

Annual Conference Webcast



The Stakes are High
FOR EMERGENCY MANAGERS

NOVEMBER 11-18, 2011
Clark County, NV, USA | Rio All-Suites Hotel
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LIVE & ON DEMAND WEBCAST
From Las Vegas, NV USA



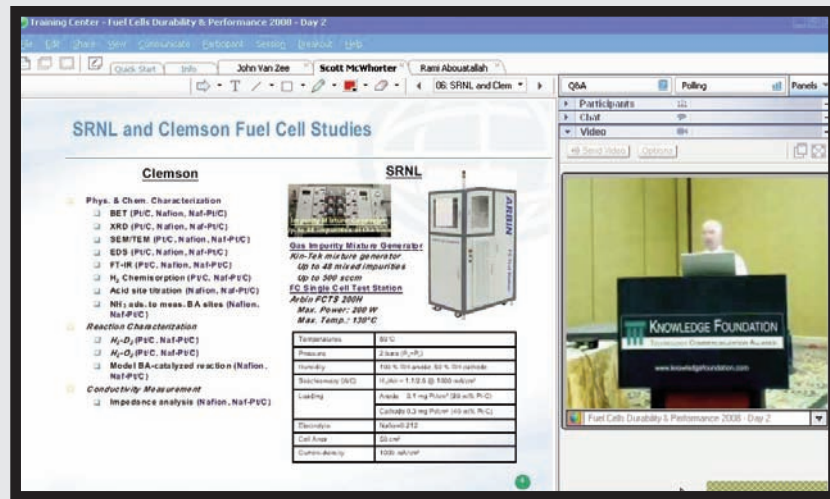
LIVE & ON DEMAND WEBCAST SESSIONS

All Live & On Demand Webcast Sessions Will Be Available for Download on **November 21, 2011**

Webcast Overview

There is no substitute for attending in person, but if your schedule or budget does not allow you to attend in person we now offer you a viable alternative to participate virtually

REGISTER TODAY FOR OUR LIVE & ON DEMAND WEBCAST



- View live conference video and listen to live audio
- Listen to live conference audio
- View speakers' powerpoint presentations
- Access to all the archived sessions for on demand viewing after the live sessions

CEM[®] CREDITS

Viewing the Live Webcast or On Demand Webcasts from the IAEM 59th Annual Meeting will earn

12.45 hours credit

for the IAEM Certified Emergency Manager[®] program under Training OR for a Professional Contribution – Category B, Professional Conference attendance (helps satisfy one of six required contributions)

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View the webcast live or as an on demand webcast and pass a simple exam on the webcast's content and earn 12.45 contact hours towards the Emergency Management training requirement

Please indicate which type of credit you prefer when registering.



LIVE WEBCAST AGENDA

All live & on demand webcast sessions will be available for download

On demand sessions will be available for online download along with the recorded live sessions on **November 21, 2011**

Monday November 14, 2011

Times are U.S. Pacific Daylight Time

Webcast from
Las Vegas, NV USA

7:30 Registration & Log In

8:00 **Opening Ceremony & Presentation of Colors**

8:15 **Welcome & Opening Remarks**



Brian Sandoval,
Governor,
State of Nevada



Carolyn Goodman,
Mayor,
City of Las Vegas

8:35 **Key Note Address**



W. Craig Fugate,
Administrator,
Federal Emergency
Management Agency

9:35 Session Break

10:00 **National Weather Service Update**

Jack Hayes, Director, National Weather Service

10:30 **U.S. Geological Survey Update**

Suzette Kimball, Deputy Director, USGS

11:00 **Department of Defense Update**

Major General Jonathan Treacy,
USAF Commander,
Joint Task Force Civil Support

11:30 **U.S. Army Corps of Engineers Update**

Major General Michael J. Walsh

12:00 Session Break

12:45 **Disaster Mythology - What Really Happens at the Worst of Times**



Amanda Ripley,
Author of "The Unthinkable"
& Contributor, Time Magazine

Amanda Ripley draws on years of disaster reporting to explain the three phases most people go through in life-or-death experiences—and how we can learn to do better. She tells detailed stories of specific survivors from recent news-making calamities and combines their wisdom with the latest science into how the brain functions under extreme stress. Amanda Ripley is the author of *The Unthinkable*, the first mass-market book to explain how the brain works in disasters. Ms. Ripley's work is unusual and compelling. She doesn't just explain what happens in disasters; she extensively investigates why people do what they do, and how we can do better, combining science with storytelling.

As a longtime contributor at TIME Magazine, Ms. Ripley has traveled the world studying disasters, natural and man made. She chronicled Hurricanes Katrina and Rita from New Orleans, helping TIME win two National Magazine Awards. She covered 9/11 from Manhattan, the sniper attacks in and around Washington, DC, and from Paris, the catastrophic 2003 European heat wave which killed an estimated 50,000 people. Ms. Ripley has received awards from the Society of Professional Journalists, the Newswomen's Club of New York and the Washington Monthly, among others, and she is a two-time Livingston Award finalist.

1:45 Session Break

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Monday, November 14, continued.....

2:00 **Forecasts and Warnings for the Historic 2011 Tornadoes: How to Improve Public Response**

John Ferree, Severe Storms Service Leader, NOAA National Weather Service

Greg Carbin, Storm Prediction Center Warning Coordination Meteorologist, NOAA National Weather Service

The United States experienced historic levels of tornado activity in 2011. New daily and monthly tornado records were likely established in April. In May, Joplin, Missouri was struck by the deadliest single tornado in over 60 years. Forecasts for these devastating events were provided days in advance. Watch and warning lead times far exceeded national performance goals. Yet, the public response was not always ideal and 2011 may very well see the greatest number of tornado deaths since official record keeping started in 1950. We will explore the nature of these extreme events and share ideas for improving public response and saving lives.

3:00 *Session Break*

3:30 **ArkStorm Scenario**

Lucile Jones, Chief Scientist, Multi Hazards Initiative, U.S. Geological Survey

The ARKStorm Scenario is a major scientific study involving 120 experts from dozens of agencies to model a great atmospheric river storm on the same scale as the storm of 1861- 1862. Many physical scientists, engineers and social scientists worked together to create a synthetic storm, estimate its impact and evaluate the consequences to modern society. Meteorologists have used recent advances in satellite imagery to identify atmospheric rivers, narrow regions (250-500 km wide) of very moist and fast moving air that produce storms rivaling hurricanes in rainfall rates. The bottom line is that a storm like this one, which only happens once every century or two, could cause damage several times greater than a big San Andreas Fault earthquake.

4:30 *Session Break*

4:45 **U.S. Tsunamis: Real Risk**

Rocky Lopes, PhD, Manager, Tsunami Outreach and Education, National Tsunami Hazard Mitigation Program, NOAA/National Weather Service

Cindy Henderson, Emergency Services Manager, Office of Emergency Services, Del Norte County

Tsunamis are major hazards for the U. S. The National Tsunami Hazard Mitigation Program (NTHMP), jointly led by NOAA/ National Weather Service, FEMA, and the USGS in cooperation with 29 states and territories, tribal, county, and municipal governments, has been leading the way in tsunami planning, preparedness, and response for all U.S. coastlines. In this session, learn from practitioners who can update you on NTHMP activities which include: lessons learned from the Crescent City, California, tsunami of March 11, 2011; collaboration with coastal communities and community leaders to implement and carry out activities of the national TsunamiReady™ Program and to enhance planning and preparedness for tsunamis nationwide; and learn about successful methods for preparing people for a highimpact, low-frequency event.

Wednesday, November 16, 2011

Times are U.S. Pacific Daylight Time

1:45 **Crossing the Generational Divide: Leveraging the Power of Generations™ for Your Strategic Advantage**



Jason Ryan Dorsey, The Gen Y Guy

This session will only be available as a live session and will not be recorded for on demand viewing

Jason Ryan Dorsey knows the generation gap firsthand. His Boomer mom keeps checking on him. His Gen Y sister won't be his Facebook Friend. His Traditionalist grandfather calls every Sunday—from a landline. Most important, his generational strategies and ready-to-use best practices have created significant breakthroughs for companies and individuals around the world. He has been featured as a generational expert on 60 Minutes, 20/20, The Today Show, The View, and in Fortune Magazine and The Wall Street Journal. His unique speaking style—combining practical how-to with realworld comedy—has received standing ovations from audiences as large as 13,000.

2:45 *End of Live Webcast Sessions*





ON DEMAND WEBCAST SESSIONS

On demand sessions will be available for online download along with the recorded live sessions on **November 21, 2011**

On Demand Session 1

Contingency Dual Status Command and the Command and Control CBRN Response Enterprise"

Col. L. Barrett Holmes, Defense Coordinating Officer, Federal Emergency Management Agency, Region IV

LTG Swan will highlight the Department of Defense's re-focus of its CBRN Consequence Management Response capability. The shift is to make our response faster to get to the incident with more life saving skills all while making it more flexible by positioning capability at the regional response level. The shift has also moved a majority of the response from a Federal capability to a State Military Force (National Guard) capability that can be employed under State control versus Federal which gives more flexibility and responsiveness. The second part of his brief will showcase an initiative of U.S. Northern Command which will give a T32 (State National Guard) General Officer dual status to command and control both National Guard Troops as well as a Federal (T10) response. Normally this is a deliberate/POTUS directed authorization for known events like National Conventions or International events in a specific state (G8). The initiative is to train and certify a General per state that could assume this authority for contingencies like Presidential declared natural or manmade disasters. This will allow us to have that Contingency Dual Status Commander (CDSC) report to his Governor as well as to the President (through U.S. Northern Command) and have unity of command for all military forces being employed in support of that specific disaster. Lastly he will highlight his command—U.S. Army North—where it fits with respect to Homeland Defense, Defense Support of Civil Authorities and Security Cooperation.

On Demand Session 2

A Tale of Three Fires: Do We Really Learn From Disasters?

Lucien Canton, CEM, Consultant, Lucien G. Canton, CEM (LLC)

Although separated by centuries, the Great Fire of London in 1666, the Great Chicago Fire of 1871, and the 1906 San Francisco Earthquake and Fires have a lot in common. All three sparked innovations that had the potential to save lives in the future. But there is a darker side to the story: each of the fires was made worse by poor mitigation practices and incompetence in response. This presentation considers the causes and consequences of these three events and demonstrates how forgetting the lessons of history can lead to tragedy.

On Demand Session 3

The Christchurch Earthquakes: The Double Whammy from Down Under

Aaron Keown, Councillor, Christchurch City Council, New Zealand

The Double Whammy from Down Under is the story of the Christchurch Earthquakes. When the 7.1 magnitude quake hit the New Zealand city of Christchurch on September 4, 2010, everyone believed they had survived the 'big one'. It was the world's 4th most expensive quake for insurance, yet it was the same size quake as Haiti except with zero casualties! Instead this was only the 'warm up,' as nature had a different story to tell when the devastating 6.3 quake hit this beautiful city on February 22, 2011. Join Christchurch City Councillor Aaron Keown who had a bird's eye view of his city being destroyed and is now part of the rebuild as he walks you through a mind blowing audio visual of the 'Garden City' that has had 50 percent of all its commercial buildings destroyed!

On Demand Session 4

Politics of Disaster

Michael Selves, CEM, CPM, Principal, MDS-EM Consulting & Advocacy

This presentation will discuss the role that politics plays in disaster situations and offer recommendations for emergency managers on how to deal with the political realities of disaster situations.

On Demand Session 5

The Excuse Elimination Diet

Dan Seidman, President, Got Influence?

Do you know the #1 reason business professionals struggle with attaining success? Excuses sabotage our opportunities to excel. In this fascinating program from Dan Seidman's Secret Language of Influence training, you will learn how to influence, not others, but yourself. We will have fun looking at how the brain implements the seductive psychology of excuses...

- how we are deceived by them
- how we artfully convince others to support your self-deception
- and how you can eliminate this toxic selftalk from your life.

You will discover how to identify and crush your excuse-making skills. This powerful strategy can then be used in your professional and personal life—to improve performance as well relationships. Do not miss this experience!

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WEBCAST AGENDA



LIVE & ON DEMAND WEBCAST From Las Vegas, NV USA

REGISTRATION FORM

IAEM 59TH ONLINE

Please register me for	Member	Non-Member
<input type="checkbox"/> Both Live Webcast & On Demand Webcast	<input type="checkbox"/> \$159	<input type="checkbox"/> \$199
<input type="checkbox"/> On Demand Webcast Only (includes all sessions)	<input type="checkbox"/> \$139	<input type="checkbox"/> \$179

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