

# REGISTRATION FORM

**IAEM 52nd Annual Conference**  
**November 5-11, 2004 • Dallas, Texas**



Name \_\_\_\_\_ Title \_\_\_\_\_  
 Organization \_\_\_\_\_ Badge Nickname \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_  
 Email \_\_\_\_\_ Are you a CEM?  Yes  No

*Note that participation in the IAEM Conference and all associated activities is at attendee's own risk.*

ACTIVITIES		NUMBER	COST/PERSON	SUBTOTAL
<b>ADDITIONAL SESSIONS (REGISTERED SEPARATELY) LISTED ON BACK</b>				
<b>General Reg.</b> Includes all sessions, associated materials, and programmed meals.			\$395 member \$445 non-member	
<b>IAEM Oct. 2004-Sept. 2005 Annual Dues</b> (to qualify for the \$50 registration fee member savings)			\$160	
<b>Spouse Reg.</b> Includes all group meal functions, and any desired conference presentations. Spouse Name _____ Badge Nickname _____			\$200	
<b>Student Reg.</b> Includes all sessions, associated materials, and programmed meals.			\$200	
11/6	<b>(DMIS) Disaster Management Interoperability Services Planners Course</b> Register early, limited class size.		FREE	
11/6	<b>US National Incident Management System (NIMS) Training</b> Register early, limited class size.		FREE	
11/7	<b>IAEM Training: Communicating With The Media</b> —Register early, limited class size.		FREE	
11/7	<b>EM Career Workshop</b> —Register early, limited class size.		FREE	
11/7	<b>CEM@/AEM Consultations</b> —A CEM@ Commissioner will provide individual assistance with applications and renewals. Check here if you want to make an appointment.		FREE	
11/10	<b>Additional Presidential Banquet Tickets</b>		\$45 each	
			<b>TOTAL</b>	

## PAYMENT METHOD

Invoice me (\$15 added after 11/11/04)  Check enclosed  Charge my  MasterCard  VISA  AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature (required) \_\_\_\_\_

## SPECIAL INFORMATION

**LODGING SAVINGS** Add me to the list of IAEM members who may be interested in sharing a hotel room (and associated costs) with another registrant.

**NEWCOMER** Is this your first IAEM meeting?

**MEAL COUNTS** Please check if you will NOT be at any of the below (all included in the general fee):  
 Mon. lunch  Tues. lunch  Wed. lunch  Wed. dinner

**SPECIAL NEEDS** Do you require special accommodations to fully participate? Please describe: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## 3 WAYS TO REGISTER TODAY!

**REGISTER ONLINE AT**  
[www.iaem.com](http://www.iaem.com) or

**FAX TO:**  
 703-241-5603 or

**MAIL TO: (with payment)**  
 IAEM, 201 Park Washington Court  
 Falls Church, VA 22046  
 703-538-1795

**See other side for additional information and training sessions.**

**REGISTER SEPARATELY:**

11/4-5	4th EDM Workshop on Advanced Emergency Management, Homeland Security & Crisis Communication	see www.edmus.info
11/5	EMAP Accreditation Manager Training	see www.emaponline.org
11/5	International Master Class: University of Kuopio	email eelco.dykstra@uku.fi
11/5-6	DRII Training: Business Impact Analysis, BCP 210	see www.drii.org
11/5-6	DRII Training: Business Continuity Planning Review, BCP 501	see www.drii.org
11/7	DRII BCP Exam	see www.drii.org
11/10	International Master Class Executive Session: University of Kuopio	email eelco.dykstra@uku.fi

**ADDITIONAL INFORMATION**

- ROOM RESERVATIONS—Adams Mark Hotel 214-922-8000 or 800-444-2326 \$149/\$169 single/double (+ 15% tax) **DEADLINE 10/1/04!**
- Meeting cancellations prior to 10/20/04 are subject to a charge of \$50; no refunds made after that date. If you do not cancel your registration in writing and do not attend, full fees are due; you may, however, send a substitute in your place.
- Duplicate this form for additional registrations.

**REGIONAL SPONSORSHIP OF STUDENTS**

IAEM regional funds may sponsor the \$200 registration fee costs for emergency management students. Please email Sharon Kelly at info@iaem.com and explain your course load and your college. Sponsorship request due by September 1, 2004.

**International Association of Emergency Managers  
2004 CONFERENCE SPONSORS**



**Conference Co-Sponsor**

International Association of Emergency Managers and the  
National Association of Manufacturers



**Platinum**

AutoDesk, Inc.

EDS, Inc.

EMD Pharmaceuticals



**Registration Bags**

*Homeland Protection Professional* magazine

**Presidential Hospitality**

E-Team, Inc.



**Breakfast**

Federal Signal



**Media Partners**

*Homeland First Response* magazine

*Homeland Protection Professional* magazine

*HSToday* magazine

*Journal of Emergency Management*



# IAEM 52ND ANNUAL CONFERENCE SESSION PLANNER

Use the following master schedule to plan which of the sessions and activities you will attend. Just check off which ones you will be a part of and carry this reference guide with you. Note that there are overlapping times so you will not be able to attend all of them. For more program detail and schedule changes refer to descriptions of sessions/events posted at [www.iaem.com](http://www.iaem.com).

<b>THURSDAY-FRIDAY, NOVEMBER 4 - 5</b>	
SESSION/EVENT	TIME
<input type="checkbox"/> 4th Workshop on Advanced Emergency Management, Homeland Security & Crisis Communication (additional fee)	Thurs. 9 am-5 pm Fri. 8:30 am-4 pm

<b>FRIDAY, NOVEMBER 5</b>	
<input type="checkbox"/> International Master Class – Strategic Approaches to Emergency Management: Daily Concerns, Global Perspectives (additional fee)	9 am-5 pm
<input type="checkbox"/> EMAP Accreditation Manager Training	1-5 pm

<b>FRIDAY-SATURDAY, NOVEMBER 5 - 6</b>	
<input type="checkbox"/> Business Continuity Planning Review – BCP 501 Course (additional fee)	8:30 am-5 pm
<input type="checkbox"/> Business Impact Analysis Training – BCP 210 Course (additional fee)	8:30 am-5 pm

<b>SATURDAY, NOVEMBER 6</b>	
<input type="checkbox"/> DMIS (Disaster Management Interoperability Services) Planners Course	9 am-Noon
<input type="checkbox"/> Packet-stuffing Party (come and help!)	11 am-2 pm
<input type="checkbox"/> U.S. National Incident Management System (NIMS) Training	1-5 pm
<input type="checkbox"/> IAEM Board of Directors Meeting	2-5 pm
<input type="checkbox"/> Optional Activity (additional fee–check <a href="http://www.iaem.com">www.iaem.com</a> for details)	evening

<b>SUNDAY, NOVEMBER 7</b>	
<input type="checkbox"/> Communicating with the Media Workshop	8 am-3:30 pm
<input type="checkbox"/> DRII BCBP Exam	8 am-Noon
<input type="checkbox"/> Communications Committee Meeting	8-10 am
<input type="checkbox"/> Uniformed Services Committee Meeting	8-10 am
<input type="checkbox"/> Tribal Affairs Committee Meeting	8-10 am
<input type="checkbox"/> Government Affairs Committee Meeting	8 am-Noon
<input type="checkbox"/> Emergency Management Career Workshop	9 am-Noon
<input type="checkbox"/> Public-Private Partner Committee Meeting.	10 am-Noon
<input type="checkbox"/> Overview of IAEM Certified Emergency Manager® Program	11 am-Noon
<input type="checkbox"/> Individual CEM® Consultations	Noon-2 pm
<input type="checkbox"/> CEM® Exam	2-4 pm
<input type="checkbox"/> Strategic Planning Committee Meeting	1-3:30 pm
<input type="checkbox"/> Training and Education Committee Meeting	1-3:30 pm
<input type="checkbox"/> Scholarship Commission Meeting	1-3:30 pm
<input type="checkbox"/> CEM® Commission Meeting	1-5 pm
<input type="checkbox"/> IAEM Regional Caucuses	3:30-5 pm
<input type="checkbox"/> Welcoming Reception–hosted by IAEM International Committee	5-6 pm

<b>MONDAY, NOVEMBER 8</b>	
<input type="checkbox"/> Opening Ceremonies, Presentation of Colors, Welcoming Remarks	9-11 am
<input type="checkbox"/> Case Study of Disaster – California Wildfire	11 am-Noon
<input type="checkbox"/> Gender in Disaster	11 am-Noon
<input type="checkbox"/> Grant Writing 101 – Where to Ask, and How to Get What You Want	11 am-Noon

**IAEM 52nd Annual Conference—Session Planner Continued**

*continued*

For complete descriptions and up-to-date details see [www.iaem.com](http://www.iaem.com)

**MONDAY, NOVEMBER 8 CONTINUED**

<input type="checkbox"/> Awards Luncheon	Noon-1:30 pm
<input type="checkbox"/> EMEX2004 Exhibit Set-up	Noon-4 pm
<input type="checkbox"/> Emergency, Business Continuity, and Risk Management – the Perfect Solution is a Collaborative Framework	1:30-3 pm
<input type="checkbox"/> Career or Calling: Why You Do What You Do	1:30-3 pm
<input type="checkbox"/> Post SARS – Pandemic Emergency Preparedness	1:30-3 pm
<input type="checkbox"/> Break	3-3:30 pm
<input type="checkbox"/> Hurricane Fabian Case Study	3:30-5 pm
<input type="checkbox"/> Meeting the Needs of Special Populations	3:30-5 pm
<input type="checkbox"/> The Art of Pushing Back: Secrets to Getting Buy-in	3:30-5 pm
<input type="checkbox"/> EMEX2004 Exhibit Opening / Ribbon-cutting Ceremony and Reception	5-6:30 pm
<input type="checkbox"/> Optional Group Activity (additional fee—check <a href="http://www.iaem.com">www.iaem.com</a> for details)	Evening

**TUESDAY, NOVEMBER 9**

<input type="checkbox"/> Breakfast in EMEX2004 Exhibit Area	8-9 am
<input type="checkbox"/> How to Influence Legislatures (Congress) Without Leaving Home	9-10 am
<input type="checkbox"/> Emergency Management from Noah’s Ark to “The Day After Tomorrow”	10-11 am
<input type="checkbox"/> Break	11-11:30 am
<input type="checkbox"/> The National Weather Service: Collaborating with Our EM Partners	11:30-12:15 pm
<input type="checkbox"/> Lunch in EMEX2004 Exhibit Area	12:15-1:30 pm
<input type="checkbox"/> ASPEP Meeting	12:15-1:30 pm
<input type="checkbox"/> What’s New With the National Weather Service	1:30-2:30 pm
<input type="checkbox"/> Regional Tools to Serve Local Emergency Management— North Central Texas Council of Governments	1:30-2:30 pm
<input type="checkbox"/> Profile of Public-Private Emergency Management Coordination	1:30-2:30 pm
<input type="checkbox"/> Break	2:30-3 pm
<input type="checkbox"/> Interoperability-The Key to Successful Command and Control	3-4 pm
<input type="checkbox"/> Student Presentations	3-4 pm
<input type="checkbox"/> Profile of Successful Private Sector Emergency Management Program	3-4 pm
<input type="checkbox"/> Reception in EMEX2004 Exhibit Area	4-5:30 pm
<input type="checkbox"/> IAEM Scholarship Auction	5:30-7:30 pm
<input type="checkbox"/> Optional Group Activity – Dine-Around	Evening

**WEDNESDAY, NOVEMBER 10**

<input type="checkbox"/> Breakfast	8-9 am
<input type="checkbox"/> Post SARS – Lessons Learned	9-10:30 am
<input type="checkbox"/> Regionalism – Interoperable Communications, Hazards Analysis, Mutual Aid	10:30-11:30 am
<input type="checkbox"/> Lunch	11:30-1 pm
<input type="checkbox"/> Emergency Management and Emergency Response as Simple Processes	1-2 pm
<input type="checkbox"/> Blackout 2003 – Bell Canada’s Response	1-2 pm
<input type="checkbox"/> Challenges of Developing and Maintaining an Interface Between Academic Programs and the World of EM Practice	1-2 pm
<input type="checkbox"/> Executive Overview of International Master Class (additional fee)	1-5 pm
<input type="checkbox"/> IAEM Annual General Membership Meeting and Officer Elections	2-5 pm
<input type="checkbox"/> Break	3-3:30 pm
<input type="checkbox"/> Presidential Reception	6-6:30 pm
<input type="checkbox"/> Presidential Banquet	6:30-8 pm

**THURSDAY, NOVEMBER 11**

IAEM Board Meeting	9 am-Noon
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# PRE-CONFERENCE SESSIONS

All pre-conference sessions require separate registration: see page 2.

## 4th Workshop on Advanced Emergency Management, Homeland Security & Crisis Communication—

November 4-5 (Thursday-Friday)  
Thursday 9 am-5 pm • Friday 8:30 am-4 pm

**Facilitator:** Emergency & Disaster Management, Inc.

This highly-acclaimed workshop will enhance understanding and implementation of comprehensive emergency management, homeland security, and crisis communications. It encompasses an interactive learning environment where attendees participate in table-top exercises that incorporate complex scenarios.

**DAY 1** will cover Risk Analysis, Preparedness, Response Operations, EOC Procedures, Coordination, and Incident Command. Experiences from bomb threat situations and explosions will be used to illustrate efficient policies, strategies, and operational procedures as required in the updated NFPA Standard 1600.

**DAY 2** will focus on Media Management and Crisis Communication, Risk Perception, and Public Warning. The challenges and dynamics of human factors in communication will be experienced in role playing activities. Participants will simulate different roles in different situations.

**Breakfasts, lunch, and refreshments** are included in the registration fees. After successful completion of a written exam at the end of the second day, a Certificate of Completion will be issued by IAEM and EDM. For a complete description of workshop content and objectives visit [www.edmus.info](http://www.edmus.info) or call 310-649-0700.

- **2-day tuition is \$395 (\$475 after October 1)**
- **1-day attendance is \$235 (\$275 after October 1)**

## International Master Class – Strategic Approaches to EM: Daily Concerns, Global Perspectives

November 5, 2004 (Friday) 9 am-5 pm  
Executive Overview November 10 (Wednesday) 1-5 pm

**Speaker:** University of Kuopio, Finland –  
Eelco Dykstra MD, Visiting Professor/Chair  
in International Emergency Management

Emergency managers everywhere are increasingly confronted with an international dimension to many of their local and national concerns. This is as true for “routine” emergencies as it is for disasters, weapons of mass destruction, cyber/bio-terrorism, food security or humanitarian assistance. Explore issues such as the globalization of emergency management, barriers and opportunities to develop an international system model, cross-cultural differences in emergency preparedness, response and recovery, a systems approach to emergency management – the Anglo-American versus the Franco-German model, information sharing, integration and interoperability.

As Master Classes are interactive, the number of participants is *limited to 20*. The **full-day fee November 5 is \$295**

and the **half-day fee November 10 is \$195**. For information and an application form, contact Dr. Dykstra directly at [Eelco.dykstra@uku.fi](mailto:Eelco.dykstra@uku.fi) or [cordialissimo@hotmail.com](mailto:cordialissimo@hotmail.com).

## EMAP Accreditation Manager Training

November 5, 2004 (Friday) 1-5 pm

**Facilitator:** Emergency Management Accreditation Program

This training prepares experienced emergency managers to serve as accreditation coordinators for the assessment/accreditation process. It covers EMAP standards, assessment procedures, roles and responsibilities for the accreditation manager, and preparing your program for assessment and accreditation. **For information, and a registration form, go to [www.emaponline.org](http://www.emaponline.org)**. If you have questions contact Nicole Morgan at 859/244-8242. **Training is free for qualified program personnel.**

## Business Continuity Planning Review: BCP 501 Course

November 5-6, 2004 (Friday-Saturday) 8:30 am-5 pm  
(Exam Sunday, November 7 • 8 am-Noon)

**Facilitator:** DRI International

Intended for individuals experienced in business continuity or disaster recovery planning. Major topic areas identify most parts of a contingency or recovery plan, and also address areas included in the CBCP (Certified Business Continuity Professional) examination. Topics include business interruption risk analysis, risk assessment, selection of alternative recovery methods, communications recovery planning for voice and data, managing, developing and implementing recovery plans. **\$1,095 fee includes the examination Sunday, November 7**; see [www.drii.org](http://www.drii.org) or phone 703-538-1792 for more information and to register.

## Business Impact Analysis Training: BCP-210 Course

November 5-6, 2004 (Friday-Saturday) 8:30 am-5 pm

**Facilitator:** DRI International

Intended for Certified Business Continuity Professionals (CBCPs) and advanced business continuity or disaster recovery planners. Topics include the corporate contingency program and planning methodology. Participants are introduced to the business impact analysis and the importance of this element in the function requirements phase of corporate contingency planning. Participants learn how to plan and successfully conduct a business impact analysis project. Class participation and team utilization of ideas are emphasized.

**\$795 fee, see [www.drii.org](http://www.drii.org)** or phone 703-538-1792 for more information and to register.

# CONFERENCE SESSIONS

## SATURDAY, NOVEMBER 6

- 9 am-Noon Disaster Management Interoperability Services (DMIS) Planners Course

*Dr. Scott Eyestone, Responder Liaison,  
Disaster Management Interoperability Services*

DMIS is a “quick-start” for NIMS data systems interoperability. This course includes a DMIS introduction, and provides attendees with information to plan how to roll out DMIS in a jurisdiction. **Use the IAEM conference registration form to enroll in this free training – space is limited, so register early.**

- 11 am-2 pm Packet-stuffing Party

All welcome, sandwiches will be served.

- 1-5 pm U.S. National Incident Management System (NIMS) Training

Upon completion of this 4-hour session, provided complimentary to IAEM Annual Conference attendees, participants will be able to:

- Describe the key concepts and principles underlying NIMS.
- Identify the benefits of using ICS as the national incident management model.
- Describe when it is appropriate to institute an Area Command.
- Describe when it is appropriate to institute a Multi-agency Coordination System.
- Describe the benefits of using a Joint Information System (JIS) for public information.
- Identify the ways in which NIMS affects preparedness.
- Describe how NIMS affects how resources are managed.
- Describe the advantages of common communication and information management systems.
- Explain how NIMS influences technology and technology systems.
- Describe the purpose of the NIMS Integration Center.

**Use the IAEM conference registration form to enroll in this free training – space is limited, so register early.**

- 2-5 pm IAEM Board of Directors Meeting

- evening Optional Activity  
(to be announced), additional participation fee.

## SUNDAY, NOVEMBER 7

- 8 am-Noon DRII Exam
- 8-10 am Communications Committee Meeting
- 8-10 am Uniformed Services Committee Meeting
- 8-10 am Tribal Affairs Committee Meeting
- 8 am-Noon Government Affairs Committee Meeting
- 8 am-3:30 pm Communicating with the Media Workshop

*Speaker: Russell J. Decker, CEM*

This is a hands-on workshop covering the basics of dealing with the media on a daily basis, and during a critical incident. Attendees should come prepared to write, participate and take part in press-conference role-plays, etc. This is truly a “Journalism 101” workshop for non-journalists. Some topics to be addressed include public service announcements, press releases, the role of a public information officer, staging a press conference, rumor control, and much more. The workshop is presented by Russell J. Decker, CEM, Director of the Allen County (Ohio) Office of Homeland Security and Emergency Management. Mr. Decker has worked for 15 years as a broadcast journalist, both on the local and network levels, including work with the CBS Radio Network. His assignments included the White House, Capitol Hill, presidential campaigns, and natural disasters. Contact Russ Decker at [rdecker@allencounty-ohio.com](mailto:rdecker@allencounty-ohio.com) or 419-222-3757 if you have questions. **Use the IAEM conference registration form to enroll in this free training – space is limited, so register early.**

- 9 am-Noon Emergency Management Career Workshop

*Moderator: Michael J. Mumaw, CEM*

*Presenters: will include a newly-employed EM, an EM practitioner in the private sector, someone with 20-30 years in the profession, an expert on resumes, and a speaker on EM degree programs.*

This workshop gives attendees an opportunity to learn about career path choices made by emergency managers at different points in their careers. The session will also provide information and opportunities to make you more competitive in the job market, including one-on-one mock interviews and resume writing tips. Information for a fictitious jurisdiction and position will be used as the basis of the interviews and will be available in advance of the conference. **Use the IAEM conference registration form to enroll in this free training – space is limited, so register early.**

## Sunday, November 7 continued

- 10 am-Noon **Public-Private Partner Committee Meeting**
- 11 am-Noon **Overview of IAEM Certified Emergency Manager® Program**  
*CEM Commissioners Mike Martinet, CEM and Kay Goss, CEM*
- Noon-2 pm **Individual CEM® Consultations**
- 2-4 pm **CEM® Exam**
- 1-3:30 pm **Strategic Planning Committee Meeting**
- 1-3:30 pm **Training and Education Committee Meeting**
- 1-3:30 pm **Scholarship Commission meeting**
- 1-5 pm **CEM® Commission meeting**
- 3:30-5 pm **IAEM Regional Caucuses**  
All are welcome – members of IAEM meet with colleagues to discuss regional/constituent issues. (*Complete list of regions and caucus meeting locations will be posted on-site.*)
- 5-6 pm **Welcoming reception**  
hosted by the IAEM International Committee.

## MONDAY, NOVEMBER 8

- 9-11 am **Opening Ceremonies, Presentation of Colors, Welcoming Remarks**  
International Association of Emergency Managers 2003-04 President Daryl Lee Spiewak, CEM officially calls to order the 52nd Annual Conference. Officials invited @06/25/04 include:
  - *The Honorable Rick Perry, Governor, Texas*
  - *Judge Jay Kimbrough, Director of Homeland Security, Texas*
  - *Jack Colley, Director, Texas Department of Emergency Management*
- Keynote Presentation: Disasters D'Jour**  
*John Miller, Commanding Officer, Los Angeles County-Terrorism Bureau (invited)*  

A discussion on current incidents, threats, response. As a former 20/20 Co-Host, Mr. Miller is the last correspondent to interview Osama bin Laden, and brings a unique media perspective to homeland security.
- 11 am-Noon **Case Study of Disaster - California Wildfire**
- 11 am-Noon **Gender in Disaster**

- 11 am-Noon **Grant Writing 101 – Where to Ask, and How to Get What You Want**

*Lisa Gibney, Emergency Preparedness Coordinator, Duane Arnold Energy Center and Volunteer Assistant Operations Officer, Linn County (IA) Emergency Mgt Agency*

This session explores the difference between Homeland Security Grants (which are non-competitive) and others like the US Fire Service Grants (which are competitive), and covers:

- How to draft an application including Executive Summary, Proposal, and the Budget;
- Application horror stories;
- How to know if and when to follow up with a funding agency;
- How to administer a grant...what's acceptable-what's not?

- Noon-1:30 pm **Awards Luncheon**

Featuring 2004 IAEM Awards Winners: Business & Industry, Partners in Preparedness, Regional Executive Citations, Media Contest, Membership Recruitment, Presidential Citations and Clayton R. Christopher Award

- Noon-4 pm **EMEX2004 Exhibit Set-up**

- 1:30-3 pm **Emergency, Business Continuity, and Risk Management – the Perfect Solution is a Collaborative Framework**

*Mike Soegtrop, Manager, Global Risk Management Solutions, PricewaterhouseCoopers*

The limitations of current disaster planning models to respond to new and varied threats is requiring new approaches and planning models. The planning model is becoming the single most important factor in determining the success of the response and mitigating the impacts of a disaster. This concern has the public and private sector recognizing the need for greater collaboration. Sample case studies from a cross-section of public and private sector organizations to identify the key issues in the three disciplines of emergency, business continuity and risk management. The presentation will outline cross-discipline solutions to these issues through a common Integrating Risk and Response Framework.

- 1:30-3 pm **Career or Calling: Why You Do What You Do**

*Randy Dickson, Principal/Training Consultant, Critical Interaction Associates*

This session takes a lighthearted yet critical look at the vocational and personal attributes of the emergency services professional. The workshop includes open discussion and in

*continued*

## Monday, November 8 continued

depth examination of such topics as career choices, career-ending choices, lost luggage and excess baggage. Folded neatly into this tongue-in-cheek presentation are a dozen or more proven strategies designed to help the participant recognize and respond to the subtle precursors of burn-out, interpersonal conflict, and dead-end career paths. In addition, participants will leave with a cache of conference “keepers” – specific tools that may help overcome professionally oriented obstacles or breathe new life into a stagnant career.

● **1:30-3 pm**      **Post SARS—Pandemic Emergency Preparedness**

● **3-3:30 pm**      **Break**

● **3:30-5 pm**      **Hurricane Fabian Case Study**

*Sinclair H. White, Superintendent, Bermuda Police Service*

Learn the preparedness, response, and recovery experiences from the Category 3 Hurricane Fabian that hit the islands of Bermuda in September of 2003. The 14-hour event destroyed not only residential and commercial building, but also critical infrastructure such as the causeway leading to the International Airport.

● **3:30-5 pm**      **Meeting the Needs of Special Populations**

- *Lisa Gibney, Emergency Preparedness Coordinator, Duane Arnold Energy Center and*
- *Walter “Ned” Wright, CEM, Director, Linn County (IA) Emergency Mgt Agency*

In an emergency, the special needs populations are generally the ones who are forgotten and often left behind. Planning for and responding to the various special needs population takes a concerted effort since each special needs group requires special assistance and “one size does not fit all.” This presentation will address: how to determine who are the special needs populations for your community; how to plan for the special needs Populations; unique resources for these populations; and examples of programs and tools to aid the local Emergency Management Agency in meeting the emergency needs of the special needs population.

● **3:30-5pm**      **The Art of Pushing Back: Secrets to Getting Buy-in**

*Ted Buffington, CEO, Achievement By Design, LLC*

No matter how good a plan or project, getting people to ‘buy-in’ is often the hardest step in the process. And, you don’t always have to take no for an answer. ‘The Art of Pushing Back’ is a specific, proven communication model for increasing your effectiveness to get others to understand, accept and buy-in to what you are presenting. Based upon

the martial arts styles of Tai Chi Chuan and Aikido, ‘The Art of Pushing Back’ offers a powerful yet elegant way to neutralize and redirect ‘opposition.’ The program presents key principles and a step-by-step process that can be used in any negotiation situation.

● **5-6:30 pm**      **EMEX2004 Exhibit Opening / Ribbon-cutting Ceremony and Reception**

*Sponsored by AutoDesk, Inc.*

● **Evening**      **Optional Group Activity**

Check the website for up-to-date information.

## TUESDAY, NOVEMBER 9, 2004

● **8-9 am**      **Breakfast in EMEX2004 Exhibit Area**

● **9-10 am**      **How to Influence Legislatures (Congress) Without Leaving Home**

*Jeff Arnold, Deputy Legislative Director, National Association of Counties*

● **10-11 am**      **Emergency Management from Noah’s Ark to “The Day After Tomorrow”**

- *Gunnar Kuepper, Emergency and Disaster Management, Inc.*
- *Mike Martinet, CEM, Area G Coordinator, Los Angeles County Emergency Management*
- *Ellis Stanley, CEM, General Manager, City of Los Angeles Emergency Preparedness*

● **11-11:30 am**      **Break**

● **11:30-12:15 pm**      **The National Weather Service: Collaborating with Our EM Partners**

*Brigadier General David L. Johnson, Director*

● **12:15-1:30 pm**      **Lunch in EMEX2004 Exhibit Area**

● **12:15-1:30 pm**      **ASPEP Meeting**

● **1:30-2:30 pm**      **What’s New With the National Weather Service**

Overview of new tools and activities of interest to emergency managers.

● **1:30-2:30 pm**      **Regional Tools to Serve Local Emergency Management – North Central Texas Council of Government (NCTCOG)**

This break-out session is a panel discussion showcasing four tools used by the NCTCOG for increased preparedness and mitigation:



## Tuesday, November 9 continued

- HazMap – regional mitigation natural hazards assessment and strategies;
  - Graphical Warning – a partnership with the National Weather Service to combine online severe-weather warnings with current demographic data for better real-time risk-assessment;
  - LOCATE – Local Online Contact Information for Emergency Preparedness;
  - Regional Calendar – posted events encourage local communication and participation.
- **1:30-2:30 pm Profile of Public-Private Emergency Management Coordination**  
Presentation by IAEM 2004 Partners in Preparedness Award Recipient
- **2:30-3 pm Break**
- **3-4 pm Interoperability-The Key to Successful Command and Control**
- *Thomas M. Metzler, CEM, Director, Emergency Services, Fairlawn, NJ*
  - *Steven W. Mehl, CEM, Director, Emergency Preparedness, Paramus, NJ*
- Experience first-hand the failures of an exercise, six months in the planning, and how three communities and a county in Northern New Jersey worked together to develop a state-of-the-art Critical Incident Task Force charged with providing a command & control structure for a population of 870,000 residents. Witness the programs success when a police officer is killed in the line of duty.
- **3-4 pm Student Presentations**  
Session sponsored by the American Society of Professional Emergency Planners.
- **3-4 pm Profile of Successful Private Sector Emergency Management Program**  
Presentation by IAEM 2004 Business & Industry Preparedness Award Recipient
- **4-5:30 pm Reception in EMEX2004 Exhibit Area**
- **5:30-7:30 pm IAEM Scholarship Auction**
- **Evening Optional group dine-around: Join IAEM friends for dutch-treat dinners at recommended Dallas-area establishments.**

## WEDNESDAY, NOVEMBER 10

- **8-9 am Breakfast**
- **9-10:30 am Post SARS – Lessons Learned**  
*Dr. Brian Schwartz, Director, Base Hospital Program, EMS City of Toronto, Ontario, Canada (invited)*
- **10:30-11:30 am Regionalism – Interoperable Communications, Hazards Analysis, Mutual Aid**  
Case study of the Dallas Metropolitan area, including 16 counties, 120 municipalities and 6 million people.
- **11:30am-1 pm Lunch in EMEX 2004 Exhibit Area**
- **1-2 pm Emergency Management and Emergency Response as Simple Processes**

*Ray Peña, Population Protection Planner, Dane County Emergency Management*

Emergency Management is considered a complex and therefore difficult process. In truth, it is a simple (but not necessarily easy) process engaged in by all individuals, all groups and all communities. Coordinated emergency response is simple and achievable, so long as communities capitalize on common ground. Attendees will be able to apply these concepts to their emergency management responsibilities.

- **1-2 pm Blackout 2003 – Bell Canada's Response**

*Marc Lapointe, Associate Director Corporate Security Emergency Management, Bell Canada*

August 14, 2003 at 16:09 EST the lights went out. Within seconds alarms were ringing in the Operations Centre in Toronto and everyone knew this was big. How big and how long it would last were the unknown factors. But as past experience dictates, when an event like this hits and action needs to be taken for the entire company operations, the Corporate Security Emergency Management Team gets called into action. As the network team scrambled to keep communications working, the Emergency Management team automatically stepped up to coordinate and control the unfolding events. This was the Ice Storm all over again – but, much larger and with heat as the enemy instead of freezing rain and cold. Communication was key and all efforts focused on making sure that the employees were safe, service was maintained especially for public safety and that power was generated. Those challenges were not easy to overcome – but hundreds of employees worked together to get through the dark hours and keep Bell in operations. Here is how Bell responded and the lessons learned.

*continued*

## Wednesday, November 10, continued

- 1-2 pm **Challenges of Developing and Maintaining an Interface Between Academic Programs and the World of EM Practice**
  - Arthur Oyola-Yemaiel, Ph.D., Director, Emergency Management Program, North Dakota State University
  - Jennifer Wilson, Ph.D., Co-Director, Emergency Management Program, North Dakota State University

Bridging the gap is a daunting challenge for both groups, but there are opportunities for collaboration to fulfill the obligations of practical EM/homeland security functions by utilizing student, faculty and university resources. For example, such programs can provide an energetic pool of educated and trained reservists to supplement the jurisdiction's EM workforce during emergencies/disasters and for other projects through internships (i.e., conducting regional hazard vulnerability assessments or preliminary damage assessments, writing exercise scenarios, etc.). Likewise, universities will benefit from such partnerships and collaboration with EM jurisdictions by providing opportunities for community involvement, research, grant funding, student internships and job placement for graduates.

- 2-5 pm **IAEM Annual General Membership Meeting and Officer Elections**  
(Absentee ballots available)
- 3-3:30 pm **Break**
- 6-6:30 pm **Presidential Reception**
- 6:30-8 pm **Presidential Banquet**

## THURSDAY, NOVEMBER 11

- 9 am-Noon **IAEM Board Meeting**

## MARK YOUR CALENDAR

**IAEM 2005 Mid-Year Meeting**  
Washington, DC • April, 2005

**IAEM 2005 Annual Conference  
& EMEX Exhibit**  
Phoenix Civic Center, Phoenix, AZ  
November 13-16, 2005  
(pre-conference training November 11-12)

**IAEM 2006 Annual Conference  
& EMEX Exhibit**  
Rosen Center Hotel, Orlando, FL  
November 12-15, 2006  
(pre-conference training November 10-11)

## CONFERENCE SPECIAL FEATURES

### EMEX2004

All significant suppliers of emergency management and homeland security products and services are on display at EMEX2004, the exhibit portion of IAEM's Annual Conference. EMEX2004 opens with a reception Monday evening, and closes after the Tuesday reception. Attendees should complete the "EMEX2004 Quiz" (copies in the registration packets) and turn it in at the IAEM registration desk to be eligible for daily door-prize drawings. Visit [www.emex.org](http://www.emex.org) to see the virtual exhibit and current space available.

### Silent Auction

IAEM is raising funds for its Scholarship Program for emergency management students via a silent auction, in addition to the live auction Tuesday, 5:30-7:30 pm. Silent auction items are on display Monday-Wednesday and bids are recorded on a sheet with each fabulous item; minimum bids and bid increments are posted. Bidding will be closed at 1 pm on Wednesday and winners will be announced at the beginning of the IAEM Annual General Membership Meeting.

*Note that this year, each IAEM membership region is responsible for compiling a "themed" basket for the auction (chocolate, family entertainment, sports and health, etc.). Check [www.iaem.com](http://www.iaem.com) for your regions theme, and please bring an item for your basket!*

# CONFERENCE REGISTRATION & LOGISTICS

## On-Site Registration

Registration for conference attendees and exhibit personnel is located at Adams Mark Hotel beginning Saturday 3-5 pm. Registration opens 30 minutes before programmed sessions Sunday-Wednesday.

### Registration Fee

- \$445 for non-IAEM members
- \$395 for IAEM members
- \$200 for EM students/spouses

## Meeting and Lodging

All programmed sessions occur at

### The Adams Mark Hotel

400 N. Olive, Dallas, TX 75201  
Phone 214-922-8000 • Fax 214-969-7650  
[www.adamsmark.com/dallas/index.asp](http://www.adamsmark.com/dallas/index.asp)

**IAEM Special Room Rate** A block of sleeping rooms has been reserved at the Adams Mark Hotel Dallas for the nights of November 4-11. (Hotel cut-off date:--**Friday, October 1, 2004**)

- \$149 for a single (plus 15% tax);
- \$169 for a double (plus 15% tax);
- \$189 for a triple (plus 15% tax).
- A limited number of rooms are available at the government per diem rate. Proper ID will be required at time of check in.

To make your hotel reservation, please contact the hotel directly at 800-444-2326 or 214-922-8000.

Check-in time is 3 pm; check-out time is Noon.

**Reservations must be canceled 24-hours prior to arrival date to avoid a penalty of one night's room and tax.**

## Ground Transportation

Dallas Love Field Airport is the closest airport to the Adams Mark (15 minutes). The Dallas/Fort Worth International Airport is about 25 minutes from the Adams Mark Hotel. Ground transportation...rush hours:

- Love Field Airport (one-way):  
cab = \$18.00  
SuperShuttle = \$15.00
- Dallas/Fort Worth International Airport (one-way):  
cab = \$38.00  
SuperShuttle = \$14.00

SuperShuttle is offering IAEM conference attendees a discounted rate for transportation to and from the Dallas/Fort Worth and Love Field, and the Adam's Mark Hotel. Download the coupon with procedures for arrival and rates at [www.supershuttle.com/Coupons/DFW/IAEM-coupon.pdf](http://www.supershuttle.com/Coupons/DFW/IAEM-coupon.pdf).

## Parking

On-site covered garage provides secure parking for \$12 per night.

## Useful Websites

- Register for the conference at [www.iaem.com](http://www.iaem.com)
- Plan your IAEM exhibit visitation time using the virtual expo hall at [www.emex.org](http://www.emex.org)
- Find out more about Dallas from the Dallas Convention and Visitors Bureau at [www.dallascvb.com/visitors/](http://www.dallascvb.com/visitors/)
- Familiarize yourself with the hotel/conference facility at [www.adamsmark.com/dallas/index.asp](http://www.adamsmark.com/dallas/index.asp)



November 5-11, 2004  
Dallas, TX

- Who Should Attend:
- Emergency Managers
- Homeland Security Officials
- First Response Coordinators
- Private Industry, Security, Safety, Risk Managers
- Contingency Planners

MANAGEMENT  
IN EMERGENCY

COLLABORATION: THE KEY TO SUCCESS

# International Association of Emergency Managers 52<sup>nd</sup> Annual Conference & EMEX 2004



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