



News Release

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masterIT to Host Disaster Seminar for Area Businesses

Symposium will help local business leaders prepare for catastrophic events

Memphis, Tenn., Oct. 15, 2008 – Local managed technology services provider masterIT will host “Expect the Unexpected,” an event designed to educate area business leaders on the importance of disaster preparedness and recovery, on Thursday, Oct. 30. The free event, open to the public, will be held from 8:30 to 11:30 a.m. at the FedEx Institute of Technology on the campus of The University of Memphis.

masterIT, recently ranked as the No. 6 managed services provider worldwide, partnered with local insurance agency Lipscomb & Pitts, commercial real estate firm CB Richard Ellis Memphis and the local American Red Cross chapter to plan the event, and the seminar will feature a panel of speakers from each company. I365, a California-based data solutions provider, is the event’s underwriting sponsor.

Event speakers will include J. Michael Drake, CEO at masterIT; Johnny Pitts, chief manager at Lipscomb & Pitts; Jan Schwartz, director of business continuity at CB Richard Ellis; and Diane Tchouros, health and safety services director at the Mid-South Chapter of the American Red Cross. The event will conclude with a question and answer session, and attendees will receive a 20-point disaster preparedness checklist as they leave so that they may implement the strategic tactics discussed at their own places of business.

The event will serve to inform attendees about the dangers not only of natural disasters, but also other disasters such as digital disasters, according to Drake.

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“The Mid-South sits in the crosshairs of Tornado Alley, the second-largest fault line on the continent and in the flood plain of the largest river in the country,” Drake said. “Memphis companies must take measures now to safeguard not only their facilities and employees, but also other mission-critical resources such as data and equipment.”

According to recent studies, identity and data protection are routinely ignored when companies develop disaster contingency and business continuity plans.

“Too often we find businesses are largely or completely unprepared in regard to how they manage their information during and immediately after disasters,” he said. “The loss of mission-critical data jeopardizes not only the ability of a business to carry out day-to-day operations and functions, but it also puts client information at risk.”

For more information about “Expect the Unexpected” or to register for attendance, please visit <http://www.master-it.com/DRevent> or call (901) 377-7891.

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