



Prepare your company before a disaster strikes!

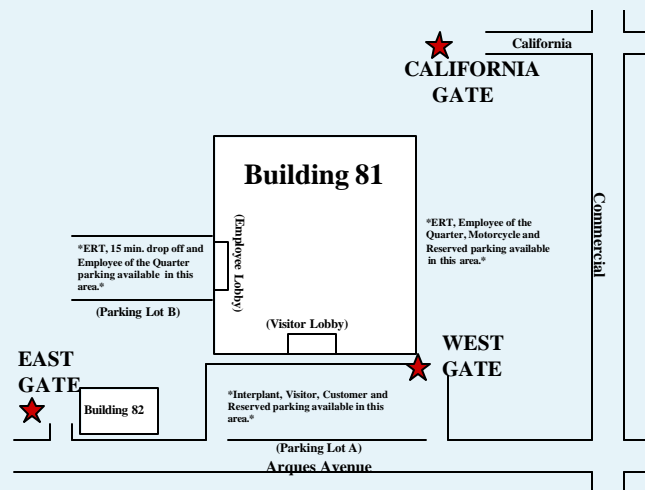
DIRECTIONS

From Hwy 101: Take the Lawrence Expwy exit, travel west. Make a right on E. Arques Ave. Applied Materials Corp. is located between Wolfe Rd. & Lawrence Expwy.



CAMPUS MAP

Enter the East Gate from Arques Avenue and park in the parking structure. Enter Building 81 from the Employee Lobby (directly across the parking structure).



WTC Response

Practical Earthquake Mitigation Measures...

co-sponsors:

- Silicon Valley Manufacturing Group
- Association for Facilities Engineering
- Business Recovery Managers Association
- MANEX
- Peninsula Emergency Services Association
- Santa Clara County Emergency Preparedness Council
- Santa Clara County Emergency Managers Association
- SEMI

Collaborative for Disaster Mitigation
 &
 City of San Jose

PRESENT

Business Continuity Planning - II

Disaster Preparedness and Mitigation for Businesses

Nov. 28, 2001
 12:15 - 6:00 pm

Hosted by



974 E. Arques Avenue
 Sunnyvale, CA

CONFERENCE OBJECTIVES

The focus is *mitigation*...

- Assist smaller businesses to become better prepared for dealing with the consequences of a major disaster.
- Raise the level of awareness among the small business community on the potential hazards they face.
- Provide the small business community with practical and cost-effective solutions they can implement.
- Provide a forum for the small business community to get to know their public sector counterparts.

Small and medium sized businesses are critical to the economic well being of any region. The start-ups - the fountains of innovation and creativity - are generally small companies. Small and mid-sized companies are involved in the manufacturing of high-tech goods and components. They generally have one manufacturing facility, and cannot transfer operations to another location in the event of a major disaster. Their survival and well being, after a major disaster, are critical to the health of our region.

Previous disasters have resulted in smaller companies being far more adversely affected than larger companies, and in some cases with worldwide consequences.

program

- 12:15 **Registration**
- 12:30 **Lunch**
- 1:30 **Welcome**
- Frances Edwards-Winslow, Ph.D., CEM, Director, Office of Emergency Services, City of San Jose
 - John Hoffman, Corporate Vice President, Applied Materials
- 1:40 **Importance of Small Businesses to Larger Companies**
- Raelene Wong, CEM, BCP, Disaster Recovery Manager, SOLECTRON
- 2:00 **Emergency Preparedness & Planning: The First Steps**
- Eric Prinz, Supervisor, Purchasing & Facilities, Corwill Technology Corp.
- 2:20 **Business Preparedness: Working with your City.**
- Mick McDonald, Battalion Fire Chief/OES Manager, City of Palo Alto
- 2:40 **Employee Emergency Response Team and Family Preparation**
- Dr. Earl Stevens, San Jose Prepared!, City of San Jose
- 3:10 **Break**
- 3:30 **Terrorism: Security and Awareness**
- Frances Edwards-Winslow, Ph.D., CEM, Director, Office of Emergency Services, City of San Jose
- 4:00 **Information Security and Disaster Recovery**
- Jeff Fenton, Senior Staff Computer System Security Analyst, Lockheed Martin Enterprise Information Systems
- 4:30 **Non-structural Hazard Mitigation**
- Dr. Guna Selvaduray, P.E., Professor, San Jose State University
- 5:00 **Panel / Q & A**
- 5:15 **Wine & Cheese; Displays**

For more info: **P** 408 . 924 . 3596 **W** www.sjsu.edu/cdm/brochure.pdf

WHO SHOULD ATTEND

Risk Managers / Facilities Engineers & Managers / Emergency Managers / Safety Engineers & Managers / Facility Owners / Emergency Planners & Coordinators / Business Owners

registration

Business Continuity Planning - II Conference

Registration fee is \$35.00 per person if postmarked before **Nov. 21, 2001**. Space is limited. Please register early. \$50 for late & walk-in registration. **Cancellations must be made by Nov. 21, 2001**. Fee includes: workshop materials, lunch, and wine & cheese reception.

Name _____ Title/Position _____

Company _____ E-mail _____

Address _____

Phone _____ Fax _____

Check Enclosed VISA MasterCard No. _____ Exp. _____

Make checks payable to: **SJSU Foundation**. Mail check & registration form to: Collaborative for Disaster Mitigation, One Washington Square, San Jose, CA 95192-0082. No Purchase Orders, please.

