

# 46<sup>th</sup> Annual Governor's Conference

## On Emergency Management & Homeland Security



Photo by James Bass/Holly Melver

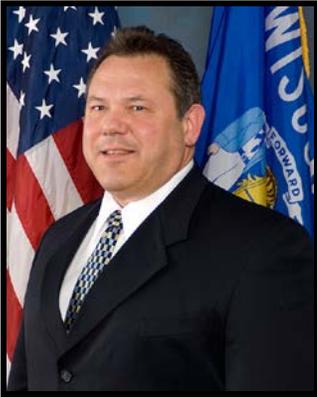
**March 7 & 8, 2013**

**Pre-Conference Training Day: March 6, 2013**

**Chula Vista Resort, Wisconsin Dells**

Registration details will be posted to  
<http://emergencymanagement.wi.gov>





Welcome,

On behalf of the staff at Wisconsin Emergency Management, I would like to invite you to join us at the 46th Annual Governor's Conference on Emergency Management and Homeland Security. This year's conference will be held March 7-8, 2013, at the Chula Vista Resort in Wisconsin Dells.

2012 will go down in history as the year of extremes in Wisconsin. We experienced the June flooding in northern Wisconsin which brought a Presidential Disaster Declaration for Public Assistance. We'll have a great panel discussing the lessons learned from the Northwoods Flooding. At the same time the summer heat wave and drought struck, ravaging almost every corner of the state. At least 13 people in Wisconsin died from heat related illness and millions of dollars of crops were lost. WEM along with our county and tribal emergency management partners were in the forefront of getting critical aid and information to the people and local governments in need.

We also faced a mass casualty shooting when a gunman opened fire at the Sikh Temple in Oak Creek. This tragedy hit very close to home for me. As most of you know I was Fire Chief in Oak Creek for five years. Events like this always serve as a real life test of all our systems and training. We'll look at the lessons learned from that tragedy.

The risk of domestic terrorism is always looming. You'll have the chance to hear from the US Department of Homeland Security. Those experts have extensive knowledge of the latest threats and issues.

Those are just a sample of this issues we face and the knowledge you will gain at this year's event.

And remember to check out the pre-conference training opportunities on March 6<sup>th</sup>.

I hope to see you in March!

Sincerely,

A handwritten signature in black ink that reads "Brian M. Satula". The signature is fluid and cursive.

Brian M. Satula, Administrator  
Wisconsin Emergency Management



# CONFERENCE REGISTRATION & DETAILS

## REGISTRATION

To register for the 2013 Governor's Conference please register online at: <https://www.trainingwisconsin.org/>. You will need to create an account to register if you don't already have one. The Governor's Conference may be found under "Schedule". Click on the dates in March and begin to register. If you have questions please contact David Nunley 608.242.3213 or [david.nunley@wisconsin.gov](mailto:david.nunley@wisconsin.gov).

## PAYMENT

The preferred method of payment will be for the registrant to pay using a check. Please submit a check in the amount of \$175 made payable to Wisconsin Emergency Management. Please mail check to:

Wisconsin Emergency Management  
David McLean  
2400 Wright St.  
P.O. Box 7865  
Madison, WI 53707-7865

**All payments must be received by Friday, February 22, 2013 in order to be registered for the conference.** If you have questions regarding payment please contact David McLean at 608.242.3237 or [david.mclean@wisconsin.gov](mailto:david.mclean@wisconsin.gov). Walk-In registration will be accepted on a first come first serve basis. Conference gift and meals can not be guaranteed for those who do not preregister. Payment by check for walk-ins is preferred, but cash may be accepted as well.

## TRAINING DAY

There will be a training day on March 6, 2013. To register for the below trainings you will need to go to <https://www.trainingwisconsin.org/> and create an account. You can then register by finding the course in the schedule. More information regarding the courses can be found on the above website. The courses being offered are:

- [Threat Liaison Officer \(TLO\) Training Course](#)
- [Social Media for Natural Disaster Response and Recovery](#)
- [Donations Management G-288](#)
- [E-Sponder: Basic to User Management](#)

Lodging will be provided free of cost only for the night of March 5<sup>th</sup> to those persons who register for training and are approved. To obtain lodging you will need to contact Sheryll Smith at 608.242.3306. **If you do not contact her, a reservation for lodging will not be made for you.** If you can not attend the course after you register, you will need to withdraw from the course online and contact the hotel 888-804-6957 to cancel your reservation. **If you do not cancel your own reservation prior to March 1<sup>st</sup> at 5pm you will be billed for the room.**

## LODGING FOR CONFERENCE

**You will need to make your own hotel reservations for the conference.** There is a block of rooms reserved and those rooms will be held until **February 10, 2012** at the rate of \$70 per room. After that date those rooms will be opened to the public, but will still be available for \$70 per room, per night based on availability. To make reservations please contact the **Chula Vista Resort** at 1-888-804-6957 and refer to the block as B57365. Be sure to ask about special rooms for those wishing to share a condo.

## VENDORS

There are a limited number of vendor booths available for this year's conference. The cost to have a booth is \$300. For more information on obtaining a booth please contact Anita Cornell at 608.242.3244 or [anita.cornell@wisconsin.gov](mailto:anita.cornell@wisconsin.gov).

# 2013 Governor's Conference Agenda

WEDNESDAY, March 6, 2013

Lunch Provided: Noon-1:00	Pre-Conference Training Day			
Classes start at 8:00 am	<a href="#">Threat Liaison Officer (TLO) Training Course</a> Room A	<a href="#">E-Sponder: Basic to User Management</a> Room B	<a href="#">Donations Management G-288</a> Room C	<a href="#">Social Media for Natural Disaster Response &amp; Recovery</a> Room D

THURSDAY, March 7, 2013

7:45 am - 8:45 am	Registration & Coffee (breakfast on your own)				
8:45 am - 9:00 am	Call to Order (General Session), Maj. Gen. Donald Dunbar, Adjutant General of WI Presentation of Colors, WING Pledge of Alliance, Brian Satula Flag Song, Ho Chunk Nation Welcome / Opening Remarks, Brian Satula, WEM Administrator				
9:00 am - 9:15 am	Exhibits Open	Welcome / Opening Remarks, Brian Satula, WEM Administrator			
9:15 am - 9:30 am		John Murray - Office of Justice Assistance: Managing projects with declining resources			
9:30 am - 10:00 am		Andrew Velasquez - FEMA Region V Administrator			
10:00 am - 10:15 am		Travel to Topical Seminars			
10:15 am - 11:30 am		Topical Seminars (First Offering)			
		<b>Seminar</b>	<b>Presentation Title</b>	<b>Presenter</b>	<b>Room</b>
		I	School Preparedness	Mary Jean Erschen-Cooke	A
		II	Traffic Evacuation	Bill Wondrachek, Jr. PE	B
		III	Flooding Event Best Practices Panel Discussion	Douglas County - Keith Kesler & Dave Sletten; Bayfield County - Jan Victorson; Ashland County - Dorothy Tank	C
		IV	Functional Needs	Karin Ford	D
	V	Target: Aiding in Disasters	Bryan Strawser	Laguna	
	VI	Responding to and Surviving the Active Killer Attack	Jesus M. Villahermosa, Jr.	Sierra	
11:30 am - 1:00 pm	Lunch Presentation of Certified Emergency Manager Awards Introduction of New Emergency Managers and Staff				
1:15 pm - 2:30 pm	Topical Seminars (Second Offering)				
	<b>Seminar</b>	<b>Presentation Title</b>	<b>Presenter</b>	<b>Room</b>	
	I	School Preparedness	Mary Jean Erschen-Cooke	A	
	II	Traffic Evacuation	Bill Wondrachek, Jr. PE	B	
	III	Flooding Event Best Practices Panel Discussion	Douglas County - Keith Kesler & Dave Sletten; Bayfield County - Jan Victorson; Ashland County - Dorothy Tank	C	
	IV	Functional Needs	Karin Ford	D	
	V	Target: Aiding in Disasters	Bryan Strawser	Laguna	
	VI	Responding to and Surviving the Active Killer Attack	Jesus M. Villahermosa, Jr.	Sierra	
2:30 pm - 2:45 pm	Break				

2:45 pm - 4:00 pm	<b>Breakout Sessions (only offering)</b>			
	Breakout	Presentation Title	Presenter	Room
	I	Ready Wisconsin / STEP	Tod Pritchard	A
	II	National Weather Service	Rusty Kapela, Jeff Last, Todd Shea, Todd Krause, and Carol Christenson	B
	III	Wisconsin National Guard / WEM emergency asset requests	Patrick O'Connor & Col. Michie	C
	IV	Wisconsin Credentialing / EMAC Update	Brian Satula	D
	V	DATA BREACH! User Names, Passwords and SSNs Compromised. What now?	Mark Wahl	Laguna
VI	Wisconsin Statewide Information Center Threat Brief / TLO / FLO	Robert Kelley, DHS Josh Maas, TLO/FLO Coordinator Chris DeRemer, Director	Sierra	
4:00 pm - 6:00 pm	View Exhibits and Social Time			

## FRIDAY, March 8, 2013

7:30 am - 8:00 am	Coffee (breakfast on your own)	
8:00 am - 9:00 am	<b>Exhibits Open</b>	MIKE RIPLEY, NBC UNIVERSAL STUDIOS PRESENTATION
9:00 am - 10:15 am		RICHARD DEVYLDER, US DOT, SENIOR ADVISOR for ACCESSIBLE TRANSPORTATION
10:15 am - 10:30 am		Break
10:30 am - 11:00 am		GOVERNOR SCOTT WALKER (invited)
11:00 am - 12:30 am		OAK CREEK PANEL PRESENTATION
Conference Wrap-Up		



# **46<sup>th</sup> ANNUAL GOVERNOR'S CONFERENCE PRESENTERS**

## **JOHN MURRAY:**

*March 7, 2013 – 9:15am*

John Murray, Executive Director - Wisconsin Office of Justice Assistance will discuss how to efficiently and effectively manage Homeland Security programs/projects during times of declining resources. What does the future hold for the Homeland Security Grant Program (HSGP)? Will there be funding available from the 2013 federal HSGP, and how will a federal budget "continuing resolution" affect funding? Ideas for maximizing the Return On Investment (ROI) for your project. The SAA's role in maximizing the state's ROI, and how the HSGP relates to the preparation of the upcoming state budget."



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## **ANDREW VELASQUEZ:**

*March 7, 2013 – 9:30am*

The presentation will focus on three major components, including a high-level overview of the response and recovery challenges facing government officials and residents along the east coast created by Hurricane Sandy. A review of new national policy and guidance, including the updated National Preparedness System and a series of five national frameworks, will provide participants with a greater understanding of the whole community preparedness efforts underway within the emergency management discipline. The presentation will then transition to a look into the future, highlighting the strategic trends and challenges for emergency managers in the years to come.



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## **MIKE RIPLEY:**

*March 8, 2013 – 8:00am*

### **Public/Private Partnerships**

Mike Ripley, NBC Universal Disaster Response Manager will provide an overview of disaster preparedness efforts and public/private partnerships. NBC Universal has been recognized by the Federal Emergency Management Agency, the White House, the California Emergency Services Association, and many other groups for their efforts in preparedness and accomplishments in fostering relationships with federal, state, and local agencies. The Studio currently manages an Emergency Operations Center, 11 disaster response teams, a nationally recognized CERT program, and over 400 emergency volunteers.



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## **RICHARD DEVYLDER:**

*March 8, 2013 – 9:00am*

### **Communicating/Evacuating People with Access & Functional Needs**

The session will focus on inclusive planning to ensure that the needs of people with access and functional needs are integrated into planning and response. Specifically, we will discuss the roles of people with access and functional needs, community based organizations and first responders in communicating and evacuating the populations, during multiple types of hazards.



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## **OAK CREEK SIKH TEMPLE SHOOTING PANEL:**

*March 8, 2013 – 11:00am*

On August 5, 2012, a shooting occurred at the Sikh Temple located at 7512 S. Howell Avenue, Oak Creek, Wisconsin. Following initial calls to Oak Creek Dispatch, (10:25 am) reporting a disturbance at the Temple, Oak Creek police responded to the scene.

Oak Creek Police Lt. Brian Murphy was among the initial wave of officers to arrive on scene, and discovered a shooting victim in the parking lot of the Temple. The first officer on the scene, Lt. Murphy, was ambushed and shot multiple times by the shooter, later identified as Wade Michael Page. Officers recovered Lt. Murphy, who was transported to the hospital for surgery for his wounds. The second officer on scene, Officer Lenda, gave verbal commands and engaged Page with a long gun. Officer Lenda struck Page with one round in the midsection before Page shot himself in the head. Lt. Murphy and Officer Lenda were the only officers who fired their weapons.

Officers established a secure perimeter and tactical teams entered the Sikh Temple to search for reported additional shooters. Upon clearing the temple, no additional shooters were discovered. Officers confirmed a total of 4 gunshot fatalities inside the temple, 3 gunshot fatalities outside the temple (1 being the shooter) and 3 people wounded by gunshots (1 being Lt. Murphy) and transported to hospital.

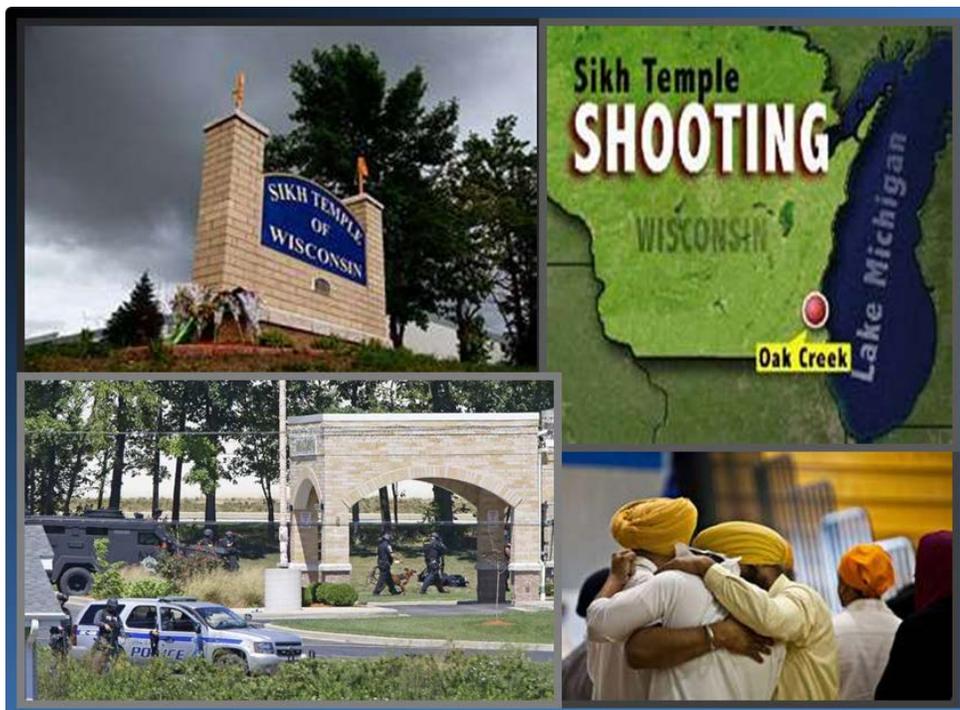
Following clearing of the temple, officers did a grid search of three square miles utilizing tactical teams and air resources. This was followed by officers conducting a knock-and-talk with neighborhood residents to ensure their safety. The scene was then turned over to the FBI for further investigation of the incident.

### **Panel Members:**

Christopher Cole, Special Agent in Charge, FBI

Jason Smith, Captain, Milwaukee PD

John Edwards, Chief, Oak Creek PD



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## **SEMINARS** *(offered twice on March 7 at 10:15am & 1:15pm):*

### **SCHOOL PREPAREDNESS:** (Room: A)

How can you best engage those who need to be involved, including students themselves? Each of us holds an important role in keeping our students, staff and volunteers in Wisconsin schools safe. This presentation will include best practices in school emergency and crisis preparedness from the lessons learned after past and recent incidents including Sandy Hook. Wisconsin's Act 309, school safety legislation, will be explained and related to the roles of responders. This presentation will be given by; Doug Reynolds, Founder and President - Safety Quest, Inc., Retired School Security and Safety Coordinator – School District of Beloit and Mary Jean Erschen-Cooke, RN, BSN - Executive Director, Center for School, Youth & Citizen Preparedness Pediatric Emergency Care Coordinator for UW Hospitals and Clinics.

### **EMERGENCY EVACUATION ROUTE and TRAFFIC CONTROL GUIDANCE/ Introduction to the STOC:** (Room: B)

WisDOT has taken a leadership role in documenting the emergency evacuation route and traffic control component of emergency evacuation plans. Emergency Evacuation Route and Traffic Control Guidance documents have been developed for the 13 largest metropolitan areas in Wisconsin. These documents contain a wealth of information including the proposed evacuation routes as well as required traffic control along these routes. This presentation will discuss the information covered in the documents, how to use and interpret the information that they provide, and how they can assist you in your planning.

This presentation will also provide an overview of the roles and benefits of the Statewide Traffic Operations Center (STOC). Located in downtown Milwaukee, the STOC is the hub of communication for Wisconsin's roadways. We will discuss how this 24/7/365 facility can be an asset to any emergency management operation in the State.

### **2012 WISCONSIN FLOODING EVENT BEST PRACTICES:** (Room: C)

The heavy rains of June 19th-20th, 2012 resulted in flash flooding which impacted Douglas, Bayfield and Ashland Counties and eventually became a FEMA declared storm event. This session will be a discussion panel to present the challenges and best practices that unveiled themselves throughout this event.

### **FUNCTIONAL NEEDS:** (Room: D)

Karin Ford, a Disability Consultant for the Iowa Department of Public Health, will provide the framework of the Whole Community approach to disaster planning and how to utilize existing infrastructure to support mass care and sheltering after a disaster. Included will be understanding American's with Disabilities Act (ADA) compliance in disaster planning, accessible sheltering and possible low cost/no cost solutions to increase accessibility.

### **TARGET AIDING IN DISASTERS:** (Room: Laguna)

Presented by Bryan Strawser - Bryan is the currently the Senior Group Manager, Global Crisis Management for Target and has more than nineteen years of experience as a business, security, and crisis management professional. He has held roles in stores, district, and headquarters retail leadership throughout the United States.

Bryan leads a diverse team of executives in a comprehensive effort to mitigate risk, minimize loss and business disruptions, and provide a safe and secure environment for Target and the communities it serves. His areas of responsibility include business continuity management, crisis operations, and Target's two Corporate Command Centers.

In addition to his role at Target, Bryan serves as a board member and Chair of the Private Sector Committee for the National Emergency Management Association.

He is a graduate of Harvard University's National Preparedness Leadership Initiative and is currently pursuing his MBA at the University of Minnesota's Carlson School of Management.

### **RESPONDING TO & SURVIVING THE ACTIVE KILLER ATTACK:** (Room: Sierra)

It is clear from the ongoing number of Active Killer incidents across this country and around the world that these types of attacks are not going to stop anytime soon. It is also clear from how the True First Responders, the victims, are reacting to the killer's presence, that there are tactics that will increase their chances of survival and responses that conversely will increase the likelihood of injury and possibly death. Many schools and institutions of higher education are still teaching the latter today without realizing the lethal implications they carry!

Jesus M. Villahermosa, Jr. has been a deputy sheriff with the Pierce County Sheriff's Department in Washington State since 1981 and is a member of their S.W.A.T. team. Jesus was an instructor for FEMA at EMI on the topic of emergency management services and schools, establishing partnerships to minimize the impact of youth violence in our nation's schools. Jesus has taught thousands on topics such as school violence, work place violence, gangs, use of force issues and

campus intruder contacts. Jesus has been interviewed for a variety of radio and T.V. talk shows including CBC radio in Canada and NBC Nightly News with Tom Brokaw. Jesus is currently finishing a book on planning and responding to the Active Killer attack which will reveal how to increase your chances of survival if you are a student or teacher who is caught in the attack.

This presentation will cover those tactics, which Jesus calls L.E.A.S.T., Lockdown, Evacuation, and Survival Tactics. Jesus will cover numerous Active Killer attacks that have occurred nationally in order to show how these tactics have been used and how they have saved lives! This is reality training so come prepared to leave with take away skills that may save your life!

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## **BREAK OUT SESSIONS (offered once on March 7 at 2:45pm):**

### **GETTING READY WISCONSIN / STEP: (Room: A)**

How do we convince people that they need to prepare for emergencies? Ready Wisconsin's Tod Pritchard shares ideas on how to spread the word including tips on using social and conventional media. Tod will also share the latest information on the STEP (Student Tools for Emergency Planning) program in Wisconsin that teaches 5th grade students across the state about emergency preparedness.

### **NATIONAL WEATHER SERVICE UPDATE: (Room: B)**

Weather plays a critical role in so many emergency scenarios. The National Weather Service is a key partner for local, county, tribal and state emergency managers. Rusty Kapela and the 4 other Warning Coordination Meteorologists who service Wisconsin will discuss various topics including IPAWS and other warning systems, Dual Polarity radar imagery and the latest findings from super storm Sandy. They will also go over the spring/summer outlook and make their predictions for tornado season.

### **WISCONSIN NATIONAL GUARD / WEM EMERGENCY ASSET REQUESTS: (Room: C)**

Wisconsin Emergency Management (WEM) and the Wisconsin National Guard will discuss the unique capabilities available for domestic operations and civil support to assist civilian government agencies within our state in responding to significant emergencies and man-made or natural disasters that may occur. WEM and National Guard civil support ranges from security related missions such as support to law enforcement agencies to providing humanitarian support. They will also address the process for requesting this assistance to support a local unit of government during an emergency or disaster.

### **WISCONSIN CREDENTIALING / EMAC UPDATE: (Room: D)**

If you had a large scale emergency such as a fire or tornado, would you know if all the various first responders that could arrive to assist have the skills or qualifications to perform the needed tasks? This year, WEM and the Office of Justice Assistance have initiated an eight-county pilot project to partner with county emergency management offices to issue Wisconsin credential cards to first responders. WEM Administrator Brian Satula will host this session and demonstrate this new credentialing system.

### **DATA BREACH! USER NAMES, PASSWORDS, & SSNs COMPROMISED. WHAT NOW? (Room: Laguna)**

Local units of governments face the same data security challenges as major corporations, yet have a fraction of the resources. Even with the best strategies to transfer risk when a breach occurs it is the local officials that are required to face the public and explain why. This is a panel discussion based on recent events in Wisconsin and will provide an overview followed by an open question and answer period for emergency managers and responders to understand the response cyber for a data breach from identification to remediation. The Panel will consist of federal, state and local law enforcement and information technology professionals.

### **WISCONSIN STATEWIDE INFORMATION CENTER THREAT BRIEF/TLO/FLO: (Room: Sierra)**

Bob Kelley, Senior Intelligence Officer for the US Dept of Homeland Security - The TLO and FLO programs provides for one or more points of contact within partner agencies to act as conduits for information to and from the WSIC or STAC. The T/FLO in effect functions as the eyes and ears of the fusion centers in the field. The effective and timely analysis of credible intelligence information depends heavily on the capabilities of each TLO and support from their agencies. Each T/FLO is trained to recognize and identify potential terrorist activity and the proper actions to take. They are the conduit of information to the fusion centers, DHS and the FBI JTTF. Also included is a current threat brief relevant to Wisconsin.