



EMERGENCY
MANAGEMENT
STRATEGY & LEADERSHIP IN CRITICAL TIMES

2010
**ALL-HAZARDS/
ALL-STAKEHOLDERS
SUMMIT**

Program Guide

September 16, 2010
Sheraton | Denver, CO

WELCOME AND THANK YOU FOR ATTENDING

Today our nation's first responders are confronted with new and more significant challenges than ever before. Complex responses to natural and man-made disasters are presenting issues that strain state and local agencies' existing capabilities and infrastructure. Emergency management personnel need to have more information and be able to access it faster. They also need the ability to merge their data with information from other disciplines to successfully meet these challenges.

The Emergency Management All-Hazards/All-Stakeholders Summit is an eight-city series designed to bring together the key stakeholders responsible for disaster management and homeland security to facilitate collaboration, information sharing and best practices.

This event is intended to help showcase success stories and feature innovative solutions in order to help others pave the way ahead and build joint strategies for the future.

Our intent is to make this an annual event. We hope you enjoy today's summit and that you will please take a few minutes and complete the feedback form so that we may incorporate your ideas into next year's event.

Martin Pastula

Vice President

Emergency Management/Homeland Security

Government Technology Media

PROGRAM

*In consideration of your fellow participants, please turn your cell phones to vibrate.
Thank you.*

Thursday, September 16

8:30 AM

REGISTRATION AND CONTINENTAL BREAKFAST

9:00 AM

WELCOME

Marty Pastula, Vice President, Emergency Management Media Group

9:10 AM

Hans Kallam, Director, Colorado Division of Emergency Management

9:30 AM – 10:15 AM

KEYNOTE PRESENTATION

“The Essentials of Life”

Garry Briese, Co-Founder, The Center for New Media & Resiliency FEMA Regional Administrator DHS/FEMA Region (2008-09) Executive Director, IAFC (1985-2007)

10:15 AM – 10:45 AM

MEET THE SPONSORS / NETWORKING BREAK

10:45 AM – 11:10 AM

DEVELOPING AND COMMUNICATING RAPID SITUATIONAL AWARENESS

Bernard Szukalski, Senior Product Manager, ESRI

11:10 AM – 11:30 AM

THE NEXT REVOLUTION IN SITUATIONAL AWARENESS

Lynn Quick, Director of Public Safety, Sprint

11:30 AM – 11:45 AM

VIRTUAL COMMUNICATIONS MADE EASY

Detective Trevor Ziemba, Bainbridge Island Police Department

11:45 AM – 12:00 PM

PREPARE, RESPOND AND RECOVER WITH GSA

Cheryl Ansaldi, Director, GSA Customer Service

11:45 AM – 12:30 PM

SOCIAL MEDIA FOR THE RESPONSE COMMUNITY

Moderator – Gary Briese, Co-Founder, The Center for New Media & Resiliency
FEMA Regional Administrator DHS/FEMA Region (2008-09) Executive Director,
IAFC (1985-2007)

12:30 PM

CLOSING REMARKS AND BUFFET LUNCH

12:45 PM – 1:20 PM

**SPECIAL INTEREST GROUP SESSION – EMERGENCY OPERATIONS
CENTER (EOC)**

The EOC is responsible for the strategic overview, or “big picture”, of the disaster. Over the past several years, advances in research and development have resulted in dramatic improvements and new technologies. You’re invited to see a brief, high level overview of some of the latest advancements in EOC technologies.



Adobe

Adobe Solutions for Government Agencies

Adobe solutions for government help agencies better accomplish their mission and create meaningful and sustainable interactions with users by replacing frustrating, manual, paper-based processes with engaging, intelligent PDF forms and rich Internet applications. Powerful security capabilities strengthen information and process assurance to help protect personal, corporate, and classified government information from unauthorized access or alteration, promoting trusted communications. And the ability to instantly create virtual meeting rooms allows personnel to quickly collaborate with anyone inside or outside the agency, in real time, regardless of where participants are located. Flexible and cost-effective, Adobe solutions simplify the business of government — anytime, anywhere, through any medium.



With annual sales of more than \$610 million, ESRI has been the world leader in the geographic information system (GIS) software industry for more than 30 years. Additionally, ESRI provides powerful GIS solutions to more than 300,000 clients in more than 200 countries. Headquartered in Redlands, California, ESRI has regional offices throughout the United States, several subsidiary companies overseas, and more than 2200 business partners, which includes 400 authorized instructors and partner education centers who work with ESRI to provide software, data, and hardware that complement ESRI's suite of GIS software. Working with location information, ESRI's GIS software and solutions give you the power to solve problems you encounter every day. Organizations around the world, as well as local, state, and federal government agencies, are using ESRI GIS software to make smart and timely decisions.

As the leader in GIS technology, ESRI offers innovative solutions that will help you create, visualize, analyze, and present information better and more clearly. ESRI software is built on standard and open information technology and has been designed to operate with all relational database management systems. ESRI's software is developed with open (nonproprietary) development tools, and our software is built on new, modern, object-component software standards (COM) that are easily customized and embedded for a wide range of application needs. ESRI's comprehensive product line ranges from desktop GIS to GIS for the enterprise — and our Internet software revolutionizes the way users can access and interact with Internet mapping and GIS data at the desktop, thereby making the promise of distributed GIS a reality that is easy to accomplish.

ESRI will continue to lead the world in providing mapping technology that meets the needs of today's competitive market. Look to ESRI for GIS solutions to help unlock the spatial component of your valuable data and see your organization's information from a new perspective. www.esri.com



U.S. General Services Administration

General Services Administration (GSA)

State and Local Resource Programs

The wealth of GSA's resources is not limited to federal agencies alone. Many state and local agencies can benefit from a variety of products and services offered throughout GSA. This important aspect of GSA's mission is divided into seven distinct programs that provide access to important tools for specific state and local objectives.

The current programs are:

- 1) Disaster Recovery Purchasing
- 2) Cooperative Purchasing
- 3) National Wildland Fire Program
- 4) 1122 Counter Drug Program
- 5) Computers for Learning Program
- 6) Federal Surplus Personal Property Donation Program
- 7) Federal Grantee Access to Schedules in Support of Public Health Emergencies

GSA offers customers direct delivery of millions of state-of-the-art, high-quality commercial supplies and services at volume discount pricing. All customers, even those in remote locations, can order the latest technology and quality supplies and services, conveniently, and at most favored customer prices. GSA also offers the potential benefits of shorter lead-times, lower administrative costs, and reduced inventories. When purchasing via GSA contracts, ordering activities have the opportunity to meet small business goals, while promoting compliance with various environmental and socioeconomic laws and regulations.

Under the GSA Schedules (also referred to as Multiple Award Schedules and Federal Supply Schedules) Program, GSA establishes long-term government-wide contracts with commercial firms to provide access to over 11 million commercial supplies (products) and services that can be ordered directly from GSA Schedule contractors or through the GSA Advantage![®] online shopping and ordering system. The GSA Schedules Frequently Asked Questions (FAQs) provide a variety of information regarding the GSA Schedules Program and the use of GSA Schedule contracts.



SSI Knowledge Center, Inc.

Use Knowledge Center™ at the federal, state, regional, and local levels to support your daily emergency management operations with the built-in incident management, resource management, critical infrastructure management, document management, and communications capabilities. For example, in the Pittsburgh UASI – Region 13, Knowledge Center™ has supported over 9,000 events ranging from small local incidents and regional weather events to events of national interest such as the 2006 MLB All Star Game, the 2007 US Open Golf Championship, and most recently the 2009 G-20 Summit.

At the G-20 Summit in September, over 900 individual users across 130 separate agencies maintained situational awareness through Knowledge Center™. Whether it was at the Multi-Agency Coordination Center (MACC), Bomb Management Center (BMC), or the Intelligence Operations Center (IOC), Knowledge Center™ enabled a “common operational picture” among the local emergency management community. Regionally, Knowledge Center™ provided key support agencies such as the Ohio and West Virginia Fusion Centers, as well as the Pentagon, FBI-HQ, and NORTHCOM with critical real-time on-the-ground information. All-told, personnel from municipal, county, state, federal, healthcare, private business, transportation, and utilities organizations contributed over 3,000 log entries and identified over 150 separate suspicious activity reports (SARs) over the course of the week’s activities.



The Sprint Nextel Emergency Response Team (ERT) has a defined mission to partner with Public Sector and Enterprise clients in need of solutions that ensure reliable, scalable and robust communications during any event. Unlike the competition, Sprint ERT is a full-time dedicated group of employees with experience in Fire/EMS, Law Enforcement, Military, Business Continuity and Satellite Communications. Sprint ERT has deployed to over 3,600 events, and the core team is supplemented by over 1,000 trained reservists. The Emergency Response Team's role is to coordinate personnel, equipment, and infrastructure for Federal and State Declared Disasters, Enterprise Disaster Recovery, Continuity of Operations, Field Training Exercises, National Security Events and pre-planned enterprise and public sector events.

Since 2002, Sprint's ERT fleet has carried well over twenty million minutes of use for first responders during hurricanes, terrorist events, and other emergencies when agency networks were destroyed, overwhelmed, or otherwise unavailable.

ERT has over 3,000 deployments to emergencies and national events in just the last five years, deploying more than 100,000 handsets, data cards, as well as SatCOLTs and SatIP Trailers. Sprint's ERT has worked alongside public safety and private organizations to be the primary provider of critical communications: from wildfires on one coast to hurricanes on the other; from floods and train derailments in the Northwest to deep freezes and power outages in the Midwest.

For nearly a decade, first responders at every level have turned first to ERT. Sprint has also provided communications support and response to large pre-planned events, such as the Democratic and Republican political conventions, the G-8 summit, The Super Bowl and the Papal visit. Those responsible for all-hazards planning throughout the country rely on Sprint as the communication provider for their emergency communications needs.

About Sprint

Sprint offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for its industry-leading 3G and 4G mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. The company's customer-focused strategy has led to improved first call resolution and customer care satisfaction scores. For more information, visit www.sprint.com.

GOLD SPONSOR



SMART is the world's leading provider of interactive whiteboards*. The company introduced the world's first interactive whiteboard in 1991 and remains the global product category leader, providing easy-to-use, integrated products and services that improve the way the world works and learns. For more than 20 years, innovation and commitment to excellence have been at the core of our business. We help educators achieve better results with technology products that support student-centered learning. We help businesses become more productive with easy-to-use collaboration solutions that enable better results. Our success is driven by a deep commitment to and engagement with both the education and business communities.

Today, with more than 1.6 million SMART Board interactive whiteboards in classrooms and offices worldwide, and more than 30 million users actively learning and collaborating with SMART products every day, SMART products can be found in every Canadian province, every U.S. state, every Local Authority in the UK and more than 175 countries worldwide.

While our product offering started with the interactive whiteboard, it has evolved significantly beyond that to include other interactive products such as interactive displays, interactive tables, interactive pen displays, student response systems, wireless slates, audio enhancement systems, document cameras, a full line of interactive learning software, conferencing software and more. Beyond products, SMART provides free online learning resources, an online teacher community, training and professional development to suit your specific needs and more.

SILVER SPONSOR



Untouched earth. Unexplored terrain. Unnoticed cultures. Outdoor expeditions usually require giving up accustomed conveniences. That is until now. GOAL ZERO was inspired by a love of going off the beaten path to unfamiliar places. Places so far off the grid, that even electrical power doesn't exist. We're a company that equips people seeking the farthest outposts of the world with the most innovative portable power products on the market. Field-proven in some of the most remote places on earth, we are working to continually deliver smart, innovative power solutions that will change the way you adventure.

GOAL ZERO isn't just a company, it's a business created by people who live life to its fullest, with a shared vision inspired by the passion for adventure, respect for the planet and a humanitarian heart. We believe in:

- +ZERO boundaries - Freedom
- +ZERO apathy - Social responsibility
- +ZERO regrets - A better life

SILVER SPONSOR



Know us before you need us.®

Preparedness & Response

ProPac, Inc. is a leading supplier of disaster preparedness and relief supplies. For over 21 years ProPac has served the First Responder, Emergency Management, and Public Health communities at the local, state, and federal levels.

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Emergency Response Trailers & Containers • Safety Supplies**

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SILVER SPONSOR



Singlewire Software develops and supports innovative voice applications centered around secure, fast, and reliable mass notification capabilities. Our main application offerings: InformaCast, PushToTalk, InformaCast CK, and DORA allow our customers unprecedented control in designing mass notifications, assigning them to specific recipients, and determining the medium for dissemination — IP phones, IP speakers, email, etc. — all with the peerless capacity for customization to our customers' specific environments. When used with Singlewire's new CallAware application, an InformaCast notification can also be triggered when specific numbers are dialed within your organization, for example 911, letting your staff know when there's an emergency event taking place. Singlewire's newest application, InformaCast Director, allows your community to federate multiple InformaCast and InformaCast CK servers, across disparate networks, to send regional notification.

Singlewire is devoted to maintaining the agility and imagination needed to fulfill our customers' needs and fostering an environment for successful partnerships between our customers and our company.



The Cooperative Purchasing Network

Fiscally Sound Procurement

While cutbacks and budget shortfalls abound, it is essential for public agencies to practice fiscally sound procurement to ensure they are getting a good value for every dollar they spend. In these tough economic times many public entities are coming together to share services as a means of cost savings. Cooperative purchasing or “piggybacking” is another tool to add to your tool box. TCPN is a national governmental purchasing cooperative established in 1997 under state law tasked with assisting other governmental entities to operate efficiently and economically. We partner with national vendors to help you stay current with practical applications by competitively bidding and awarding contracts to vendors in accordance with purchasing procedures mandated by state procurement laws and regulations.

This is not the economy for a “how we’ve always done it” mentality. An innovative approach to real value for every dollar spent and outside the box thinking for every purchase is a must. Many public entities believe their state contracts are the only game in town. In fact some states don’t competitively bid their own contracts; instead they approve a list of vendors. Cooperative purchasing collectively pools the purchasing potential of schools, colleges & universities, cities, counties, municipalities, hospitals & non-profits to maximize savings of time, effort, budget dollars, and shortens your delivery schedule. From facilities to wireless be prepared for whatever strikes by having TCPN as your transparent tool for maximizing performance. This translates to fiscally sound public procurement at a time when we all need to be working smart!
www.TCPN.org

