

The background of the entire page is a photograph of firefighters in full gear, including helmets and oxygen tanks, working at a fire scene. The scene is filled with smoke and fire, with a bright orange glow from the flames. The firefighters are seen from behind, looking towards the fire. The overall tone is serious and professional.

EMERGENCY
STRATEGY & LEADERSHIP IN CRITICAL TIMES
MANAGEMENT

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

Program Guide

April 29, 2010

Hyatt Regency | San Francisco, CA

WELCOME AND THANK YOU FOR ATTENDING

Today our nations 1st Responders are confronted with new and more significant challenges than ever before. Complex responses from natural disasters to terrorism are presenting requirements that will strain the existing capabilities and local infrastructures. Emergency Management personnel need to know more, they also need to access information more quickly, and they need the ability to merge it with information from other disciplines in order to successfully meet these challenges.

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

This event is intended to help showcase success stories and feature innovative solutions and ideas in order to help others learn 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 Summit.

Martin Pastula
Vice President
Emergency Management/Homeland Security
Government Technology Media

PROGRAM

In consideration of your fellow participants, please turn cell phones and pagers off, or set them to vibrate. Thank you.

Thursday, April 29

8:30 AM

REGISTRATION AND CONTINENTAL BREAKFAST

9:00 AM

WELCOME

Don Pearson, Group Publisher, Government Technology Media

9:10 AM – 9:30 AM

Bay Area Urban Area Security Initiative (UASI): A Model for Regional Collaboration

Laura Phillips, General Manager, Bay Area SUASI Program

Speaker, Laura Phillips, will tell the story of the “shotgun” marriage in 2006 of the three urban UASI’s into one regional UASI and provide highlights of the key initiatives and major projects that have grown out of that marriage. The Bay Area is a model for best practices for regional collaboration in the emergency management arena. Ms. Phillips will discuss: Urban Shield, the Northern California Regional Information Center (NCRIC), the Bay Area Regional Interoperable Communications System (BayRICS), including the broadband subsystem BayWEB and the Regional Catastrophic Planning Project.

9:30 AM – 10:15 AM

KEYNOTE PRESENTATION

“The Essentials of Life”

Garry Briese, Co-Founder, The Center for New Media & Resiliency; former FEMA Regional Administrator for DHS/FEMA Region 8, former Executive Director of the International Association of Fire Chiefs (IAFC)

What’s predictable about today’s emergency management landscape is that it’s unpredictable. Preparing for what we cannot see, requires taking a step back and looking at how to address emergency management from a human perspective and needs. From the unique vantage point of his own career, Briese will get inside the “The Four Essentials of Life” and examine the challenges, and potential, these basic requirements provide to the operations and policies of today’s emergency manage-

ment community. You'll leave with the insights, ideas, and inspiration you need to better protect today's public by understanding what they are really looking for in terms of emergency management leadership.

10:15 AM – 10:45 AM

MEET THE SPONSORS / NETWORKING BREAK

10:45 AM – 11:10 AM

Comprehensive Situational Awareness for Emergency Management

Lew Nelson, Global Law Enforcement Solutions Manager, ESRI

Crystal Dorn, Technical Marketing, ESRI

11:10 AM – 11:30 AM

Innovative Virtual Communication System –

New tools for casting a wider net

Detective Trevor Ziemba, Bainbridge Police Department

11:30 AM – 11:45 AM

G-20 Summit: From Incident Management to Incident Prevention

John Degory, Director, Knowledge Center, Inc.

11:45 AM – 12:30 PM

Catastrophic Disaster Planning and Preparedness Panel Discussion

Moderator – Don Pearson, Group Publisher, Government Technology Media

Panelists Include:

Commander Tom McCarthy, Program Manager for the Bay Area UASI Program

Garry Briese

Trevor Ziemba

Lew Nelson

Matt Jackson, Director Global Governments Markets, POLYCOM

12:30 PM

CLOSING REMARKS AND BUFFET LUNCH



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.

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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

PLATINUM SPONSOR



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.

GOLD SPONSOR



Polycom, Inc. is the worldwide leader in unified collaborative communications (UCC) that maximize the efficiency and productivity of people and organizations by integrating the broadest array of video, voice, data and Web solutions to deliver the ultimate communications experience. Polycom's high quality, standards-based conferencing and collaboration solutions are easy to deploy and manage, as well as intuitive to use. Supported by an open architecture, they integrate seamlessly with leading telephony and presence-based networks. With its market driving technologies, best-in-class products, alliance partnerships, and world-class service, Polycom is the smart choice for organizations seeking proven solutions and a competitive advantage in real-time communications and collaboration. For additional information call 1-800-POLYCOM (765-9266) or +1-408-526-9000, or visit the Polycom website at www.polycom.com.

SILVER SPONSOR

Blackboard connect™

The ability to communicate quickly and effectively is a critical need. But, relying on one mode of communication can mean only a small fraction of your constituents get the message in a timely manner. The Blackboard Connect service provides local, state, and Federal government agencies with the ability to reach thousands in minutes.

Designed for simplicity and ease of use, Blackboard Connect allows you to reach constituents using multiple communication channels, including voice, e-mail, SMS text messaging and TTY/TDD. This multimodal approach allows a single message to be sent to multiple contact points, such as cell-phones, landlines, e-mail accounts, PDAs, and other text based devices.

Our experience in sending time-sensitive messages is unmatched, as is our ease of use, calling capacity and proven reliability. That's why government leaders nationwide make Blackboard Connect the cornerstone of their communication plan. From delivering time-sensitive communications to promoting community involvement, Blackboard Connect is the best way to provide leadership through reliable, timely information in your own voice.

www.blackboard.com/connect

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Uniqueness, high quality and consistency have been the Bridgford trademarks since 1932.

We offer a full line of frozen bread dough products as well as frozen, fully baked breads, rolls and buttermilk biscuits. Bridgford produces a full line of meat snack items such as Beef Jerky, Pepperoni and Salami.

Bridgford also offers a full line of Frozen Sandwiches as well as Frozen Meal Kits in a large variety of choices. The Frozen Meal Kits are offered with or without a drink. The Frozen Sandwiches and Meal Kits have a one year shelf-life and once defrosted can remain in refrigeration for up to 35 days.

Lastly, Bridgford offers a shelf-stable, Ready to Eat Sandwich in five varieties with a three year shelf life when stored at eighty degrees or below. The product was developed for inclusion in the United States Military's "First Strike Ration" and is a perfect food solution for disaster and emergency preparedness as well as other outdoor activities. We also offer the Ready to Eat Sandwiches in the form of a meal kit. We offer Shelf-Stable Meal Kits with thirty-six month, eighteen month, twelve month and nine month shelf-life.

Please visit our booth, sample our various Shelf-Stable Sandwiches and Meal Kits as well as our Frozen Sandwiches and Meal Kit products and allow us to show you how we can provide solutions to your emergency and disaster subsistence needs.

SILVER SPONSORS



CoreStreet, an ActivIdentity company, is the leader in Credential Validation solutions for Identity & Access Management and delivers proven technologies used by governments and corporations worldwide to authorize critical events and physical access to core assets with confidence.

Combining the CoreStreet PIVMAN software with handheld devices from multiple vendors, provides first responders and critical infrastructure authorities with the pre-eminent solution for identity verification and access authorization in Emergency Management and Public Safety situations. For more information please visit www.corestreet.com/PIVMAN



Established since 1996, Disaster Management Systems was created to help address the newly identified threats facing our nation's first responders. Disaster Management Systems has led the industry as innovators of simple, effective ICS, and Multi-casualty response tool. Our All-Risk® Triage Tag was the first new product designed specifically to support first responders in a post 9-11 world. Since inception, DMS products have been designed to support the Incident Command System. This same system has been incorporated into the National Incident Management System (NIMS).

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FATPOT Technologies is a leading Public Safety technology solution provider, with cutting edge expertise in solving Emergency Response and Public Safety needs related to data interoperability, mobility, and absolute reliability. Our breakthrough virtual data fusion technology "Peer Intelligence" provides for rapid, on-demand, real-time, multi-agency data integration and sharing, fusing disparate systems (CAD, RMS, GPS/AVL, etc.) into a secure and seamless network across multiple agencies, jurisdictions, and levels of government. Sharing can be done in a uni-directional read-only presentation view for complete situational awareness, or it can be done bi- or -multi-directionally between and among systems for fully integrated data sharing. FATPOT's "Global Mobile" technology supports complete mobile availability across all public and private networks, hotspots, radio, Wi-Fi, satellite, broadband and aircard solutions.

FATPOT is not a "hosted server" or "data warehouse" solution. It is a true, data/information fusion, providing regional or state-wide strategic awareness with no need for participating entities to be on the same software application, wireless infrastructure or mapping system. FATPOT does not compete with CAD/RMS or AVL vendors but rather partners with and greatly extends/enhances their operational capabilities. We have partnered and interfaced with Intergraph, TriTech, Motorola, Tiburon, InterAct, Zoll, Qualcomm, Northrop Grumman, VisionAir, IntelliChoice (eFORCE), ESRI, Harris (M/A-COM), L-3, and others. Regardless of who your current CAD/RMS/AVL vendors are, or who your chosen vendor may be in the future, FATPOT provides the enabling sharing platform while still allowing individual agency control of their own data and what they wish to share, thus solving many political "territory" issues.



Our portable marine/recreational refrigerators and freezers are also used for camping and off-road activities that require an efficient 12-volt portable fridge/freezer.

FridgeFreeze units can run on either 12/24-volt DC or 110/240-volt AC. With our optional solar panel, a FridgeFreeze unit can operate in remote areas.

FridgeFreeze also manufactures a UPS Battery Back-Up supply unit that is invaluable for Health Departments that require a Back-Up power source in the event of a power outage.

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GRAND CANYON UNIVERSITY™

Grand Canyon University offers students looking to study legal aspects, environmental issues, hazard management and strategic planning in public safety a valuable degree program that incorporates previous certifications and academy training. Not only will we teach you the skills necessary to take your career to the next level, but also advanced leadership techniques that focus on the principles, theory and real-world application of leadership in the 21st century. With the ability to complete your courses 100% online, earning your advanced degree has never been simpler. Gain the experience needed to be successful with issues currently facing your industry.

Founded in 1949, Grand Canyon University is Arizona's private university. The prestigious Christian university is regionally accredited and is recognized as offering some of the best online education programs in the nation by noteworthy sources including Fortune Small Business, Technology & Learning Magazine, Fox.com, Online Education Database (OEDb), and more. Grand Canyon University offers online and traditional campus-based bachelor's and master's degree programs through the Ken Blanchard College of Business, College of Education, College of Fine Arts and Production, College of Nursing and Health Sciences, and College of Liberal Arts. GCU emphasizes individual attention for both traditional undergraduate students as well as the working professional. For more information call 800-800-9776 or visit www.gcu.edu



The Highlands Consulting Group focuses on helping our clients perform better by providing responsive, insightful, and exceptional management consulting services. Our team of experienced emergency management consultants specializes in providing:

- Strategic Planning
- All-Hazards Conceptual Plans and Operational Plans and Procedures
- Continuity of Operations/Continuity of Government Plans
- Stakeholder Management/Facilitation
- Emergency Preparedness Training
- Exercise Development, Delivery and Evaluation
- Recovery Support

In addition, Highlands Consulting can support your other business needs, including:

- Project Management
- Business Process Reengineering and Improvement
- Change Management
- Feasibility Study Reports
- Information Technology Management
- Procurement Assistance

We are a certified small business located in Sacramento, California and have been successfully provided emergency management consulting services since 2003.

Hub-Data911

Hub-Data911 is celebrating 25 years as a leader in the mobile computer industry. We create safe, affordable and innovative solutions for critical data management and mobile computing. Our ruggedized mobile computer and digital video systems are specifically designed to perform in vehicular environments such as law enforcement, fire, emergency medical, public transport, public utilities and other specialized transportation environments.

Our latest technology includes the M6: a 3-piece, airbag compliant, Mobile Computer System; Mobile Digital Video with integrated license plate recognition; and Web AVL—a low-cost, low-maintenance alternative to traditional AVL, powered by Google Maps.

Hub-Data911 holds to a philosophy of “client first” and has a technologically talented staff dedicated to developing strategies to help improve agencies’ operational capabilities. Today, Hub-Data911 is serving over 700 clients in North America with international presence in the UK, Australia, the Netherlands (TBTA) and United Arab Emirates (Dubai) and has shipped over 33,000 units to date.

For product demonstrations and to arrange for a free evaluation unit, contact 636-532-4911 or sales@data911.com. View all our products at www.hub-data911.com

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About RockWest Technology Group

RockWest Technology Group (www.rockwesttech.com) is the largest integrator of photo-identification, credential issuance, emergency management solutions, and electronic security systems in the Southwestern United States, with offices in Arizona, California, Colorado, and New Mexico. RockWest Technology Group services many vertical markets including, government, corporate, healthcare, education, and casinos. RockWest Technology Group provides a single source for all identification needs, including product, cards, supplies, full-service installation, training, network and database services, as well as preventative and on-site maintenance.



Salamander™
TECHNOLOGIES

THE STANDARD IN ACCOUNTABILITY™

Salamander Technologies is the leading supplier of accountability solutions in the USA, serving over 3,400 agencies. The goal of our solution is simple: unite our country's emergency services with interoperable, NIMS compatible systems for tracking all responders, volunteers, and victims at an incident. Tracking information is managed on-scene to ensure accountability, safety, and site access control. The information is made available to off-scene facilities for wide-area resource management during a public safety or public health emergency.

Our mission at Salamander Technologies is to save the lives of our nation's first responders and the citizens they protect by offering a superior auto ID system that accounts for all personnel, verifies responder identities, and enhances situational awareness at an incident, emergency, or field event. Our contributions to homeland security will accelerate as our interTRAX® solution fulfills the national imperative for a unified system to identify and track all participants of large-scale incidents – responders, victims, and volunteers.

Our vision is to create a simple, scalable, and survivable system for interagency personnel accountability – from the tag to the web – that complies with federal mandates for the National Incident Management System (NIMS) and Personal Identity Verification (PIV).

We have trained sales staff covering the entire USA and Canada who can provide more information and a customized quote of our solutions. We can offer a live online demo any day of the week at your convenience. More information is available on our website, www.salamandertechnologies.com, or call us at 877-430-5171.



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

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ToucanEd is sponsoring the San Francisco All Hazards/All Stakeholders Summit because we are passionate about the importance of planning, exercising and training for emergencies, and we believe in the power of collaboration. Established in 1995, we are a certified small business, woman-owned, on the California CMAS and federal GSA schedules.

As custom developers of education and training tools, we align to relevant professional standards and certifications, target the audience, and comply with our clients' budgets, timing, and goals. If the training is to be computer- or web-based, we work within the learning management system. If live, we custom develop the course and supporting materials to meet the objectives for the participants.

ToucanEd is in Santa Cruz and many of our clients are from the Bay Area UASI. We work with your subject matter experts, or bring in our own, in order to transform best practices into effective content that is easy to learn. Our consultants, designers, writers, and editors add value to your planning, education and distribution initiatives. And our in-house digital printing and bindery departments enable us to print and ship on demand.

Among the products we have developed are our proprietary CERT Start Kit and our DHS-certified Pandemic Flu (H1N1) Preparedness Awareness Course and Train the Trainer, developed in cooperation with CalEMA and CDPH for first responders, public health, agency personnel, continuity and security managers. It carries POST CPT credit and is funded under UASI. We also have developed courses on hazardous materials, terrorism response, and inmate radicalization. www.toucaned.com 888-386-8226.

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TW Mobile Engineering and our strategic partners provide a wide range of C4ISR mobile and tactical platforms, products, and training across the globe. Our clients range from the highest levels of many international governmental agencies to local departments across the United States. We have the expertise, resources and capacity to handle your agency's project regardless of the scope or scale.

TW Mobile Engineering is part of the Soncell North America group of Public Safety and Homeland Security companies. Soncell North America was created through the strategic unification of industry leaders in the public safety sector, including: TW Mobile Engineering, Decatur Electronics, Arizona Emergency Products, Auto Additions, AZ EP Fleet, Emergency Vehicle Solutions and Patrol Power. The Soncell UK group is comprised of cutting edge companies including Sonic Communications, Panoptech and TransVisual Media that provide C4ISR products to a wide range of worldwide clients.

Through the union of industry leaders from the United States and the United Kingdom, Soncell brings together the industry's most comprehensive portfolio of services, technologies and expertise. The combined organization has the technical resources, skill sets and intellectual property required to provide best in class solutions regardless of where your mission takes you.

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WATER / SEWAGE / MOLD / FIRE
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Our Employee technicians are highly trained and certified with a minimum of 10 years experience.

Our ability to dry and decontaminate affected and contaminated property in an efficient and cost effective manner enables a dwelling to be safely inhabited and or for reconstruction to begin in the shortest time frame possible. This is our core specialty and is why we have continued to build on this strength.

Water Damage Recovery maintains pollution grade liability insurance, which is necessary in working with contaminated material. We also are covered with workers compensation and appropriate levels of automobile insurance.

We provide our service in the following Northern California counties:

Alameda, Contra Costa, Santa Clara, San Mateo, San Francisco, Marin, Napa, Solano, Yolo, Sacramento, Placer, Yuba, San Joaquin and Stanislaus

We have provided service to these and other government facilities:

Travis AFB, Solano County Courthouse, Sacramento County Courthouse, Sacramento Federal Building, Balfour Beatty Communities, California Maritime Academy.

Please contact us for additional information:

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