



44th Annual Governor's Conference on Homeland Security & Emergency Management

March 3 & 4, 2011
Madison Marriott West, Middleton

Pre-Conference Training Day: March 2, 2011

Register Online January 10 - February 25 at:
<http://emergencymanagement.wi.gov>

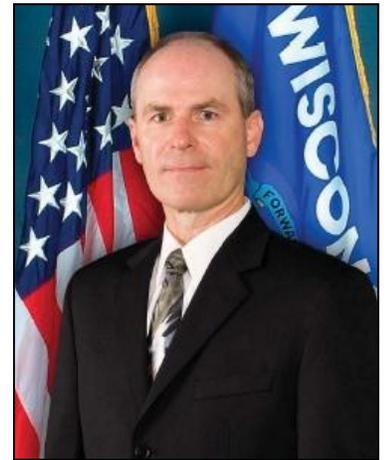




An Invitation from the Administrator

Greetings,

On behalf of the staff at Wisconsin Emergency Management, I cordially invite you to join us at the 44th Annual Governor's Conference on Emergency Management and Homeland Security. This year's conference is being held in Middleton at the beautiful Madison Marriott West.



It has been a very busy year for many of the dedicated first responders and emergency managers across this great state. From personal experience of being on the ground in Grant and Milwaukee Counties with the July floods, to the September storms that impacted nine counties in three different WEM regions, I have witnessed first hand the dedication and commitment of our first responders and emergency managers. It is both an honor and a humbling experience to be part of such a distinguished team. Each and every one of you provides unwavering support to your local community and the citizens of Wisconsin. You make a difference in their lives, and for that I thank you.

My hope is that all of you will make time in your schedules to attend what will surely be a great event. This year's conference includes multiple presentations from some of the brightest, most experienced professionals in our collective fields of endeavor. I am confident you will find the conference to be both educational and engaging.

Sincerely,

Michael T. Hinman, Administrator
Wisconsin Emergency Management

Conference Overview

Conference Dates:

Thursday, March 3 through
Friday, March 4

Pre-Conference Training Day:

Wednesday, March 2

Registration Dates:

Monday, January 10 through
Friday, February 25

Registration Fee:

\$175 per person

Online Registration:

<http://emergencymanagement.wi.gov>

Conference Location:

Madison Marriott West
1313 John Q Hammons Drive
Middleton, WI 53562
608-831-2000

How to Register

**Online conference registration opens on
January 10, 2011.**

Follow the links to the registration
program at:

<http://emergencymanagement.wi.gov>

Registration Deadline:

February 25, 2011

Registration Fee:

\$175/person includes:

- Both days at the conference, March 3 and 4
- Conference registration packet
- Continental breakfast, lunch (March 3) and refreshments
- Vendor exhibits

Registration Questions:

Please contact Lynsey Kawski
at 608-242-3222 or

lynsey.kawski@wisconsin.gov

**Payment can be made by credit card or
check.**

Mail Check Payable to:

Department of Military Affairs
Division of Emergency Management
P.O. Box 7865
Madison, WI 53707-7865

Checks must be received no later than
February 28, 2011.

Cancellations:

Must be made by February 25.

Pre-Conference Training Day — March 2, 2011

On March 2, 2011, Wisconsin Emergency Management will host three training opportunities offered at no cost. The three training courses include:

1. Threat Liaison Officer (TLO) Training Course
2. CAMEO Training Course
3. E-Sponder Training Course

Registration materials and course descriptions for the Pre-Conference Training Day can be found on Wisconsin Emergency Management's website at:

<http://emergencymanagement.wi.gov>

REGISTRATIONS MUST BE RECEIVED BY

FEBRUARY 23, 2011. You will receive confirmation of your registration prior to the training day. Lunch will be provided.



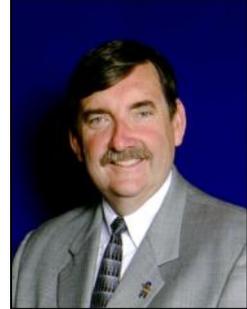
General Session Speakers

Conference Keynote Address:

Why Things Go Right, Why Things Go Wrong

Gordon Graham

This program will provide a primer on the discipline of risk management and how a full understanding of risk management can help assure that things go right in an emergency. Gordon Graham is an internationally recognized 33-year veteran of California Law Enforcement (retired) and a practicing attorney with formal education and experience in risk management. This session will focus on what your personnel, regardless of job description, can do to better protect themselves and their respective organizations from the nasty consequences that arise when incidents encountered do not go right. This program has been delivered at fire departments, police departments and EMS operations around North America.



Meeting Your Neighbors One Siren at a Time

Mike Perry

From sneezing cows to one-eyed butchers, best-selling author and humorist Michael Perry draws on his experiences working as a cowboy, nurse, emergency medical technician, firefighter and traveling freelance writer to paint pictures of rural and small-town America that have entertained audiences from Mississippi to Manhattan. He lives on a farm in rural Wisconsin and remains active as a fire department first responder.



20x20-Six Emergency Management Ideas:

20 Slides Each, 20 Seconds per Slide

Scot Phelps

Scot Phelps will talk about three of the most important papers and three current theories on emergency management in a rapid-fire, highly-structured presentation. First given at the World Conference on Disaster Management, this presentation style, pecha kucha, involves some risk as even one digression from the topic (for which Scot is famous) will lead to disaster as the slides automatically advance.



Thursday Keynote Speaker:

“Increasing Public Preparedness for Disasters: Research Findings and Evidence-based Recommendations for Practice”

Dennis S. Mileti, Professor Emeritus, University of Colorado

The history and state-of-the-art from social science research will be presented regarding how to motivate the general public to prepare for disasters. This will be followed by an evidence-based tool kit for practitioners regarding how public preparedness information can be designed to result in maximized public preparedness.



Topical Seminars

Topical seminars are presented twice from 10:15 a.m. to 11:30 a.m. and from 1:15 p.m. to 2:30 p.m. on Thursday, March 3.

Leading the PIO Function During Times of Community Disaster

Does it make sense to put all of your community leaders into an EOC when the disaster is an infectious disease? Learn how one Wisconsin community created virtual JIC/PIO and Command functions during the H1N1 pandemic using technology and cooperation from the medical, educational and public health community.

2010 Disasters in Review: Lessons Learned

The summer of 2010 brought widespread flooding, high winds and tornadoes to southern Wisconsin and significant damage to Grant, Milwaukee and Waukesha Counties. Carl Stenbol, Administrator of the Emergency Management Bureau in the Milwaukee County Office of the Sheriff, William Stolte, Waukesha County Emergency Management Coordinator, and Kate Pillman, Business Manager for Southeast Wisconsin Citizens and Organizations Active in Disaster (COAD) will discuss impacts, the responses,

volunteer management operations and related lessons learned.

Cyber Terrorism: Understand the Threats and How to Protect Yourself

Who are the bad guys online? What are they trying to do? Are there issues I should know when using social networking sites? Do you know how to protect your identity? What are the threats against my organization? What are some simple security steps that I can take?

In this session, Mike Lettman, Chief Information Security Officer for the State of Wisconsin, will make you aware of the threats online; the issues of identity theft and the techniques the bad guys use; what you can do at work and at home to protect yourself; and how to spot potential threats. In addition, you will learn general security awareness and be able to ask questions on information security issues to protect yourself and your family at work and at home.



Topical Seminars (continued)

Dam Safety, Emergency Response and Emergency Action Plans

Department of Natural Resources staff will present information on the Dam Safety Program and their role in emergency response. They will also discuss the need for Emergency Action Plans (EAPs) for dams and provide a guidebook and template that can be used by dam owners to prepare EAPs for their dams.

Department of Homeland Security Update

Threat Liaison Officers (TLO) are trained by the state's intelligence fusion center, the Wisconsin Statewide Information Center (WSIC). The TLO program trains emergency responders, emergency management, military force protection and private sector partners on subjects pertaining to information and intelligence sharing. Critical Infrastructure assessment/protection and terrorism awareness are also covered in depth during

this fast-paced program. At the Governor's Conference, we will discuss the fusion center's role and the TLO program itself, and will have a current unclassified terrorism update brief from the Department of Homeland Security.

Tippling Points in Homeland Security... What If?

A comprehensive review of the May 2010 Monroe County semi-truck incident that had the initial indicators of a nexus to terrorism. Local, state and federal agencies coordinated their response to this complex law enforcement incident. This breakout will begin with an overview of the incident, presentation of after action review findings and a panel discussion with representatives from the Wisconsin Department of Military Affairs; Wisconsin Division of Criminal Investigation; Wisconsin State Patrol; Wisconsin National Guard; Monroe County Sheriff's Department; Sparta Police and Sparta Fire.



Breakout Sessions

Breakout seminars are presented once on March 3 from 2:45 p.m. to 4:00 p.m.

Incident Management Team (IMT) Panel

The Department of Natural Resources and Wisconsin State Patrol (WSP) will provide an overview of the use of Incident Management Teams (IMTs). Both agencies will explain the IMTs' mission, history and expectations for response. WSP will also discuss how IMTs support the Emergency Support Functions (especially ESF 1, 5, 9 and 13).

Decision-Support Services Provided by the NWS for a Major Disaster in Wisconsin

The Enbridge pipeline oil spill in southern Michigan resulted in a three-month recovery & cleanup effort lead by the EPA. The National Weather Service (NWS) provided on-site weather support, State of Michigan EOC support and remote support during off-hours. We will discuss that incident and lessons learned—could it happen in Wisconsin?

The NWS will also provide a spring and summer weather outlook.

Are You Prepared for an Increase in Radiological Shipments?

There are approximately three million radioactive material shipments in the U.S. every year. In 2010, Wisconsin saw a significant increase in the number of shipments requiring prior notification to the state and counties. This presentation will discuss the basis for this increase, the types of materials being shipped and the impact on state and local preparedness.

Hot Topics in Communications

New developments in communication devices and protocols are proceeding at a rate never seen before, and we are challenged with keeping up with understanding, selecting, implementing and using them. But we are not done there—we must develop maintenance schedules and connect disparate equipment together, and...oh yeah...we must do this with a very limited budget. From trunked statewide systems to gateways to inter-agency and inter-state communications,



Breakout Sessions (continued)

we will discuss some of the hottest topics in communications today.

Intergovernmental Preparedness for Essential Records (IPER) Project: Training to Protect State and Local Government Records

The Council of State Archivists (CoSA) is leading the Intergovernmental Preparedness for Essential Records (IPER) project. IPER will develop and deliver training to state and local governments about how to protect records before, during and after disasters and other emergencies. The three-year project (2008-2010) project is supported by \$2.6 million from the Federal Emergency Management Agency (FEMA). A special focus of this program will be on those records that are essential for the resumption of government operations. These essential records are a critical part of continuity of operations (COOP) planning and response.

Achieving Greater Success in Emergency Management by Involving Public Works

Public works organizations play varying roles in communities, but no matter their specific duties, they will almost always be involved in supporting emergency management operations. By planning with your local public works department before a disaster, you can ensure that it will be able to respond quickly and to assist you and your operations. Learn how to make the most of the time you spend with your local department and how your operation can avoid potentially significant pitfalls by involving public works in your plans now. Several Lake County, Illinois public works departments have held disaster drills in the past year and a half—the model they used can be easily adapted by any community to increase readiness and overall operational effectiveness.



Conference Location and Lodging

Madison Marriott West

1313 John Q Hammons Drive
Middleton, WI 53562

<http://www.marriott.com/hotels/travel/msnwe-madison-marriott-west/>

Hotel Questions and Reservations:

608-831-2000

Room rate:

\$70 per night for single occupancy
\$90 per night for double occupancy

Room Reservation Deadline:

February 14, 2011

PLEASE NOTE: Wisconsin Emergency Management will not make hotel reservations for attendees. Please contact the Madison Marriott West to reserve your room. Be sure to mention you are with the Governor's Conference.

Additional Information:

Hotel amenities include complimentary high-speed wireless internet access.

From Wausau:

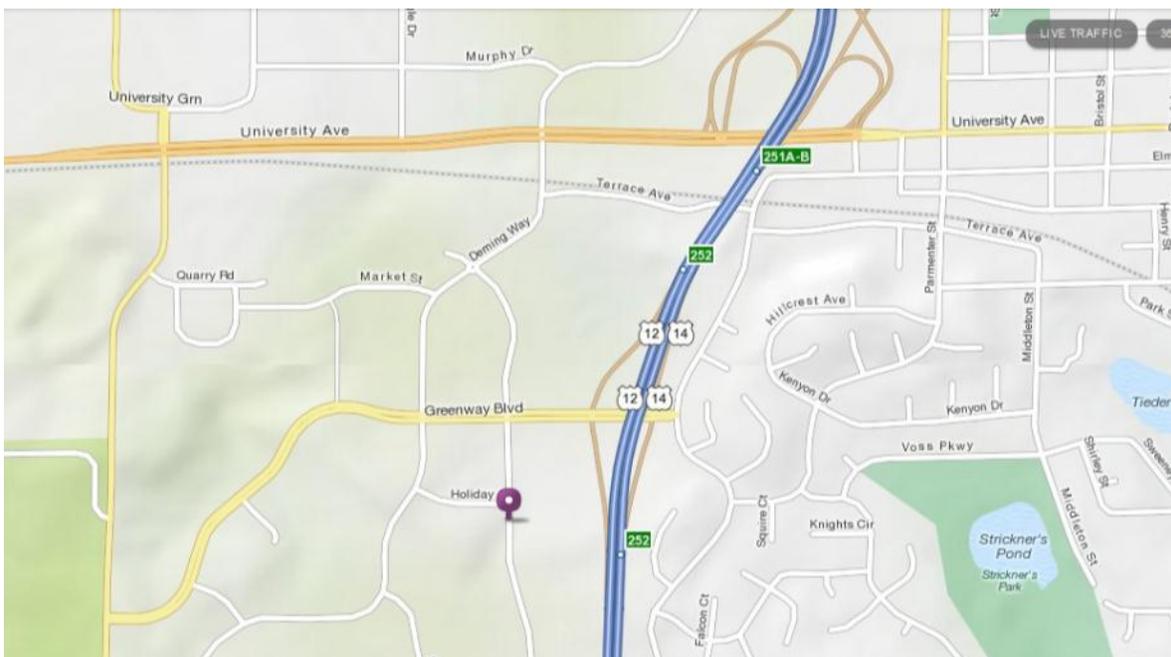
- Take I-39 South/US-51 South
- Take ramp right for I-39 South/I-90 East/I-94 East towards Madison
- Merge onto US-12 W via Exit 142A towards Madison
- Take the Greenway Blvd. exit, Exit 252
- Turn left onto Greenway Blvd.
- Turn left onto John Q Hammons Dr.
- Arrive on the left

From Green Bay:

- Take US-41 South towards Appleton/Milwaukee
- Merge onto WI-26 South via Exit 113 toward US-41 South Rosendale/Waupun/Madison
- Merge onto US-151 South toward Waupun/Madison
- Merge onto I-39 South/I-90 East via Exit 97A toward Chicago/Milwaukee
- Merge onto US-12 W via Exit 142A towards Madison
- Take the Greenway Blvd. exit, Exit 252
- Turn left onto Greenway Blvd.
- Turn left onto John Q Hammons Dr.
- Arrive on the left

From La Crosse:

- Take I-90 East towards Madison
- Take the US-12 exit, Exit 92, towards Baraboo/Devils Lake
- Merge onto US-12 East towards I-90 Alternate/Baraboo
- Take the Greenway Blvd. exit, Exit 252
- Turn right onto Greenway Blvd.
- Take the 1st left onto John Q Hammons Dr.
- Arrive on the left



2011 Governor's Conference Agenda at a Glance



Wednesday, March 2, 2011

8:00 a.m. – 4:00 p.m.	Pre-Conference Training Day		
8:00 a.m. – 12:00 p.m.	Threat Liaison Officer (TLO) Training Course	CAMEO Training Course	E-Sponder Training Course
12:00 p.m. – 1:00 p.m.	Lunch Break (Provided)		
1:00 p.m. – 4:00 p.m.	Threat Liaison Officer (TLO) Training Course	CAMEO Training Course	E-Sponder Training Course

Thursday, March 3, 2011

7:45 a.m. – 8:45 a.m.	Registration	
8:45 a.m. – 9:15 a.m.	Call to Order (General Session), Brigadier General Donald Dunbar (WI), Adjutant General, DMA Presentation of Colors Welcome, Mike Hinman, WEM Administrator	
9:15 a.m. – 10:00 a.m.	Exhibits Open	Federal Emergency Management Agency Update
10:00 a.m. – 10:15 a.m.		Travel to Topical Seminars
10:15 a.m. – 11:30 a.m.		Topical Seminars (First Offering)
11:30 a.m. – 1:00 p.m.		Lunch Keynote Speaker, Dr. Dennis Mileti
1:15 p.m. – 2:30 p.m.		Topical Seminars (Second Offering)
2:30 p.m. – 2:45 p.m.		Break
2:45 p.m. – 4:00 p.m.		Breakout Sessions
4:00 p.m. – 6:30 p.m.		View Exhibits and Social Time

Friday, March 4, 2011

7:30 a.m. – 8:00 a.m.	Coffee and Rolls	
8:00 a.m. – 9:00 a.m.	Exhibits Open	First General Session: Meeting Your Neighbors One Siren at a Time Mike Perry
9:00 a.m. – 10:00 a.m.		Second General Session: 20 x 20—Six Emergency Management Ideas Scot Phelps
10:00 a.m. – 10:15 a.m.		Break
10:15 a.m. – 10:45 a.m.		Governor Scott Walker (invited)
10:45 a.m. – 12:30 p.m.		Keynote Speaker: Why Things Go Right, Why Things Go Wrong Gordon Graham
		Conference Wrap-Up