



CESA 2019 ANNUAL TRAINING & CONFERENCE

OCTOBER 21-24, 2019
DOUBLETREE BY HILTON SONOMA WINE COUNTRY

8:30am – 5:00pm

Preconference Training

8 Hour Session:

Community Resilience (AWR-288)

Resilient communities are better able to plan for and take action to mitigate the risks from hazards, increase the pace of recovery from destructive events, and adapt to changing environments. This course demonstrates how to integrate risk and community-based collaborative strategies into plans and programs and introduces tools that help communities assess individual risks and vulnerabilities as well as introduces strategies to become more resilient and better prepared for natural disasters. This training course will provide state and local government agency staff and other stakeholder groups with background on natural hazards. In addition, the course will guide an approach to (1) assess community resilience and (2) develop next steps for improved resilience. Through increased awareness of natural hazards and best practices, the course will enhance community resilience for state and local government agency staff that routinely interface with the community, private sector, and other stakeholder groups. The course will be designed for national implementation, while allowing integration of local concerns through case studies and focused group exercises.

Attendees of this session will also need to register with the host separately and take the pre-test. If you will be attending this breakout, click the link and use the code provided below.

Registration: <https://ndptc.hawaii.edu/training/delivery/2487/>

Registration code: 71903

Presented by:

The National Disaster Preparedness Center

4 Hour Session:

Building Resilience with Integrated Hazard Mitigation Planning: A Practical Approach

Hazard mitigation planning is a cornerstone for building community and state resiliency to hazards. This workshop will introduce participants to a practical and clear approach to undertaking the development or update of a local hazard mitigation plan. The workshop will also cover how to meet multiple planning requirements, including floodplain management planning that will enable credits for communities that participate in the Community Rating System, and also complying with State of California requirements related to climate change and General Plan Safety Element updates. Participants will learn how the hazard mitigation plan can be used to inform response and recovery planning. The workshop will be presented in three modules with small group breakout activities to engage participants and allow participants to share their experience and perspectives. The workshop will include guidance on implementing and leveraging the plan to the benefit of your community.

Presented by:

Jeffrey Brislawn, CFM, Hazard Mitigation Lead/Sr. Associate, Wood Environment and Infrastructure

4 Hour Session:

GIS for Emergency Managers - An ArcGIS Online Interactive Training

GIS for Emergency Managers will focus on teaching attendees how to use the ArcGIS Online platform. Depending on the time allotted for the presentation, attendees will learn how to create maps within the portal, add data from outside sources, import custom data, symbolize data for easy viewing and create map based applications designed for the public. These products are typically used in our industry for the public to identify road closures, locate shelters, and know evacuation perimeters. Dashboard creation will be gone over in a longer session to train attendees how to visualize data on EOC displays.

Training licenses will be provided by ESRI (the software manufacture) for all students to use during the session. The course will be taught by an Emergency Manager to create a linkage for attendees with staff who speak the same “language” as them. GIS technicians will accompany the primary presenter to ensure that the class flow smoothly with as few digital challenges as possible.

PLEASE NOTE: Each participant MUST bring their own laptop

Presented by:

Dana M. Carey, Emergency Manager. Yolo County Office of Emergency Services

4 Hour Session:

Listos Basic Course in English

This is an English delivery of the Listos Basic Course. Listos is a preparedness training that was created to target the Spanish Speaking community. Listos has been supported by Cal OES and is now a part of the Governor’s California For All Campaign. By taking this course, CESA members will learn more about what Listos is and how it can be integrated into their local preparedness programs.

Presented by:

Liliana Encinas, Bilingual Public Outreach Coordinator, City of Santa Barbara Fire Department

4 Hour Session:

Saving Lives with Information - The NIMS-Compliant JIC/JIS – If you have to ask, then you are not prepared

Information saves lives. The lack of information can kill. With that in mind we need to consider recent, relevant incidents in California where communications was critical. We will conduct table top and functional exercises to explore the concept of a NIMS-Compliant JIC/JIS and prepare for the 90/10 rule when outside issues can derail your best plans. You will hear the presenter's hard-won lessons and his rules to live by in a JIC/JIS. We will work together as a team to prepare and conduct a news briefing and end the session with PIO Gold...several examples of how to do it right!

Presented by:

Karen Terrill, President and Lead Crisis Communications Trainer, Media Survival

4 Hour Session:

An Introduction to All-Hazards Incident Management Teams

All-Hazards Incident Management Teams (AHIMT) are found across the state. These teams have grown and developed over the past 15 years, but there is still a long way to go to growing these teams to work for your jurisdiction. This session will explore how to evaluate whether your jurisdiction could benefit from having a team. The session will teach how to build a team. The session will teach the basics of what AHIMTs are. Further, the session will teach how to implement a team within your jurisdiction whether it is your own jurisdiction's team or it is a team responding under mutual aid.

See how these teams can improve your NIMS compliance, improve jurisdictional resiliency, and improve operational functionality as they interface with your EOC, manage resources, and develop and implement strategies and tactics for managing incidents.

Presented by:

Randal A. Collins, CEM, President & CEO of All-Hazards Incident Management Teams Association

4 Hour Session:

Emergency Management Mutual Aid (EMMA) Training

This session will introduce participants to the EMMA plan, roles and responsibilities of EMMA responders and EMMA coordinators. This session provides an overview of the methodology and process for integrating services of emergency management into agencies in need of additional staffing during disasters. The objectives include: introduction to the EMMA organization and responsibilities, how EMMA integrates with SEMS, process for activating EMMA and the positions that are supported, the requirements for managing EMMA resources, and the reimbursement process when a post-event MOU/MOA is executed.

Presented by:

Donna Mayer, CEM, Chief, Health Emergency Management, Orange County EMS
Vicki Osborn, Assistant Emergency Manager, Emergency Management Division, Orange County Sheriff's Department

Two Sessions in 4 Hours:

Purchasing for Disaster Cost Recovery

The purchasing function is the single most important part of effective disaster cost recovery, and the most often cited for failure in the Department of Homeland Security's audits.

Most agencies' purchasing policies and procedures DO NOT comply with Federal requirements, exposing the agency to losses that can easily run into the tens of millions of dollars. This session will feature both Homeland Security Audits and FEMA Appeals cases.

Presented by:

Michael E. Martinet, MS, CEM

Implementation of the Disaster Recovery and Reform Act: Impact on Recovery in the Wildland Urban Interface

EY and the City of Santa Rosa will discuss the implementation of the Disaster Recovery Reform Act and its impact on the City's recovery from the 2017 Tubbs Fire. Topics to be discussed will include lessons learned and recovery progress to date on a variety of topics ranging from:

- The genesis of opening up the 404 mitigation program to removal of burned trees,
- Repair of the City's underground water systems damaged in the fires and the following benzene contamination
- Road degradation caused by fire and debris removal operations;
- Local cost share of debris removal operations;
- Administrative cost provisions,
- Alert and notification and
- Evacuation warning

Presented by:

Jason Nutt, City of Santa Rosa
Steve Kral, Ernst & Young

3:00pm – 5:00pm

CEM Exam

7:30 am – 8:30 am

Breakfast

7:30 am – 5:30 pm

Exhibits Open

8:30 am – 9:00 am

Opening Ceremonies & Welcome

9:00 am – 10:30 am

Keynote

Speaker:

Craig Fugate, Former FEMA Administrator

10:30 am – 11:00 am

Break in Exhibit Hall

11:00 am – 12:30 pm

Lunch

12:30 pm – 1:00 pm

Dessert in Exhibit Hall

1:00 pm – 2:15 pm

Sessions

UAV Drone Next Gen Overview for Emergency

Speaker:

Don Silverek, Master Exercise Practitioner, Certified Emergency Management Specialist - State of CA, Private Pilot, UAV Part 107 Pilot, and Credentialed State of CA Instructor

This presentation will describe the types of unmanned aerial platforms available from DJI, Yuneec and specialty manufacturers according to payload, camera, and sensor options, and costs. Attendees will see examples on the screen of mapping, inspections, and real-time observation data gathering. The program will conclude with an overview of Federal requirements to obtain a Federal Aviation Administration Part 107 UAS Remote Pilots License along with a brief review of 2019 Federal requirements to operate a drone in the National Airspace. There will be two UAVs on display - a large six rotor Yuneec H520 Public Safety drone and smaller compact DJI Mavic 2 Pro drone.

At the completion of this session the attendee may be able to:

- Possess a clearer understanding of drone types and cost.
- Understand camera, video and sensor options.

- Learn the many use options of unmanned aerial vehicles.
- Understand the Federal requirements regarding use of UAVs in National Airspace.

California For All Emergency Preparedness Campaign Overview and Update

Governor Newsom's California For All Emergency Preparedness Campaign is a new effort to boost disaster preparedness by connecting over one million of the most vulnerable Californians to culturally and linguistically competent support. To ensure success, the campaign empowers and engages local communities on emergency preparedness to support California's diverse and vulnerable populations, which can be described by social vulnerability factors including social isolation, poverty, language barriers, and other access and functional needs challenges. The \$50 million effort will invest directly in targeted regions and communities to help transform and improve how Californians get prepared. This session will give a detailed overview of the campaign and an update on the progress.

Speakers:

Karen Baker, Chief Service Officer, State of California.

Justin Knighten, Director of Strategic Communications and External Affairs, California Volunteers

How Not to Get Burned

There is an increasing use of Incident Management Teams overall in California and in non-fire incidents. This session will explain what is an IMT, the types on IMTs out there and available, how to best integrate IMTs with your EOC in wildfire and non-wildfire events, what resources they bring with them, what the IMT will do and not do, watching out for the repopulation trip falls, and how to work with teams when you are getting no for an answer.

Speakers:

Zachary Hamill, Emergency Coordinator, Sonoma County Department of Emergency Management

TBD

An Emergency Notification Flowchart - Avoiding the Dreaded Lock up

Emergency Managers confronted with an immediate "no-notice" evacuation scenario face a multitude of tasks, most time sensitive. How do they complete one of the most important tasks, evacuation notifications, when everybody wants a piece of their time and needs their attention? Having a well thought out pre-event emergency messaging program, coupled with an emergency notification flowchart defining messages channels and responsibilities, goes a long way towards simplifying the process. Nowhere is this truer than in small jurisdictions where emergency response personnel often wear multiple hats all at the same time.

At the end of this session, attendees may be able to:

- Write an effective emergency evacuation notification message for multiple notification channels
- Understand the need for multiple notification channels to reduce milling time and encourage protective action initiation by message recipients
- Develop an Emergency Notification Flowchart for their

jurisdiction to reduce warning delays during “no-notice” immediate evacuation incidents

Speaker:

Robert Womack - Emergency Services Coordinator, Town of Truckee

2:15 pm – 2:30 pm

Break in Exhibit Hall

2:30 pm – 3:45 pm

Sessions

CESA Emergency Management Mentoring Program (EMMP) - Leaders of Today Building Leaders of Tomorrow

This session is designed to introduce aspiring Emergency Management professionals, senior Emergency Management professionals, and CESA Chapter Board Members to the newly developed CESA Emergency Management Mentoring Program (EMMP). Discussions will focus on the EMMP program purpose, eligibility, structure, participant resources, and the application process. A great session designed for CESA Chapter Leaders, Senior EMs interested in providing mentoring and aspiring or junior EMs interested in being mentored.

Facilitator:

Brentt Blaser, Emergency Services Officer, Napa County Office of Emergency Services

The Evolving Landscape of Emergency Management as a Result of Climate Change

A look at how the world, the U.S., and the emergency management enterprise may change in 30 years as a result of current environmental/weather patterns. The session will not only explore the impact on and risks to our communities and country but will examine the emergency management policies and changes that we need to begin rethinking and expecting now.

At the completion of this session, the attendee may be able to:

- Anticipate the potential changes to the discipline of emergency management as a result of climate change
- Understand the key factors used to measure climate change trends
- Understand the dynamic influences and results of climate change
- Understand critical and recommended actions that emergency management practitioners should be taking now to be better postured for the future
- Have a stronger understanding of the changing nature of the relationship between the National Weather Service and the Emergency Management enterprise
- Have a stronger narrative for how emergency managers impact climate defense, resilience, and sustainability

Understand Emergency Management’s role in the development of local Sustainability Master Plans.

Speakers:

Brian Garcia, Warning Coordination Meteorologist (WCM), National Weather Service (NWS), San Francisco Bay Area

David S. Flamm, CEM, Deputy Director, Santa Clara County Office of Emergency Management

Early Wildfire Detection and Notification

Recognizing that the new normal of fire behavior in California is defined by fires of such size and intensity that they will exceed the ability of available resources to suppress them, MOFD has developed and fielded a comprehensive Wildfire Information Processor to autonomously develop situational awareness tools and evacuation recommendations in near real time. Unlike current practices that rely on the availability of trained personnel, WIP leverages advanced modeling and simulation integrated to fire detecting sensors to provide a deterministic and intuitive common operating picture. This system was initially tested as a concept during live fire burns in October 2018 with a (15) sensor field and additional testing is currently being carried out with a (200) sensor field in North Orinda. The system integrates early fire detection sensors, fire validation via HD cameras and/or drones, automated fire spread modeling using real time weather, and pre-established evacuation polygons to make informed and timely evacuation recommendations. The project’s goal is to produce a deterministic system to organize stochastic events in order to simplify dynamic circumstances and reduce the reliance on trained human emergency manager’s ability to process fast moving events with incomplete information.

Speaker:

Dave Winnacker, Fire Chief, Moraga-Orinda Fire District

Voluntary Organizations Active in Disaster (VOAD): Building strong disaster-resilient communities through collaboration with non-profit, faith-based and government partners

Who’s doing what? Where and how do local governments and emergency managers connect with non-government and faith-based organizations? What can be done to make things run smoothly when disaster strikes? Learn how your agency can connect with volunteer and faith-based organizations to come together as a team and support the community following disaster.

California’s recent wildfires have shown that community disaster resiliency, relief, and recovery efforts are more effective when a Voluntary Organization Active in Disaster (VOAD) is in place before a disaster. A VOAD is part of the national network of organizations that mitigate and alleviate the impact of disasters. Using the “Four Cs”: Cooperation, Coordination, Communication and Collaboration, a VOAD provides a forum for fostering more effective and efficient response, relief and recovery to communities impacted by a disaster.

An important partner in emergency management and part of the “whole community” during the phases of disaster, VOAD member organizations are ready to respond with resources, volunteers and coordination of services to those who need assistance during and many years after a disaster. This is an opportunity to connect with local and regional VOAD partners.

At the completion of this session, the attendee may be able to:

- Learn best practices for coordinating with their local non-profit and faith-based partners and understand how government and VOAD members operate at state and local levels
- Learn how VOAD members can help your community foster a VOAD collaboration if one is not in place and how to develop disaster MOUs with key voluntary partners
- Understand how to VOAD members work with local government partners to practice and prepare for disasters through exercises, trainings and sharing of information

Speakers:

Dawn Wwyer, State Mass Care Coordinator, California Southern Baptist Disaster Relief

Valeri Mihanovich, Vice President, NorCal VOAD and Director,

The Regional Center for Volunteerism-HandsOn Sacramento
Lynn Pesely, President, Sacramento Region VOAD and
Coordinator, Sacramento Medical Reserve Corps

3:35 pm – 4:15 pm

Break in Exhibit Area

4:15 pm – 4:45 pm

Chapter Meetings

4:45 pm – 5:30 pm

Joint Chapter & Committee Meeting

5:30 pm – 7:30 pm

Hospitality Suite Open

8:00 pm – 10:00 pm

Bear Republic Social

W E D N E S D A Y , O C T O B E R 2 3 , 2 0 1 9

6:00 am

Yoga

7:30 am – 8:30 am

Breakfast

7:30 am – 3:30 pm

Exhibits Open

8:30 am – 9:45 am

Sessions

Building the Profession of Emergency Management

For the past several years, as the profession of emergency management has been evolving, there has been a growing interest in the need for more formalized training for emergency managers. With increasing numbers of academic degree programs for emergency management, and the rise in the number of professionals seeking emergency management as a first career choice, managing the next generation of Emergency Managers may become challenging. This session summarizes the existing educational opportunities and identifies the gaps in the current opportunities in hazards and emergency management education.

At the completion of this session, attendees may be able to:

- Have an understanding of the direction that the profession of emergency management is trending,
- Learn how to manage the next generation of emergency managers
- See how to effectively increase their knowledge in the field of emergency management.

Speaker:

Todd DeVoe

Electric Utility Emergency Planning 101

This session will describe the evolution of emergency planning in CA's Investor Owned Utilities (SCE and SDG&E) and include: History of emergency planning in IOU's, -Organizational Frameworks for emergency planning and the differences between the public and the private sector in those frameworks, IOU's best practices model for coordination with local agencies

At the completion of this session the attendee may be able to:

- Understand the evolution of emergency planning in Investor Owned Utility's (IOU's)
- Become familiar with the role of CPUC regulation and compliance in emergency planning and the frameworks IOU's use for emergency planning
- Understand how to interact with your IOU before, during and after an emergency

Speakers:

Breanna Medina, Senior Advisor

Mona Freels, Senior Emergency Planning and Policy Advisor

Inclusive Approach to Local Hazard Mitigation Planning in your Operational Area

This session is a description of the approach taken by the Marin County Sheriff's Office of Emergency Services to include all of the municipalities within their Operational Area (OA) as partners in the Local Hazard Mitigation Plan (LHMP) development and update process in the OA. The presenters will follow the description with an overview of the tools and processes utilized to encourage participation in, and ultimately realize, a true Multi-jurisdictional LHMP. The session will conclude with a brief Q&A opportunity for attendees.

At the completion of this session the attendee may be able to:

- Identify key steps in developing and maintaining a Multi-jurisdictional Local Hazard Mitigation Plan (LHMP), and how to represent those steps in a timeline
- Access planning tools and process descriptions recommended for successful Multi-jurisdictional LHMP development and maintenance

- Identify common pitfalls in Multi-jurisdictional LHMP development and maintenance efforts

Speakers:

Tom Jordan, Emergency Services Coordinator, Office of Emergency Services, Marin County Sheriff's Office

Hannah Lee, Senior Civil Engineer, County of Marin

TBD: CalOES or FEMA LHMP Staff

9:45 am – 10:00 am

Break in Exhibit Hall

10:00 am – 11:00 am

Sessions

Implementing the NDRF at the State Level: Lessons Learned from the 2018 California Wildfire Recovery (DR-4407)

The National Disaster Recovery Framework (NDRF) has become a key framework for guiding disaster recovery operations at the local and state level. Governments across the country are working to develop pre-disaster recovery plans that identify recovery organizations that can coordinate with the federal structure as they all work to implement the framework, including considerations for establishing Recovery Support Functions (RSFs). The California Governor's Office of Emergency Services (Cal OES) developed the California Disaster Recovery Framework (CDRF) and supporting RSF guidance to identify how state recovery would operate in alignment with the NDRF. California stood up the six RSFs to provide support to the communities impacted by the Camp Fire for long term recovery technical assistance and operations. This conference breakout session will convene representatives from Cal OES, the Federal Emergency Management Agency (FEMA), and Hagerty Consulting to review the lessons learned through California's recent disaster recovery operation and convey best practices in pre-disaster recovery planning and post-disaster recovery planning and operations to session participants. We will discuss how to:

- Leverage pre-disaster recovery plans to inform post-disaster recovery operational structures,
- Coordinate with the federal NDRF structure and federal recovery assistance programs,
- Develop relationships with the communities to identify needs and recovery solutions outside of the standard FEMA programs, and
- Educate partners to increase their involvement in long-term recovery.

Speakers:

Hope Winship, Senior Managing Associate, Hagerty Consulting

Tina Walker, Acting Assistant Director of Recovery, California Governor's Office of Emergency Services

Pouneh Simpson, Recovery Coordination Group Supervisor, California Governor's Office of Emergency Services

Effectively Utilizing the Latest Mechanisms for Public Alert & Warning in the Time of Epic Wildfires & Public Safety Power Shutoffs

This session will explore the changes in public alert & warning which have taken place over the next year, detail innovative use of a mature mechanism, and update the attendees on the broad & often confusing array of methods available to emergency management for alerting the public in times of massive wildfires

& other incidents which threaten lives & property. Attendees will also hear a new approach being used in the SF Bay Area which alerts adjacent OAs when there's a major incident will also be described. This provides significantly improved situational awareness across the 12 county, 8.8M resident region which uses alerting systems from several vendors.

At the completion of this session the attendee may be able to:

- Have a solid understanding of many changes in public alert & warning over the past year
- Have a comprehensive understanding of the array of alert & warning mechanisms, what their strengths & weaknesses are, and the optimal use of each
- Understand a proven approach to cross alerting jurisdictions

Speaker:

Woody Baker-Cohn, TITLE, Marin County Sheriff's Office

California Emergency Management Career Credentialing - An Alternative Framework

The purpose of this session is to present an alternative framework for California's Emergency Management Career Credential Program. The methodology for the framework centers around two fundamental questions: Do emergency management professionals in California desire a state-level certification program? If so, how does the California Office of Emergency Services create a program that explicitly shows value to emergency management professionals and prospective employers?

At the completion of this session the attendee will:

- Have an opportunity to decide for themselves if the proposed framework provides value to the emergency management profession. The framework will include cohesion with the national standard set forth by the International Association of Emergency Managers as well as include elements which employers of emergency management professionals seek in their applicants while maintaining a level of exclusivity for California.

Speaker:

Eric Grobmyer, CEM®, Emergency Management Specialist, Orange County Transportation Authority

The Sisyphus Problem: How Mirroring the Field Sets EOCs Up to Fail

Emergency Operations Centers (EOCs) have the potential to be a strong link in the chain of response. They can provide, among other things, a Common Operating Picture and strategic support to field level responders. Too often though the presence of tactical or terminal thinking, poor communication, and unclear objectives can limit the potential for good multi-agency coordination. This isn't surprising given the design of many EOC procedures and documents which often mimic procedures used at the field level. Even less surprising is how difficult it can be to train people to respond to the EOC. In this current system, emergency managers have doomed themselves to the Sisyphus task of preparing a group of EOC responders to arrive at an EOC and use processes that are foreign to their experience. This session will evaluate the pros and cons of using ICS forms within the EOC and offer a straightforward, intuitive coordination process to use instead. Attendees will leave with useful templates and training suggestions crafted from best practices across the State and honed at the City of Los Angeles Emergency Management Department.

At the completion of this session the attendee may be able to:

- Identify the pros and cons to using modified ICS forms to guide EOC processes and procedures
- Familiarize themselves with a template for an updated EOC Action Plan that is more in line with the mission of the EOC and is intuitive to the average EOC responder

- Identify common problems for training and exercise programs and their solutions

Speaker:

Robbie Spears, Emergency Management Coordinator, City of Los Angeles Emergency Management Department

11:15 am – 11:30 am

Break in Exhibit Hall

11:30 am – 1:00 pm

Awards Lunch

1:00 pm – 1:15 pm

Break in Exhibit Hall

1:15 pm – 3:00 pm

Keynotes

Speakers:

Robert Fenton, FEMA

Mark Ghilarducci, Cal OES

3:00 pm – 3:30 pm

Break in Exhibit Room & Raffle

3:30 pm – 4:45 pm

Sessions

From Hacking to Hurricanes - The New Era of Crisis Communications

During any crisis, communicating effectively to all key stakeholders is key. While there are many ways to communicate to your target audiences during an emergency, both traditional and social media are the most effective ways of pushing out information quickly to as many people as possible during a crisis. This session, delivered by a former journalist and now award-winning global crisis communications consultant, will look at the evolution of crisis management and crisis communications over the past 15 years. Specific case studies and lessons learned from recent events will be shared, including some key communications challenges and successes. The session will also review traditional tips and tools required to ensure your organization can communicate effectively during any crisis, while avoiding any reputational damage or additional fall-out that could arise.

Speaker:

Suzanne Bernier, President, SB Crisis Consulting and Author

A Back up for your Back up Plan

When the Woolsey Fire barreled through Malibu, an unprecedented disaster unfolded. The entire City was evacuated, power and cell service was lost, the local radio station was lost, water service was lost in many areas, and emergency resources were few and far between. Learn how a small, contract city survived the biggest disaster in the City's history and what they learned about the level of resilience they already had and the resilience that needs to be achieved going

forward.

At the completion of this session the attendee may be able to:

- Create a more resilient EOC staffing plan that recognizes the full value of formal and informal Emergency Management Mutual Aid
- Develop plan for communicating with your community when all power and technology is lost
- Develop a plan to use CERT Teams for points of distribution and information hubs

Speaker:

Susan Duenas, Public Safety Manager, City of Malibu

Strategic Thinking as a Public Information Officer (PIO)

Information is a critical disaster resource. In many ways, information may be THE disaster resource given that communication is almost always listed as the first and most common issue in after action reports. PIOs do more than deploy information, they put the right information into the right hands in the right way at the right time for people to make the right decisions. Often, this means what is not said can be as important as what is said. Curation of information and where and how it is distributed can be more important than what is said. Too much information can lead to overload and information fatigue. Combating this means taking on a strategic role to actively plan on doing more than pushing messages out as quickly as possible. At other times, situations may require the PIO to be much more. Reputation management through smart practices can require even greater strategic thinking. Yet, often, PIOs are left out of policy decision making meetings, receive far less funding than other response areas, occupy very different management level positions in grey skies than in blue skies, and are often not consulted when their insights into the community make them the subject matter expert.

At the completion of this session the attendee may be able to:

- Think differently about the role of the PIO
- List four ways to be more effective in strategic thinking
- Consider how to take a seat at the policy table
- Build a curation mindset to better deliver the right information in the right way at the right time to the right people to make the right decisions
- Understand how the PIO role functions as a reputation manager

Speaker:

Grant W. Graves, FEMA, Master PIO, American Red Cross

Current Training Mandates and New EOC Courses Being Developed

This session will provide a brief overview of the various disasters that have occurred in California in 2017 and 2018 and how a lack of training may have hampered some response actions, whereas agencies that had invested in training reported a more confident and successful response. It will provide a clear and concise explanation of exactly what training is mandated by the Emergency Services Act for SEMS training and by Homeland Security Presidential Directive 5 for NIMS baseline training. We will also explain what Cal OES and FEMA intermediate and advanced EOC training is recommended, as well as the EOC position credentialing requirements. With the new "2017 NIMS Refresh", FEMA had developed new training requirements for all existing ICS and NIMS courses. We will provide an overview of these new courses including the new EOC training courses being developed to include the IS 2200 (Basic EOC Functions) and L/G 2300 (Intermediate EOC Functions) courses which are the EOC equivalent of the ICS 200/IS 775 and ICS 300/G775 courses.

- Understand the baseline course requirements mandated by the California State Emergency Services Act and Government Code 8607(e)(1) and the Federal Homeland Security Presidential Directive-5
- Understand the current requirements for Cal OES/CSTI EOC Section/Position specific credentialing and the current changes to the ICS and NIMS courses and curriculum as a result of the 2017 NIMS Refresh, including new EOC focused courses are being developed by FEMA

Speaker:

Paul Bockrath, Partner, Preparative Consulting and Cal OES/CSTI Adjunct Instructor.

5:00 pm – 6:00pm

Session

CESA Higher Education Emergency Manager Caucus Description

This session will provide attendees an opportunity to discuss a

variety of issues facing higher education emergency managers. We will cover traditional emergency management concerns like planning, training, exercising, and logistics, to more institutional concerns like security threats, and relations with the State of California. Colleges and universities in California have been key partners to cities and counties as they have dealt with disaster responses and we will talk about our niche in these community-wide incidents. This session will be valuable for networking as we welcome all from the UC system, the CSU system, community colleges, and private institutions.

Facilitator:

Jim Yoke, Manager: Emergency Preparedness & Workplace Safety, Chabot-Las Positas Community College District

5:00 pm – 8:00 pm

Hospitality Suite Open

8:00 pm – 11:00 pm

Casino Night/Dance

T H U R S D A Y . O C T O B E R 2 4 , 2 0 1 9

7:30 am – 8:30 am

Breakfast

8:30 am – 9:45 am

Sessions

Martinet’s Disaster Toolbox: New Tools for Volunteers & Donations Management and Mutual Aid

In June of 2018, FEMA made a significant change in allowing the use of volunteer time and donations as a credit for the local government cost share. This session will focus on a brand new form for claiming these credits. The second part of the session will introduce a new tool for clearly identifying if and how emergency manager mutual aid (EMMA) is reimbursed between the requesting and sending agencies. The form will greatly reduce the confusion that has previously existed in EMMA requests. Attendees will leave the session with printed forms which will enable them to set up agreements between cities or counties and private non-profit agencies to help ensure that credits for donations are properly documented to meet FEMA requirements. The printed Mutual Aid tool will clarify the understanding between agencies regarding the costs to be reimbursed. Both tools will reduce the likelihood of a FEMA de-obligation of otherwise available funding.

Speaker:

Michael Martinet, The Martinet Group, LLC

How Using Emergency Management Principles to Plan Special Events Can Better Prepare Staff for Emergencies

Planning for a large-scale event can be a daunting task for any jurisdiction. Most jurisdictions do not have the resources necessary to protect the public on their own and must collaborate with multiple stakeholders to prepare and ensure that the event is safe. The City of Huntington Beach is no different and due to the introduction of a large Airshow, the City was forced to change the way it viewed large-event planning. This City looked to proven Emergency Management principles to help guide them through the process but found very little guidance. This session will examine how the city used NIMS/ICS principles and other emergency management collaborative processes, to plan this and all future special events. Furthermore, by utilizing NIMS/ICS and the action planning process, the City has been able to engage and better prepare staff and response personal for emergencies.

At the completion of this session the attendee may be able to:

- Attendees will have a good understanding of how the City of Huntington Beach has manipulated the ICS action planning process to plan large special event. They will also learn how to engage employees with practical application of emergency management and ICS principles.

Speaker:

Brevyn Mettler, MS, MPA, CEM, Emergency Services Coordinator, Huntington Beach Fire Department

**Camp Fire Lessons Learned:
Are you Ready for a Megadisaster?**

What would you do when you have over 1000 calls for service each day? How would you react when you requested 100 personnel to help with your operation but only get 15? What would you do when the entire community is looking to you for the welfare of their animals? The Camp Fire started on Nov 8, 2018 and 17 devastating days later it was contained on Nov 25, 2018 – but with horrific damage and sweeping devastation. This fire is considered the deadliest and costliest fire in California's history. Over 52,000 people were evacuated and over 19,000 structures were burned to the ground. During this time, the Butte County Animal Evacuation centers housed over 4000 animals and cared for over 6000 in the field. Join us for a powerful discussion about this tragic fire and what it means for disaster response teams. We will cover the obstacles, challenges, stress, and successes of working collaboratively to maximize resources to give the best aid and support possible during a horrific time.

Speakers:

Suu-Va Tai, Director of Disaster Volunteering & Preparedness, Cal OES

Sara Avakian Animal Control Officer,
Butte County Animal Control

Ryan "Cowboy" Soulsby, Program Manager,
Butte County Animal Control

9:45 am – 10:00 am

Break in Exhibit AREA

10:00 am – 11:30 am

Plenary Session

Keynote:

Suzanne Bernier, CEM, CBCP, MBCI
President of SB Crisis Consulting, Author of Disaster Heroes,
Board member of the New York Says Thank You Foundation &
Global Ambassador for Stars of HOPE USA

Disaster Heroes – Triumph over Tragedy

As one of the world's leading emergency management authorities, Suzanne has worked with governments, communities and companies across the world to help them prepare for, respond to, and recover from some of the world's most significant disasters, including the 9/11, San Bernardino, Manchester, and Brussels terror attacks and recent New Zealand mosque attacks, Hurricanes Katrina and Sandy, the 2003 Northeast Blackout, and the 2009 H1N1 pandemic.

Throughout that time, Suzanne has met, and continues to meet, everyday heroes and helpers who have saved lives, rebuilt communities, and helped complete strangers overcome incredible challenges, just because they felt it was the right thing to do.

The presenter will share some of her personal stories and insights on the many "helpers" she has met throughout her career, including a few from her critically-acclaimed book: Disaster Heroes – Invisible Champions of Help, Hope and Healing, which recounts the incredible stories of ordinary people who've done extraordinary things to help respond, rebuild, and recover following some of the world's most significant modern disasters. These beautiful stories reinforce the power of Public/Private Partnerships as well as our faith in humanity.

11:30 am – 12:00 pm

All Chapter Meeting & Closing Ceremonies

12:00 pm – 12:30 pm

Book Signing with Suzanne Bernier

12:30 pm

Conference Concludes