – 9 AM	Astor Ballroom <i>(Attendee, Sponsor, or Speaker badge required)</i>	
Registration	7:30 – 8:30 AM	Grand Gallery Registration Desk	
Coffeehouse	7 AM – 5 PM	Complimentary snacks, gumbo, CC's coffee and a place for attendees and guests to mingle outside the conference session. <i>(Conference badge required, Guest Badges welcomed)</i>	
Morning Break	10:00 – 10:15 AM	Coffeehouse and Gallery	
Lunch Break	Saturday 12:15 – 1:30 PM	Sunday 12:15 – 1:15 PM	Astor Ballroom <i>(Attendee, Sponsor, or Speaker badge required)</i>
Afternoon Break	Saturday 3:30 – 3:45 PM	Sunday 2:45 – 3:00 PM 4:30 – 4:45 PM	Coffeehouse and Gallery

Saturday Evening Special Events

Sponsors Hour Mixer	6:00 - 7:00 PM	Coffeehouse & Gallery – We can help plan your dinner. We'll have wine & a beer bucket hour to plan your night out and chat with our sponsors.
Dinner on the Town	Find your own restaurant on the town...we can help. Come to the mixer at 6 pm for suggestions!	
Late-Nite Cabaret	9:00 – 12 PM	Wrap the evening with our Cabaret, including piano and vocals by Aileen Paron, one of our friends from the Redmond area...hmm. Who could that be?

Sunday Evening Special Events

SBS Riverboat Dinner Cruise	7 – 10 PM	<p>SBS Bash Riverboat Cruise on the Creole Queen, sponsored by the Microsoft SBS Team!</p> <p>We'll be taking a short walk just down Canal St. to the river to hop on the boat. It's dinner, drinks, sights and sounds. We will be entertained by the Anthony AB Brown Band all night long! Gather in the Coffeehouse area at 6:45pm to join the group!</p>
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Saturday Morning		
Taking A Crisis Perspective on Normal Events		
1	Keynote Welcome	Crisis Management Roles & Relationships
8:30 - 9:00	Jeff Middleton	<ul style="list-style-type: none"> • Optimism – Owner & IT Pro: Partnership or Open-Ended Delegation • Over-commitment – The Biggest Mistake You Could Control
2	Keynote Interview Case Study	Crisis – The 9-Lives of Cat Practice Veterinary Hospital
9:00 – 10:00	Jeff Middleton Dr. Mark Cousins	Special Guest Interview with owner Dr. Mark Cousins, VMD <ul style="list-style-type: none"> • Building a Business with Many Technical Needs • Growth Planning • The Fire • Katrina • The Long Road Home
15 Minute break	Coffeehouse Refreshments	
Reality Check		
3	Leadership Panel	Strategy – How Your Career/Business Model Positions You to a Crisis
10:15 – 11:15		<ul style="list-style-type: none"> • Your Responsibility and Career Choices • Panel Discussion on “What is my Job/Business Model”
	Bob Hood	A Consultant Serving Non-Profits now nearing retirement
	Chris Rue	10 yrs corporate IT Pro Staff, now entrepreneur consultant as startup
	Cris Hanna	Full-time IT Pro corporate staffer, Part-Time freelance Consultant
	Cindy Slade	Consultant perspectives on unexpected health crisis that takes priority
4	Case Study Snapshots	Outsource – Augmented Services & Resource Leveling 10-minute topic briefs with panel debate/Q&A
11:15 – 12:15	Les Connor	Outsourcing Helpdesk Coverage or Emergency Partners
	Roger Otterson	Remote Hosting Environments & Services
	Eriq Neale	2 nd Level Support: Maze or Resolution Path?
	Marina Roos	Providing Support & Management from Offsite
12:15 – 1:30	Lunch (1hr 15m) - Astor Ballroom	

Saturday Afternoon		
	Reality Check	
5	Leadership Panel	Obligations – Is a Managed Services Model Boundless Risk?
1:30 – 2:30	<p>Erick Simpson</p> <p>Amy Luby</p> <p>Karl Palachuk</p>	<ul style="list-style-type: none"> • Service Level Agreements Taking Responsibility for Anything? • How Deep is a Full Recovery Plan? • Risk Boundaries and Expectations
6	Leadership Panel	Friction – The Opposite of Streamlining Productivity
2:30 – 3:30	<p>Susan Bradley</p> <p>Anne Stanton</p> <p>Eriq Neale</p>	<p>Draining Productivity with Process Burdens</p> <ul style="list-style-type: none"> • Addressing Needs in the face of Improbable Budgeting • Managing Human Factor vs. Technology Collapses • Compliance, Auditing, and Security
15 Minute break	Coffeehouse Refreshments	

Change the Rules – Evolve with the Technology		
7	Case Study Snapshots	Leverage – Design and Deploy of Recoverable Environments 10-minute topic briefs with panel debate/Q&A
3:45 – 4:45	Dean Calvert	Desktop Consolidation via Terminal Services
	Vlad Mazek	Production Server Virtualization
	Wayne Small	Running a User Desktop Lock Down and Managed Business
	Kevin Royalty	Offsite Storage/Backup Automation
8	Demo & Discussion	Windows Home Server – The Future in Data Protection Technology
4:45 – 5:30	<p>Windows Home Server Team</p> <p>Grey Lancaster</p>	<p>Emerging Technology</p> <ul style="list-style-type: none"> • Data Protection: A glimpse into the future
	Announcements	Closing the Sessions for the Day
5:30 – 5:45	Jeff Middleton	

Sunday Evening Special Events		
Sponsors Hour Mixer	6:00 - 7:00 PM	Coffeehouse & Gallery – We can help plan your dinner. We'll have wine & a beer bucket hour to plan your night out and chat with our sponsors.
Dinner on the Town	Find your own restaurant on the town...we can help. Come to the mixer at 6 pm for suggestions!	
Late-Nite Cabaret	9:00 – 12 PM	Wrap the evening with our Cabaret- This includes piano and vocals by Aileen Paron, one of our friends from the Redmond area...hmm. Who could that be?



Sunday Morning		
	Microsoft Future Platforms	
9	Demo & Discussion	Foundation – Infrastructure Platforms
8:30 – 10:00	<p>Dean Paron</p> <p>Paul Fitzgerald</p> <p>Bodhi Deb</p> <p>Chris Almida</p>	<p>Future Platforms</p> <ul style="list-style-type: none"> • Longhorn • Cougar • Centro • Home Server
15 Minute break	Coffeehouse Refreshments	
	Delivering Productivity During Crisis	
10	Leadership Panel	Environment – A Place to Work
10:15 – 11:15	<p>Mark Crall</p> <p>Dean Calvert</p> <p>Dave Nickason</p> <p>Dana Epp</p>	<ul style="list-style-type: none"> • Primary Site, Facility Operations • Domain and Remote Site Dependencies • Communications System Protection <p>The answers are not obvious or universal. Where to work in a crisis?</p> <ul style="list-style-type: none"> • Branch office, hot site, cold site, hotel, business partner, virtual operation? • Earthquake, Sunami, Tornado...what if you will have no warning? • Hurricane, wild fire, blizzard ...what do you grab as you evacuate? • Resource requirements at your destination, acquisition time?
11	Leadership Panel	Continuity – Strategic Assets & Value Decisions for Choosing Recovery vs. Uptime
11:15 – 12:15	<p>Amy Babinchak</p> <p>Charlie Russel</p> <p>Steven Banks</p> <p>Fred Johnson</p>	<p>Assuming you have a facility available, now you need the production assets:</p> <ul style="list-style-type: none"> • Crisis Management Staffing, Planning, and Expectations • Real Time, Real Fast vs. Really Important Data and Operations • Conundrum for Optimized Redundancy as More Daily Overhead • Emergency Hardware Replacement Service Agreements
12:15 – 1:15	Lunch (1hr) - Astor Ballroom	

Sunday Afternoon		
Workshops: Best 30 Minutes Disaster Recovery Dives		
1:15 – 4:30	1 Track	6 sessions (30 min. each)
12	Mark Crall Andy Goodman	Virtual and Imaging Based Server Recovery
13	Jeff Middleton	SBS AD/Domain Controller
14	Vlad Mazek	Exchange
15 Minute break	Coffeehouse Refreshments	
15	Anne Stanton Steve Foster	SQL/CRM
16	Chad Gross Amy Babinchak	SharePoint
17	Chris Rue Steve Banks	Client and Mobile Data
15 Minute break	Coffeehouse Refreshments	
Conference Summary Q&A		
18	Ask the Experts Group Q&A:	Fundamentals – The Usual Suspects in Crisis: Open Q&A
4:45 – 5:45	Stump the Band	Open Topic Q&A: <ul style="list-style-type: none"> • Server and Operations Protection • Applications – Exchange, LOB & CRM • Central Data Protection • Peripheral, Client and Portable Data
	Closing Comments	Close of Conference Sessions
5:45 – 6:00	Jeff Middleton	
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