2017 WEMA Conference

Heidel House Resort and Spa
643 Illinois Ave, Green Lake, WI 54941

October 9  Pre-Conference Training
WEM Sponsored

October 10  Pre-Conference Training
WEM Sponsored

October 11  WEMA Conference

October 12  All County & Tribal Directors Meeting
WEM Sponsored
Message from WEMA President Amy Nehls

Welcome to the 2017 WEMA conference at the beautiful Heidel House Resort and Spa in Green Lake, WI. On behalf of WEMA, I would like to welcome all of our attendees, I hope you find the conference material and networking opportunities beneficial!

This year’s morning sessions will have subject-matter-experts covering the topic of weather and how we, as a society, affect it and are affected by it. I think you will find the topic relevant to Emergency Management and to the first response professionals that we work with on a daily basis. Afternoon break-out sessions will address additional weather related topics and incidents. I think all the information being presented will provide valuable lessons to a wide range of professionals, including: Emergency Managers; First Responders (Fire, EMS, and Law Enforcement); educators, event planners, risk managers and anyone else interested in attending.

In partnership with Wisconsin Emergency Management, we are able to provide pre-conference training opportunities on Monday, October 9 and Tuesday, October 10, 2017. All three of this year’s conference training courses are directly related to the topic of weather. The pre-conference training courses being offered are: Wisconsin Disaster Response & Recovery Workshop (WDRROW), Integrating Access Functional Needs into Emergency Planning (Special Needs) (L197) and Warning Coordination (G272).

I would like to thank our vendors, who support our ability to offer a comprehensive conference; the Heidel House Resort and Spa and their staff, for working with the conference committee to make sure all of our venue and lodging needs are met; and Wisconsin Emergency Management, for partnering with us to bring pertinent pre-conference training. Lastly, I would like to extend a sincere “Thank you” to this year’s conference planning committee. Every year our conference committee plans an amazing conference, which takes a lot of hard work throughout the year, as they all volunteer to help with conference planning, in conjunction with performing their daily tasks as emergency management professionals.

I look forward to greeting our returning attendees and meeting new attendees at this year’s conference, I hope you all have a great experience at the 2017 WEMA conference!
The WEMA Board would like to express their gratitude and appreciation to the vendors and sponsors of our events. Special thanks is also extended to the presenters for being able to provide WEMA members the training and information we need for safe, efficient, planning, and response.
October 9th & 10th
Pre-Conference Training Sessions

Option 1: L197 Integrating Access and Functional Needs into Emergency Planning *
This training will provide participants who are responsible for providing or participating in Emergency Planning with the information necessary to utilize disability and access and functional needs inclusive practices, as well as the additional updated skills and knowledge they will need to prepare for, respond to, and recover from emergencies.
* CEM Requirement

Option 2: WI Disaster Response and Recovery Operations Workshop (WDRROW) *
This course is designed to introduce State and local emergency managers to basic concepts and operations of a disaster environment during major disaster incidents, and to broaden and enhance their understanding of State and local roles and responsibilities and their importance to the overall recovery effort.
*CEM Requirement

Option 3: G272 Warning Coordination
This course is the latest in the hazardous weather series of courses produced in partnership with the National Weather Service (NWS). It is designed to be conducted jointly by NWS warning coordination meteorologists and state emergency management staff for an audience of local emergency managers. Every year the United States experiences more severe weather than any other country in the world. In order to reduce deaths, injuries, and property losses, emergency managers must work closely with the NWS and the news media to provide effective warnings that can be received and understood by people at risk. This course is intended to help facilitate that process.

Course topics include The Social Dimensions of Warning Response; Developing Effective Warning Messages; Developing an Effective Community Warning Process; and working with the news media to create a Weather Warning Partnership. In addition to lecture and discussion, the course includes case studies and exercises related to the course material.

To attend one of these training sessions, you must register at:
www.trainingwisconsin.org
*CEM Requirement
General Session: A Look Into the Research of Geophysical Hazards & Social Interactions, Severe Storms, Applied Climatology & Meteorology

Dr. Ashley will discuss his current research which focuses on several facets of weather and climatology including: quantifying how human exposure and vulnerability factors contribute to weather-related disasters; how urbanization and other land covers/uses influences thunderstorm initiation and intensity; radar-based climatology of organized thunderstorms; and weather hazard impacts on transportation systems.

Walker S. Ashley, Ph.D., CCM

Professor, Department of Geographic and Atmospheric Sciences, Northern Illinois University. Dr. Ashley is an atmospheric scientist and physical geographer with research interests in weather hazards and societal interactions, land use influences on thunderstorm formation, and severe thunderstorm climatologies. As a professor in NIU’s Meteorology Program, he teaches courses in meteorology, climatology, and disaster science. He has been storm chasing for 20 years and has an affinity for time lapsing all skyscapes. He also provides expert weather consulting services to a variety of industries and individuals impacted by weather and climate.

General Session: Tactics, Techniques & Research Behind Today’s Notification

Mr. Huffines will share insight into the research on public notifications and weather alerting; how notifications are received and how they are interpreted by the public. Take a look at impact based messages, what tools are available today that will make the biggest impression on today’s citizens. In addition to hearing about the future of messaging and what to expect as information becomes more readily available and technology changes.

Brad Huffines, Meteorologist, National Notification Consultant

Brad Huffines is a passionate instructor and thought leader in the world of emergency public messaging. His deep passions draw from his years of weather risk management, emergency management instruction and broadcast meteorology on a local and national stage. He is currently the Chief Meteorologist of and represent the products and services of WeatherCall Services, LLC. He is also a contract instructor with DHS/FEMA’s Emergency Management Institute at the National Emergency Training Center in Emmitsburg, MD. He has served as Chief Meteorologist at WAAY-TV in Huntsville, AL, after working in similar positions in Spartanburg, SC, Savannah, GA, Sherman, TX, and Tulsa, OK. Brad was the Director of Meteorology for Weather-Plus, a company that launched and ran a weather and traffic network in the Netherlands, while partnering with the ANWB in The Hague. He was a freelance meteorologist with CNN from 2001 to 2007 as an on-air meteorologist covering many major national and worldwide events as a meteorologist and natural science expert.
## Breakout Session Information

### Session 1: Damage Assessment: Let’s Get Practical

Join two county Emergency Management Directors for an engaging session on damage assessment that will include a hands-on exercise as well as a review of practical tools to assist you the next time you’re called to conduct a damage assessment.

**Keith Hurlbert, Iowa County Emergency Management**
Keith has spent 31 years as a Volunteer Fireman for the Barneveld-Brigham Fire Department and is currently the department’s Chief. In November of 2009, Keith became the Iowa County Emergency Management Director. He has been integral in the development and implementation of a new Public Safety Communications System and Mass Notification System for Iowa County as well as the development of a Fire Investigation Team, Technical Rescue Team, Missing Person Search Team and the Level III Hazardous Materials Response Team. He is currently a member of the WEM WebEOC Steering Committee, Damage Assessment App Committee and Plan of Work Committee.

**Natalie Easterday, Shawano Emergency Management**
Natalie has worked in the field of emergency management for nine years. She is currently the Emergency Management Director for Shawano County. Within this position, she is responsible for implementing effective planning, training, and coordination to continually develop all-hazards mitigation, preparedness, response and recovery capabilities for the County and its subdivisions. Prior to joining Shawano County, Natalie was a Regional Emergency Management planner for the Hampton Roads Planning District in Chesapeake, VA.

### Session 2: Using NWSChat in Emergency Management & Winter Outlook for 2017-18

The Breakout Session will cover NWSChat and offer a preview of the upcoming winter. NWSChat is an instant messaging program utilized by National Weather Service personnel to share critical warning decision expertise and other types of significant weather information essential to the NWS mission of saving lives and property. This information is exchanged in real-time with the media and emergency response community, who in turn play a key role in communicating the NWS hazardous weather messages to the public.

**Jeff Last—National Weather Service, Green Bay**
Jeff Last is the Warning Coordination Meteorologist (WCM) at the National Weather Service (NWS) Office in Green Bay. As WCM, Jeff manages forecast and warning operations at the Green Bay office and is the liaison between the NWS and emergency management, media, and the public.

Jeff attended the Univ. of Wisconsin-Milwaukee where he received his degree in Atmospheric Sciences. He then joined the National Weather Service in 1987 at the agency’s office in Peoria, Illinois. Jeff has also worked at the Weather Service’s Regional Headquarters in Kansas City, Missouri and at the NWS Forecast Office in Milwaukee. He has been Warning Coordination Meteorologist at NWS Green Bay since 1994.
Session 3: Panel Discussion - Lessons Learned from the 2016 Northern Wisconsin Floods

This panel discussion will cover lessons learned from the 2016 Northern Wisconsin Floods. The flooding of July 2016 quickly overwhelmed resources, isolated communities, and provided challenges with coordinating information and response efforts. Listen to the perspective of three Emergency Managers on having a positive impact in dealing with a major disaster on the local level.

Panel

Jan Victorson, Bayfield County Emergency Management
Jan Victorson has been the Director of Emergency Management for Bayfield County almost 30 years. She became interested in emergency management when she became a volunteer EMT and learned the importance of ongoing system development. She has continued as an EMT with a local ambulance service for over 30 years – a role that keeps her grounded in grass roots response personnel, resources and realities. Bayfield County has an area of 1500 square miles and a population base of just over 15,000. With just ten persons per square mile, local resources are often shared with mutual aid being a part of everyday response. The flooding of July 2016 quickly overwhelmed resources, isolated communities, and challenged the county to coordinate information and response efforts among local, county, state, and federal agencies.

Stacy Ofstad—Iron County Emergency Management
Stacy Ofstad has served as the Director of Iron County Emergency Management for 9 years, and as the 911 Coordinator for 3 years. He is also the Fire Chief and EMS Coordinator for the Saxon / Gurney Fire Dept. for 20 years and has been a member of the department for 25 years. As the Iron County EM Director, Stacy has been involved with weather events including two F1 tornadoes, flooding, straight line winds and ice storm event and one Presidential Declaration, with the Flood and Tornado of July 11th, 2016 that caused approximately $15,000,000 in public infrastructure damage.

Dorothy Tank – Ashland County Emergency Management
Dorothy Tank has worked for Ashland County for 17 years. Her work experience with Ashland County includes 911 Dispatching, Emergency Management Program Assistant, and EMT-Basic for the Glidden Ambulance Servicer, and Emergency Management Director. Her educational background includes a Bachelor of Science degree from UW- Milwaukee, 1984; Associate of Science degree from UWC-Barron County, 1981. In 2003 Dorothy became the first full-time Ashland County Emergency Management Director. As the EM Director, Dorothy has dealt with numerous weather related events, including the Presidential Declarations of 2001, 2012, 2013 and 2016. As a Division of the Ashland County Sheriff’s Office, Dorothy has also participated in search and rescue operations and served as personnel manager during a drug interdiction operation involving Federal, State and Local Law Enforcement Agencies.
### Session 4: Meet the Wisconsin Incident Management Teams (IMT)

Incident Management Teams, or IMTs, are a resource available in Wisconsin to supplement the response and recovery efforts of local municipalities, counties or tribes in responding to natural and man-made incidents and events. This panel will describe the existing teams, their membership and capabilities, and well as their past deployments and how they can help you in your community. Expected guests include those from the Wisconsin Complex IMT, regional IMTs and other state agency teams.

### Session 5: Integrated Weather Teams (IWT) & Discussion on Best Practices for Emergency Sirens and Alerting

A work group was created from the Milwaukee-Sullivan Integrated Weather Team meeting to research and find recommendations on best practices regarding sirens and alerting polices. This session will discuss some of the findings of the work group and what the group plans to accomplish in the future.

### Panel

**Tim Halbach, National Weather Service, Milwaukee-Sullivan**

Tim Halbach is the Warning Coordination Meteorologist from the National Weather Service office in Milwaukee (Sullivan). He has been in the NWS for 13 years and has also worked at the La Crosse, Chicago and Washington DC offices. He is originally from Fond du Lac and went to college at the University of Wisconsin-Milwaukee.

**Scott Ziegler, Ozaukee County Emergency Management**

Scott Ziegler is the Director of Emergency Management for the Ozaukee County Wisconsin Sheriff’s Office. He is the Chief of the Ozaukee County Hazardous Materials Response Team as well as the Ozaukee Sheriff’s Marine Search and Rescue unit. Scott is a Wisconsin CEM as well he is a Lieutenant with the City of Port Washington Fire Department and holds certification in Wisconsin as a Fire Officer, Fire Inspector and EMT; he also holds a degree in fire science. Scott’s emergency service career began in 1986 with the City of New Berlin Fire Department. He has spent over half of his career in supervisory and administrative potions with several fire, rescue & EMS departments in South Eastern Wisconsin in both the fulltime and volunteer setting.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| October 9  | 8:30 AM - 4:30 PM | Pre conference Training  
- Wisconsin Disaster Response and Recovery Workshop  
- L197 Integrating Access and Functional Needs into Emergency Planning  
- G272 Warning Coordination |
| October 10 | 8:30 AM - 4:30 PM | Pre conference Training  
- Wisconsin Disaster Response and Recovery Operations Workshop (WDRROW)  
- L197 Integrating Access and Functional Needs into Emergency Planning  
- G272 Warning Coordination |
|            | 5:00 PM - 6:00 PM | Escapade Yacht Lake Cruise                                                                                                              |
|            | 6:00 PM - 11:00 PM | Vendor Welcome Reception - Live Music, Drinks & Snacks                                                                                  |
|            | 7:15 AM - 8:00 AM | Conference registration & Continental Breakfast                                                                                         |
|            | 8:00 AM - 8:30 AM | Opening remarks  
- Amy Nehls, WEMA President  
- Sheriff Mark Podoll, Green Lake County  
- Brian Satula, WEM Administrator (Invited)  
- Major General Donald P. Dunbar (Invited) |
|            | 8:30 AM - 10:00 AM | General Session  
- Walker Ashley, PH.D. - Associate Professor, Northern Illinois University                                                            |
|            | 10:00 AM - 10:30 AM | Break and Vendor Exhibits                                                                                                               |
|            | 10:30 AM - 12:00 PM | General Session  
- Brad Huffines, Meteorologist, National Notifications Consultant                                                                         |
|            | 12:00 PM - 1:00 PM | Lunch Break and vendor Exhibits                                                                                                          |
| October 11 | 1:00 PM - 2:15 PM | Breakout sessions  
- Damage Assessment and WebEOC: Let's Get Practical  
- Using NSWChat in Emergency Management & 2017-18 Winter Outlook  
- Lessons Leared from the 2016 Northern WI Floods: Panel Discussion  
- Meet the Wisconsin Incident Management Team (IMT)  
- Integrated Weather Teams & Best Practices Discussion for Emergency Sirens and Alerting |
|            | 2:15 PM - 2:30 PM | Break and Vendor Exhibits                                                                                                               |
|            | 2:30 PM - 3:45 PM | Breakout sessions  
- Damage Assessment and WebEOC: Let's Get Practical  
- Using NSWChat in Emergency Management & 2017-18 Winter Outlook  
- Lessons Leared from the 2016 Northern WI Floods: Panel Discussion  
- Meet the Wisconsin Incident Management Team (IMT)  
- Integrated Weather Teams & Best Practices Discussion for Emergency Sirens and Alerting |
|            | 3:45 PM - 4:00 PM | Break and Vendor Exhibits                                                                                                               |
|            | 4:00 PM - 5:30 PM | WEMA Annual Meeting and Election of officers                                                                                             |
|            | 6:00 PM - 11:00 PM | Conference Wrap-up Reception - DJ/Karaoke & Snacks                                                                                       |
| October 12 | 8:00 AM - 3:00 PM | All County and Tribal Directors meeting                                                                                                 |
Very Important—Please read carefully

You are responsible for making ALL of your hotel reservations. If you register for pre-conference training and the county and tribal directors meeting, WEM will cross-reference your name with the registration list and cover Sunday/Monday and Wednesday night rooms (subject to the WEM 50 mile minimum). At check-out you will only be billed for Tuesday night.

Pre-conference training attendees must register on the training portal for the class and receive an email confirmation of approved registration. You must attend the class and sign the attendance roster in order to be eligible for room reimbursement. If you are unable to attend the training, you are responsible for cancelling your hotel reservation to avoid a charge.

Payment

$80.00 - Includes 2018 WEMA Membership

Payment Options:

- Credit Card
- Check: payable to WEMA and mailed to: Bobbi Hicken, Fond Du Lac Co. 106 S Macy St, Fond Du Lac, WI

The WEMA Board would like to express their gratitude and appreciation to the vendors and sponsors of our events. Special thanks is also extended to the presenters for being able to provide WEMA members the training and information we need for safe, efficient, planning and response.

Lodging

Heidel House Resort and Spa
643 Illinois Ave Green Lake, WI, 54941
The hotel is offering state room rates of $82.00. In order to take advantage of rooms reserved at this special price you must register and make your reservation no later than Friday September 8th. Space is limited so reserve early! To make a reservation or for more information about the hotel, please contact: Reservation Desk: (800) 444-2812.

You must indicate you are booking on the WEMA or WEM Block.

Cancellation

If you are unable to attend and wish a refund, a notice of cancellation must be sent to WEMA (bobbi.hicken@fdlco.wi.gov) on or before October 8. After October 8, refunds will only be granted for exceptional circumstances. In the event that the registered party is unable to attend, substitutions will be allowed. WEMA reserves the right to substitute speakers and/or topics if circumstances require it. It is your responsibility to cancel your lodging and pre-conference training with the hotel and WEM if those reservation have been made.

Vendors

Prospective exhibit hall vendors should visit www.wema.us for a vendor packet, or contact President Amy Nehls at anehls@co.dodge.wi.us