



2009 Great Lakes Homeland Security Training Conference and Expo

May 5-7, 2009, DeVos Place, Grand Rapids, MI

Workshop Overviews

May 5 – General Session

Tough Times Don't Last – Tough People Do

– Dr. Larry Helms

The world is changing faster and faster and it's not getting any easier to survive, let alone prosper. There are no cookbook solutions to modern problems, but modern problems are often no different than those that have faced mankind from the start of time... only situations have been altered. We can identify habits and thought patterns that successful people have used to not only cope with tough times, but to push ahead! We can't avoid hard times, but we can shape our reactions to them.

The Elements of All Hazards Preparedness: Prevention, Response, Mitigation, and Recovery

– Dr. Richard Carmona, 17th Surgeon General of the United States, CEO Canyon Ranch Health Division Vice Chairman

Creating an integrated and seamless all hazards national and global preparedness system is essential to the health, safety, and security of the nation. Dr. Carmona will discuss the challenges and opportunities in achieving this goal.

The Unthinkable: Who Survives When Disaster Strikes and Why

– Amanda Ripley, Author and TIME Magazine Contributor

With *The Unthinkable*, Amanda Ripley succeeds in two different ways. First, she covers, with great clarity and accuracy, the science of how the body and mind respond to crisis. But it's the second aspect, the stories, that makes the book so compelling. These tales leave your viscera enflamed because they compel two questions: 'What would it feel like to go through that?' and 'Would I do the right thing and survive?' This is an irresistible book and presentation.

If Life is Worth Saving, It Must be Worth Living

– Steve Berry, Northwest Teller County EMS and columnist for Journal of Emergency Medicine

Humor is a gift we are born with and, used positively, is a source of major stress reduction, but it must be nurtured and often times relearned for those working in emergency health care. Our profession attracts some of the most dedicated and compassionate people. So much so that they often neglect their own needs. Join Steve as he combines his EMS and cartooning backgrounds to speak the message of health and humor.

May 6 – Workshops

8:00 - 9:00 AM

1A. School Violence – Understanding and Action

– Dr. Michael Langworthy, Battle Creek Orthopedic & Sports Medicine

Why are children coming to school to kill? Project Safety Net was an exercise designed to organize the phenomena of school shootings into a matrix in order to improve understanding of these events and improve survivability. A Haddon's Matrix was utilized to organize school shooting events into phases and factors. This Matrix will be explored during the talk in order to help schools and communities better understand these events, possibly take steps to avoid them, and improve outcome should an event occur.

1B. Marketing Your Organizational Brand

– Col. James Vance, Ret., U.S. Marine Corps

This highly interactive seminar deals with practical communications strategies for public service officials as a means of enlisting community stakeholders as full partners in the fight to provide safe, secure communities. Relying on the foundational principles of Marketing and Organizational Communications best-practices from such recognized authorities as Cutlip, Center, and Broom (*Effective Public Relations, 9th Edition*) and applied

to the public service environment by the facilitator's over 35 years personal practice, this seminar explores such topics as internal and external communications barriers, cross cultural communication issues, the public relations strategic planning cycle, elements of persuasion, and "brand" placement/development through marketing strategies.

1C. COOP/COG – Private and Public Sector

– Steven Young, Managing Consultant - Security/Crisis Management Team, IBM Global Technology

This course moves the student's knowledge beyond basic Continuity of Operations/Continuity of Government (COOP/COG) awareness at a public sector level. It will provide a brief overview of the subject but will go quickly into contrasts and comparisons between government and public sector measurement of continuity of operations plans. Upon completion of the course, students will know the elements of a viable COOP plan, responsibilities for planning and implementation, and exercising and training of the plan. In addition, the instructor will discuss several useful tools that can be used to measure COOP plans and exercises.

1D. What Should Cyber Security Mean to You

– Trent Carpenter, Office of Enterprise Security, Michigan Department of Information Technology

Not yet available.

1E. EMS Response to the 2008 Hurricanes

– Tim Miner, Branch County Emergency Management/LifeCare Ambulance and Jay Cooper, Mobile Medical Response Ambulance

Learn about the EMS responses and challenges during deployment during the 2008 hurricane season. This session will offer insight to facility evacuation challenges and resources, shelter evacuation, medical special needs shelter challenges and critical care patient evacuation. This session will also discuss how Strike Team operations were utilized and supported infrastructure needed for large-scale EMS operations. Finally after several hurricanes, the presenters will share their packing list for the next deployment.

9:20 - 10:20 AM

2A. Youth Violence Assessment

– Lt. Jack Stewart, Kent County Sheriff's Department

How do you determine the potential for a student to commit an act of violence? Lt. Jack Stewart, Emergency Management Coordinator for the Kent County Sheriff's Department, will present an assessment process to help determine when a youth's behaviors may indicate they are at risk of becoming violent. This process can begin at the building level and advance to the district level, and provides for input from key community members. In our current social climate, preventing youth violence has become a concern that must be addressed by both the school and the community. This process can provide a vehicle for a collaborative approach to supporting youth and protecting the safety of our schools and communities.

2B. Understanding the Emergency Management Assistance Compact

– Kim Ketterhagen, EMAC National Executive Task Force Chair, Minnesota Homeland Security & Emergency Management

The Emergency Management Assistance Compact (EMAC) is a national mutual aid compact that facilitates the sharing of services, personnel, and equipment across state lines during times of disaster and emergency. During this presentation the Goals, Mission, Legal Provisions, and the overall Operational Capabilities of the number one intrastate mutual-aid program in the country will be explained.

2C. Citizen Corps 101

– Sgt. Kevin Sweeney, Michigan Department of State Police

During this class, attendees will learn about the Citizen Corps Program, its partner programs and its affiliate programs. Attendees will receive an overview of the goals, and vision for Citizen Corps in the State of Michigan as well as learn about grant opportunities. This class is designed for the person seeking basic information on the Michigan Citizen Corps Program.

2D. Multi Jurisdictional IED Security Plan Development

– Mr. Kenneth Jaeger, Office for Bombing Prevention, U.S. Department of Homeland Security

The Multi Jurisdictional IED Security Plan Development (MJIED) program is designed to provide a comprehensive security plan to first responders and other stakeholders in the event of an Improvised Explosive Device (IED) attack that may involve multiple jurisdictions. The main focus of this program is to provide for increased cooperation among the stakeholders, along with a broader understanding of their

respective responsibilities. Ultimately, a plan will be produced listing relevant stakeholders and resources, and providing a blueprint for how to coordinate a multi jurisdictional response to an IED attack.

2E. Health Intelligence

– Dr. Jon Krohmer, Assistant Secretary (Acting) and Chief Medical Officer, Office of Health Affairs, U.S. Department of Homeland Security

Dr. Krohmer will provide an overview of the U.S. Department of Homeland Security (DHS) Health Intelligence Program developed to provide health preparedness architecture and ensure the security of our Nation.

10:40 – 11:40 AM

3A. Active School Shooter and Building Evacuation

– Mike Moll, Protective Security Advisor, U.S. Department of Homeland Security

This session will provide participants with a better understanding of how to respond during an active shooter incident at a school or large facility and provide recommendations for evacuation planning to respond to an emergency incident.

3B. Emergency Preparedness and the Americans with Disabilities Act

– Jeanine Worden, Principal Chief, Disability Rights Section, Civil Rights Division, U.S. Department of Justice

This workshop will cover the basic requirements of the Americans with Disabilities Act (ADA) and the critical role of planning to meet the needs of individuals with disabilities in emergencies and disasters.

3C. Emergency Management at the World's Largest Retailer

– Joe Venezia, Wal-Mart Stores, Inc.

Ever wonder how a company with nearly 2.2 million associates and 7,500 locations deals with emergencies? Bryan Koon, Director of Emergency Management for Wal-Mart Stores, Inc will give an overview of the company and the role his organization plays in creating a safe and secure environment for its associates and customers. He will discuss the hazards and threats the company faces on a daily basis, and highlight the role Wal-Mart played in Hurricane Katrina in 2005 and Hurricanes Gustav and Ike in 2008. He will also discuss the organizational structure that makes that possible, as well as the internal and external partnerships necessary to be successful. Finally, he will cover the continually-changing role the private sector plays in emergency management and what it will take to reach the full potential of a public / private partnership.

3D. Mutual Aid Box Alarm System – Michigan (MABAS-MI)

– Chief Bill Nelson, City of Troy Fire Department and Chief Trent Atkins, City of Lansing Fire Department- Emergency Management

On a daily basis, communities face emergencies that overtax their local Fire/EMS and special operations capabilities. Often the "local" crisis doesn't warrant the state's Declaration of Disaster and its accompanying statutory powers. Without a Declaration of Disaster or Declaration of an Emergency, statewide mutual aid cannot be activated, nor are the statutory powers in force for an assisting agency's reimbursement, liability and workmen's compensation coverage. When such cases exist, being a Mutual Aid Box Alarm System (MABAS) member agency affords invaluable benefits to a stricken community, regardless of where the community is located. This presentation will provide the participant with the history of MABAS within the United States, how it will work in Michigan, and how you can participate.

3E. Suicide Bio-Bombers – The Big Bang Theory

– Dr. Gregory A. Poland, Mayo Clinic and Foundation

This workshop will introduce you to the new concept of human suicide, Biobombers. During this presentation, you will learn and be able to articulate the root issues in regard to suicide bombers and terrorism as well as become sensitized to the above issues and be able to better prepare mitigation efforts

1:00 - 2:00 PM

4A. How Our Kids Are Learning to Kill And Learning to Like it

– Lt. Col. Dave Grossman, Ret., Warrior Science Group

In this 3 hour presentation, Lt. Col. Grossman will provide the audience a sound understanding of the massive problem of violent crime in the US and world-wide. He will describe the interpersonal aggression know as the "Universal Human Phobia" and the potential for crime violence that will destroy our society, nation, and civilization. The role of the media is enabling the current world-wide "virus" of violent crime. Lt. Col. Grossman will share action as that can be taken to correct the problem.

4B. Region 5 Flooding Event, Region 6 Chemical Event, and Unified Command

- Jamie Crouch, Region 6 Bioterrorism Coordinator; Dan Kettenbiel, Facilities Director-Bronson Health Group; Laura Kinser, Spectrum Health United; Carrie Kotecki, RN, Bronson Health Group; Eric Smith, EMT Montcalm County Emergency Services; Chief Michael Stuck, Greenville Public Safety Department; and Steve VanHolstyn, Montcalm County Special Emergency Response Team

This panel will familiarize attendees with the healthcare response efforts during the Greenville package explosion and the Kalamazoo flooding.

4C. “The Perfect Soundbite” – Crisis Communications for Today’s Emergency Managers

- Richard Brundage, Advanced Media Studies

This intensive, highly interactive, often humorous, and very practical workshop reveals the real agenda’s behind the news, and is taught by Richard Brundage, a former television anchor and reporter and international crisis management specialist. You will learn how to turn an adverse event into a positive opportunity, and how never to be “taken out of context” again. The seminar brings together the “master” tips that create a favorable public image of your organization “when the lights are hot and the questions tough.”

4D. Locating Emergency Contact Information

- Mark Cerney, Emergency Contact Registry (Next of Kin Registry)

The National Next of Kin Registry (NOKR) tackled the problem of locating emergency contact information and created a standardized public collection system. The NOKR is a volunteer driven nonprofit organization with an extensive base of volunteers in 87 countries. In this session, you will learn how to register emergency contact information with the NOKR. This emergency only information will be used in the event that you or your family member becomes missing, injured, or is deceased so that loved ones can be located and notified. The NOKR is a free resource for the public. The NOKR is a listed resource on nearly every state web site. Pre-registration, agency access, and education is key to helping individuals.

4E. Northern Border and Border Security Technology

- Gregory C. Lambert, Special Operations Supervisor, U.S. Border Patrol

In this workshop, you will learn more about the history of the Secure Border Initiative (SBI), the program’s various components to include border enforcement technology, and the Northern Border Project (NBP).

2:20 – 3:20 PM

5A. How Our Kids Are Learning to Kill And Learning to Like it (Continued)

- Lt. Col. Dave Grossman, Ret., Warrior Science Group

See workshop 4A

5B. Integration of Tribal, Local Public Health and Emergency Management in Public Health Response

- Diane Krueger, Chippewa County Health Department; James Loeper, Gogebic County Emergency Manager; Joel Lumsden, Sault Tribe of Chippewa Indians; Gail Crazy Thunder Marsh, Sault Tribe of Chippewa Indians; Tim McKee, Chippewa County Emergency Manager; Joy Parish, Bay Mills Indian Community; Lisa Polkky, Lac Vieux Desert Band of Lake Superior Chippewa; Dr. Gary Pusateri, Lac Vieux Desert Band of Lake Superior Chippewa; Ray Sharp, Western U.P. District Health Department; and Mary Spalding-Antilla, Lac Vieux Desert-Community Health Representative

Coordination of activities between Tribal Programs, Local Health Departments and County Emergency Management can be difficult. This panel of presenters will discuss how they have achieved success through collaboration within their jurisdictions.

5C. Using the Automated Critical Asset Management System (ACAMS) During All Hazards

- Curt Sullivan, Iowa Integration and Infrastructure

This presentation will provide insight to the 2008 flooding and the methods used as part of the planning cell and Iowa’s Threat Integration and Infrastructure Protection office in order to identify and prioritize assets as the flood water progressed through the state. Mr. Sullivan will also discuss the use of the Automated Critical Asset Management System (ACAMS) and how it will be used in an “all hazards” approach to infrastructure and asset protection. He will share the use of liaison teams to identify potential problems and the coordination that took place between agencies during the disaster response.

5D. Effective Approaches to Including Special Needs Populations in Emergency Planning

- Mr. Neil McDevitt, Program Director, Community Emergency Preparedness Information Network (CEPIN)
This presentation will focus on how emergency managers can effectively incorporate special needs populations into their planning, response, and recovery processes. Mr. McDevitt will talk about how this is defined in the National Response Framework and how that impacts your planning efforts. He will also discuss best practices and various training programs, tools, and resources currently available. Finally, Mr. McDevitt will talk about a tool that will be available in the near future to assist emergency managers.

5E. Sustainability and Viability of Your Volunteer Program

- Capt. Brad Smith, Dearborn Fire Department
During this class, Capt. Brad Smith of the Dearborn Fire Department will discuss techniques of keeping volunteers active and interested in a their program. Techniques will also be discussed that include sustaining your volunteer program for the long haul, self-sustainment, and fundraising issues. This class is designed for anyone that coordinates or is thinking about coordinating a volunteer program.

3:40 – 4:40 PM

6A. How Our Kids Are Learning to Kill And Learning to Like it (Continued)

- Lt. Col. Dave Grossman, Ret., Warrior Science Group
See workshop 4A

6B. An Overview of the National and Michigan Triage System

- Dr. Don Edwards, Medical Director for District One Regional Medical Coalition; Dr. Richard B. Schwartz, SALT Triage Project; and Dr. Jerry Evans, Region 6 Medical Director
The MI-Start Triage System can be utilized by anyone in the field to provide effective triage methods during an emergency. A national guideline for triage following a mass casualty incident allows providers to sort patients for treatment based on the severity of their conditions and establishes a standardized nomenclature. This session will provide an overview of both triage systems and best practices for utilizing both.

6C. Critical Infrastructure Protection

- Lt. Kyle Bowman, Michigan Department of State Police and James Tchorzynski, Michigan Department of Military and Veterans Affairs
This session will allow an attendee to have a basic understanding of what the state is doing to protect Critical Infrastructure. Presenters will identify what the 19 sectors are in Michigan, how sector criteria are developed, and how sites are selected for nomination to the U.S. Department of Homeland Security (DHS) Tier I/Tier II or state list. This session will highlight the Automated Critical Asset Management System (ACAMS) and its benefits to both first responders and site owner/operators, as well as the function of the Critical Infrastructure Protection operations in the State fusion center, known as the Michigan Intelligence Operations Center (MIOC).

6D. Enhancing Public Private Partnerships

- Paul France, Southeast Regional Director for Wisconsin Emergency Management
In this session, you will learn about the immediate benefits of collaboration and information sharing and what the private sector can bring to the table in resources, expertise, experience, perspective, and community continuity. Mr. France will share Southeast Wisconsin's Homeland Security Partnership (SWHSP) model and review its successes and challenges.

6E. Kent County Search and Rescue K-9 Demonstration

- Ron Lindblom, Kent County Search and Rescue
The K-9 Unit of Kent County Search and Rescue provides volunteer dog teams to law enforcement in the various K-9 disciplines of: scent discriminating mantrailing, air scent, human remains detection, and disaster. These resources assist police canine teams and are another tool to assist in finding missing persons as well as bringing closure to families of missing persons when the search becomes a recovery effort. Mr. Ron Lindblom will be providing the instruction and a live demonstration with his K-9s.

May 7 – General Session

Lessons We Don't Learn

- Dr. Amy Donahue, Department Head of Public Policy at the University of Connecticut
Dr. Donahue will take us through the major lessons we seem to confront disaster after disaster and the urgent policy environment that makes this so troublesome. She will illustrate this reality with case examples from

events with which you are likely to be familiar. Dr. Donahue will share several hypotheses about why we seem to have so much trouble learning these lessons, thereby repeating mistakes despite past experience. You will gain insight as to how to break out of this pattern once and for all.

Predictive Profiling and Terrorist Threat Mitigation

– Amotz Brandes, Director and Managing Partner of Chameleon Associates, LLC

Mr. Brandes will discuss Predictive Profiling and innovative methodologies of terrorist threat mitigation. He will review security vulnerabilities created when the adversary plays a minor role in the design and operation of a security system and is superseded by other considerations such as liability, resources, and public relations. Attendees will learn about a threat oriented approach to security operations that includes Predictive Profiling, security questioning, red teaming, and more. Understanding the problem (the adversary and the threats posed) allows for a security solution that is logical, operationally sound, and can prove itself needed.

In An Instant

– Bob Woodruff, ABC News Correspondent

Normally one reporting the stories from the Middle East, Bob Woodruff suddenly and violently became the story: in January of 2006, while reporting on U.S. and Iraqi security forces, Woodruff was seriously injured by a roadside bomb that struck his vehicle near Taji, Iraq. The long and arduous journey back included numerous surgeries and months of rehabilitation. In this presentation, based on his best-selling memoir *In An Instant*, Woodruff recounts the events preceding and following this awful event, how it completely altered his perspective on career and family, how he coped and overcame these circumstances, and what audiences can learn to recover from shattering events in their own lives.

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