

DRI INTERNATIONAL

PRESS RELEASE
MAY 5, 2011

DRI International Names Buffy Rojas

Director of Communications

Industry journalist to aid communications, community building for DRI



(New York, NY) Long-time industry journalist Buffy Rojas has joined DRI International as Director of Communications, the organization announced today. Rojas, formerly Editor-in-Chief of *Continuity Insights* magazine, has nearly 20 years of industry experience and big plans for serving DRI International's certified professionals as well as the industry as a whole.

"This is going to be fun," says Rojas. "I'm working in an industry about which I care deeply and with professionals who I respect immeasurably. I've got big plans for DRI International. I hope to help an already outstanding organization increase its outreach and service to members as well as its visibility in the mainstream media. The more DRI can do for its members and the more attention the organization can draw to business continuity and related issues, the more successful certified professionals will be. I take that seriously. I truly believe that continuity professionals are absolutely essential as well as fundamentally misunderstood. My mission is to try to change the second half of that."

Prior to her work at *Continuity Insights*, Rojas was Vice President of Marketing for Strohl Systems for nearly six years and before that was Editor-in Chief of *Contingency Planning & Management* magazine. She is also an award-winning newspaper reporter with numerous awards for feature writing, critical writing, and news reporting.

"We're thrilled to welcome Buffy to DRI," says DRI International President and CEO Alan Berman. "And we're even happier to be able to expand services to certified professionals by adding this new role. In the coming weeks and months, look for additional announcements of exciting new offerings that Buffy's got in the works right now."

About the Disaster Recovery Institute International (DRI)

Disaster Recovery Institute International (DRI) sets the standard for professionalism in business continuity planning and has provided the profession's premier certification and education programs since 1988. There are more than 8,500 active business continuity professionals from various industries and business sectors maintaining DRI International certifications worldwide. These certifications ensure employers that candidates understand the tenets of business continuity and maintain their level of knowledge through continuing education. DRI International offers education in BCM at major industry events and through the corporate training program. DRI International is a nonprofit organization.

Visit DRI International's website

For information contact:

Buffy Rojas

brojas@drii.org

(610) 792-4802 begin_of_the_skype_highlighting (610) 792-4802 end_of_the_skype_highlightin