



# 6<sup>th</sup> Annual Conference Agenda

2010 WebEOC User Conference, Augusta, Georgia

Training Track 1	Newbies
Training Track 2	Old Timers and Battle Scarred
Training Track 3	Egg Heads
Break Out Sessions	Guest Speakers & ESI Presentations

## Monday, May 17

10:00 am - 6:00 pm	Registration
1:00 pm - 4:00 pm	User Advisory Board Luncheon
7:00 pm - 9:00 pm	<u>Welcome Reception</u>  (ESI Headquarters Building - 823 Broad Street)

## Tuesday, May 18

7:00 am - 6:00 pm	Registration									
7:00 am - 8:00 am	Breakfast									
8:00 am - 9:15 am	<u>Opening Ceremonies</u>  CEO's Welcome Address: Nadia Butler  Customer Panel Discussion: Using WebEOC for Daily Operations  (Oglethorpe D-E)									
9:15 am - 9:45 am	Break									
9:45 am - 11:45 am	<table border="1"> <tr> <td rowspan="8" style="writing-mode: vertical-rl; transform: rotate(180deg);">ESI Labs Open</td> <td>WebEOC End-User Train the Trainer 1 (Estes A)</td> </tr> <tr> <td>Intro to Implementation and Process Flow 1 (Estes B)</td> </tr> <tr> <td>Intermediate Board Builder 1 (Lamar C)</td> </tr> <tr> <td>Intermediate Board Builder 4 (Hamilton)</td> </tr> <tr> <td>Regional Implementation and Process Flow 1 (Walsh)</td> </tr> <tr> <td>WebEOC and Exercise Planning 1 (Lamar B)</td> </tr> <tr> <td>Advanced Board Builder 1 (Cumming)</td> </tr> <tr> <td>Mapper and the Common Operating Picture 1 (Lamar A)</td> </tr> </table>	ESI Labs Open	WebEOC End-User Train the Trainer 1 (Estes A)	Intro to Implementation and Process Flow 1 (Estes B)	Intermediate Board Builder 1 (Lamar C)	Intermediate Board Builder 4 (Hamilton)	Regional Implementation and Process Flow 1 (Walsh)	WebEOC and Exercise Planning 1 (Lamar B)	Advanced Board Builder 1 (Cumming)	Mapper and the Common Operating Picture 1 (Lamar A)
ESI Labs Open	WebEOC End-User Train the Trainer 1 (Estes A)									
	Intro to Implementation and Process Flow 1 (Estes B)									
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	Regional Implementation and Process Flow 1 (Walsh)									
	WebEOC and Exercise Planning 1 (Lamar B)									
	Advanced Board Builder 1 (Cumming)									
	Mapper and the Common Operating Picture 1 (Lamar A)									
11:45 am - 12:30 pm	Lunch Break									

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Break Out Sessions	Guest Speakers & ESI Presentations

## Tuesday, May 18

12:30 pm - 1:30 pm	<p align="center"><u>General Session 2</u></p> <p align="center"><i>"The Starfish and the Spider – The Unstoppable Power of Leaderless Organizations"</i></p> <p align="center"><b>Guest Speaker: Ori Brafman</b></p> <p align="center"><b>(Oglethorpe D-E)</b></p>	
1:30 pm - 2:30 pm	ESI Labs Open	The U.S. Federal Government: A New Approach to Information Sharing with WebEOC and ESIWebFUSION (Oglethorpe F)
		Global Crisis Management at the Walt Disney Company (Oglethorpe D-E)
2:30 pm - 5:00 pm		WebEOC End-User Train the Trainer 1 (Estes A)
		Intro to Implementation and Process Flow 1 (Estes B)
		Intermediate Board Builder 1 (Lamar C)
		Intermediate Board Builder 4 (Hamilton)
		Regional Implementation and Process Flow 1 (Walsh)
		WebEOC and Exercise Planning 1 (Lamar B)
		Advanced Board Builder 1 (Cumming)
		Mapper and the Common Operating Picture 1 (Lamar A)
2:30 pm - 3:30 pm		Building the International Infrastructure (Oglethorpe F)
3:30 pm - 4:00 pm		Break
5:00 pm - 6:00 pm		Get Maximum Benefit from the ESI Help Desk (Walsh)
		Developer's Forum (Shultz)
		Esi Response to the H1N1 Pandemic (Oglethorpe F)
		ESI Developments in Spatial Visualization (Oglethorpe D-E)
		How Mass Notification and Response Systems Can Save Lives During Regional Emergencies (Oglethorpe G)
6:00 pm - 7:00 pm		Meeting - Regions I, II, KY, PR & USVI (Shultz)
		Meeting - Eastern Division, Region III & SC (Oglethorpe F)
		Meeting - Regions IV & FL (Oglethorpe G)
		Meeting - Regions V & VII (Oglethorpe H)
		Meeting - Regions VI & X (Walsh)
7:00 pm - 9:30 pm	<p align="center"><u>Tapas and Topics</u></p> <p align="center"><b>(Oglethorpe D-E)</b></p>	

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## Wednesday, May 19

7:00 am - 8:00 am	Breakfast		
8:00 am - 9:00 am	ESI Labs Open	EOC Design/Briefing Forum: Part 1 (Oglethorpe D-E)	
		ESi Developments in Spatial Visualization (Oglethorpe F)	
		Best Practices for WebEOC Implementation (Oglethorpe G)	
		Switchable Process Flow (Oglethorpe H)	
9:00 am - 10:00 am		EOC Design/Briefing Forum: Part 2 (Oglethorpe D-E)	
		Conforming WebEOC to an Existing Operational Picture (Oglethorpe F)	
		Keep it Simple (Oglethorpe G)	
10:00 am - 10:30 am		Break	
10:30 am - 12:30 pm		WebEOC End-User Train the Trainer 2 (Estes A)	
		WebEOC Administrator Basics 1 (Estes B)	
	Intermediate Board Builder 2 (Lamar C)		
	WebEOC and Exercise Planning 3 (Hamilton)		
	Resource Manager 1 (Lamar B)		
	ESiWebFUSION 1 (Lamar A)		
	Advanced Board Builder 2 (Cumming)		
	WebEOC IT and Security 1 (Walsh)		
10:30 am - 11:30 am	Building the International Infrastructure (Oglethorpe F)		
12:30 pm - 1:30 pm	Lunch Break		
1:30 pm - 3:00 pm	<p align="center"><u>Keynote Address</u></p> <p align="center"><i>"The 2008 Mumbai Attacks and the Threat of International Terrorism"</i></p> <p align="center"><b>Keynote Speaker:</b> Lt. General Deepak Summanwar UYSM, AVSM, VSM, Indian Army (retired)</p> <p align="center"><b>(Oglethorpe D-E)</b></p>		
	Break		
3:30 pm - 5:30 pm	ESI Labs Open	WebEOC End-User Train the Trainer 2 (Estes A)	
		WebEOC Administrator Basics 1 (Estes B)	
		Intermediate Board Builder 2 (Lamar C)	
		WebEOC and Exercise Planning 3 (Hamilton)	
		Resource Manager 1 (Lamar B)	
		ESiWebFUSION 1 (Lamar A)	
		Advanced Board Builder 2 (Cumming)	
		WebEOC IT and Security 1 (Walsh)	

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Training Track 1	Newbies
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Break Out Sessions	Guest Speakers & ESI Presentations

## Thursday, May 20

7:00 am - 8:00 am	Breakfast	
8:00 am - 9:15 am	<p align="center"><u>General Session 4</u></p> <p align="center"><i>"An Account of the Haitian Embassy Crisis Operation Center and On the Ground Experience in Port-au-Prince, Haiti"</i></p> <p align="center"><b>Guest Speaker:</b> H.E. Raymond Joseph, Ambassador Extraordinary and Plenipotentiary of Haiti in Washington, D.C.</p> <p align="center"><b>Guest Speaker:</b> Yuri Emmanuel, Counselor, Alternate Representative, Permanent Mission of Haiti, To the Organization of American States</p> <p align="center"><b>ESi V.P. of Federal Services, Jerome DuVal</b></p> <p align="center"><b>(Oglethorpe D-E)</b></p>	
9:15 am - 9:45 am	Break	
9:45 am - 11:45 am	ESi Labs Open	WebEOC Administrator Basics 2 (Estes B)
		WebEOC Administrator Basics 3 (Hamilton)
		WebEOC Board Builder Basics 1 (Estes A)
		Intermediate Board Builder 3 (Lamar C)
		Regional Implementation and Process Flow 2 (Walsh)
		WebEOC and Exercise Planning 2 (Lamar B)
		Advanced Board Builder 4 (Cumming)
		Mapper and the Common Operating Picture 2 (Lamar A)
		WebEOC Certified Administrator Testing (Part 1) (Shultz)
		Building the International Infrastructure (Oglethorpe F)
10:45 am - 11:45 am		
11:45 am - 12:30 pm	Lunch Break	
12:30 pm - 1:30 pm	ESi Labs Open	Get Maximum Benefit from the ESI Help Desk (Walsh)
		A New Direction in Exercise Management for the Western Australia Police (Oglethorpe F)
		Regional Implementation of WebEOC in South Florida (Oglethorpe G)
		Awareness Management and Information Sharing (Oglethorpe H)
1:30 pm - 2:30 pm		Regional Implementation of WebEOC in Virginia (Oglethorpe F)
		ESiWebFUSION in Texas: Applying Effective Project Management Principles (Oglethorpe G)
		ML Infomap Brings WebEOC to India (Oglethorpe H)
2:30 pm - 5:00 pm		WebEOC Administrator Basics 2 (Estes B)
	WebEOC Administrator Basics 3 (Hamilton)	
	WebEOC Board Builder Basics 1 (Estes A)	

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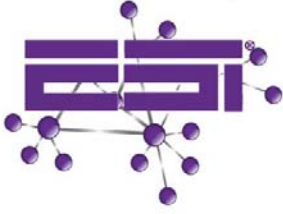
## Thursday, May 20

2:30 pm - 5:00 pm	ESI Labs Open	Intermediate Board Builder 3 (Lamar C)
		Regional Implementation and Process Flow 2 (Walsh)
		WebEOC and Exercise Planning 2 (Lamar B)
		Advanced Board Builder 4 (Cumming)
		Mapper and the Common Operating Picture 2 (Lamar A)
		WebEOC Certified Administrator Testing (Part 2) (Shultz)
3:30 pm - 4:00 pm	Break	
5:00 pm - 6:00 pm	<p align="center"><u>General Session 5</u>  <i>"ESi 2010 - 2011 Product Roadmap"</i>  <b>ESi V.P. of Product Management: Josh Newsome</b>  <b>ESi V.P. of Product Development: Scott Johnson</b></p> <p align="center"><b>(Oglethorpe D-E)</b></p>	
6:00 pm - 7:00 pm		Meeting - Region IX (Walsh)
		Meeting - Western Division & Region VIII (Hamilton)
		Meeting – Heath Care (Shultz)
7:00 pm - 9:30 pm	<p align="center"><u>Awards Banquet</u>  <b>(Oglethorpe D-E)</b></p>	

## Friday, May 21

7:00 am - 8:00 am	Breakfast	
8:00 am - 12:30 pm		WebEOC Board Builder Basics 2 (Estes A)
		Intro to Implementation and Process Flow 2 (Estes B)
		Resource Manager 2 (Lamar B)
		ESiWebFUSION 2 (Lamar C)
		Advanced Board Builder 3 (Cumming)
		WebEOC IT and Security 2 (Walsh)
		Mapper and the Common Operating Picture 3 (Lamar A)
10:00 am - 10:30 am	Break	
Thank you for your attendance and support of the WebEOC community.		





# 6<sup>th</sup> Annual Conference Speakers

2010 WebEOC User Conference, Augusta, Georgia

## Guest Speakers and WebEOC<sup>®</sup> User Presentations

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### **Keynote Address:**

### **“The 2008 Mumbai Attacks and the Threat of International Terrorism”**

Wednesday, May 19, 1:30 pm – 3:00 pm

**Lt. General Deepak Summanwar**, UYSM, AVSM, VSM, Indian Army (retired)

On November 26, 2008, terrorists carried out more than ten shooting and bombing attacks across Mumbai, India's largest city. The attacks caused the deaths of 173 people and more than 300 were wounded. The only terrorist who was captured alive disclosed that the attackers were members of a Pakistan-based terrorist organization.

After a long and highly decorated career with the Indian Army, our keynote speaker, Lt. General Deepak Summanwar, recently retired from his position as Director General Military Intelligence, and so he has a unique perspective regarding counter-terrorism activities in one of the world's largest democracies.

Lt. General Summanwar will provide a professional view on the causes and effects of the Mumbai attacks and will discuss what his nation and other governments can do to deal with the rise of international terrorism.

**LT. GENERAL DEEPAK SUMMANWAR** retired from the Indian Army after forty years of service. He has had varied experience as Director General Military Intelligence, Additional Director General Perspective Planning, and Additional Director General Public Information.

He has over twenty years of combat experience in the frontline and counter insurgency environment. Lt. General Summanwar has been decorated for gallantry and distinguished service five times and has been awarded twenty medals during his service, including the Uttam Yudh Seva medal and the Ati Vishisht Seva medal.

Lt. General Summanwar is a graduate of the National Defense Academy, Defense Services Staff College and the Army War College. He was schooled at the Doon School Dehradun and has a post-graduate degree in Defense Studies from the University of Madras.

He has a Masters in Business Administration with a specialization in Marketing and Finance from the Vrije University, Brussels and the Solvay Business School. He has also completed the All India Management Association's Strategic Management course and the Federation of Indian Industries' program for independent directors.

Post retirement, Lt. General Summanwar has established himself as an independent consultant and advisor, and is an Independent Director on the Board of Waterbase Ltd., Peninsula Land Ltd., and Great Offshore Ltd., which are all companies listed on the Bombay Stock Exchange. As an independent consultant, he also advises companies on security risk assessment, business promotion, and carries out due diligence. He is an associate of Burrill Green and Co. from the U.K., and PICA Corporation from the U.S. He has been invited to speak before the UN Global Compact, Asia Crisis Security Group, ISMA, Reserve Bank of India, and national and international think tanks.



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## **“An Account of the Haitian Embassy Crisis Operation Center and on the Ground Experience in Port-au-Prince, Haiti”**

Thursday, May 20, 8:00 am – 9:15 am

**H.E. Raymond A. Joseph**, Ambassador Extraordinary and Plenipotentiary of Haiti in Washington, D.C.

**Youri Emmanuel**, Counselor, Alternate Representative, Permanent Mission of Haiti, To the Organization of American States (OAS)

**Jerome DuVal**, ESI V.P., Federal Services

In response to the devastating 7.0 magnitude earthquake that struck Haiti on January 12, 2010, the Haitian Ambassador to the U.S. opened a Crisis Command Center at the Haitian Embassy in Washington, D.C. The Center is supported by the District of Columbia Homeland Security and Emergency Management Agency, the D.C. Office of the Chief Technology Officer, and ESI.

A team of volunteers from ESI worked in the Embassy and from remote locations around the world to stand up an instance of WebEOC<sup>®</sup> on ESI's remote servers. The team created situation boards tailored to the needs of the mission, including boards for tracking missing persons, managing volunteers, and accepting donations.

While there are currently 116 aid organizations operating on the ground in Haiti, there is no central tool for joint coordination between the Haitian government, international aid organizations, the private sector, and NGOs – and for managing earthquake relief, recovery efforts, and future disaster planning. The presentation will detail the work that is underway to build an emergency and information management system based on WebEOC for organizing the Haitian government's response to the current situation and long-term management of the reconstruction effort.

The Ambassador, Mr. Emmanuel, and Mr. DuVal will also discuss their experiences in the Embassy Crisis Command Center and Mr. DuVal's recent visit to Haiti.

### **AMBASSADOR RAYMOND ALCIDE JOSEPH**

Raymond Alcide Joseph is mostly known as a journalist. When he was 19 years old he established the first print shop and founded “Reyon Limye” (Rays of Light), the first monthly Christian newspaper in Cayes, Haiti. Rays of Light still exists. He went on to become a radio personality in the 1960's, having founded the first radio broadcast in New York beamed against the Duvalier dictatorship. “Radio Vonvon” or “Radio Bug” was nicknamed the “Six O'clock Mass” because it hit the airwaves at 6:00 a.m. and was the broadcast not to miss. Mr. Joseph translated the first New Testament and Psalms into Haitian Creole under the auspices of the American Bible Society in October 1960.



In the 70's and 80's he was a financial writer at the Wall Street Journal in New York, and co-founded, with his brother Leo Joseph, the Haiti-Observateur, the first crusading commercial Haitian weekly. The Observateur remains the premier newspaper abroad of the Haitian community.

In 1990, Mr. Joseph was called to be Haiti's Charge d' Affaires in Washington, D.C., and his country's representative at the Organization of American States. After helping with the first democratic elections in December 1990, he returned to the Haiti Observateur where he remained until he was called back to Washington in March 2004, and where he is currently the Ambassador.

Raymond Joseph is a graduate pastor from the Moody Bible Institute in Chicago, and holds a B.A. in Anthropology from Wheaton College, Wheaton, IL. He also has a Master's degree in Social Anthropology/Linguistics from the University of Chicago.

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## “The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations”

Tuesday, May 18, 12:30 pm – 1:30 pm

**Ori Brafman**, Author

If you cut off a spider’s head, it dies. If you cut off a starfish’s leg, it grows a new one, and that leg can grow into an entirely new starfish. Traditional top-down organizations are like spiders, but today starfish organizations are changing the face of business – and the world.

Ori Brafman, co-author of *The Starfish and the Spider*, will discuss how an organization can move from top-down control to a collaborative starfish environment. Covering research – and examples from the private, nonprofit, and military sectors, this presentation will explore how a Spider can become a Starfish. Mr. Brafman will also share findings from his upcoming book about instant connections and how to build effective community.

### **ORI BRAFMAN**

New York Times bestselling author Ori Brafman specializes in new ways of looking at business. He is a renowned organizational expert and author of the groundbreaking books *The Starfish and the Spider* and *Sway: The Irresistible Pull of Irrational Behavior*.

Born in Israel and raised in El Paso, Texas, Ori Brafman has been a lifelong entrepreneur in business, government, and the nonprofit sector. His projects include launching healthy fast food restaurants, leading political and advocacy campaigns, and co-founding Courtroom Connect, a wireless network company.



In 2001, Ori co-founded a network of more than 1,000 CEOs working for peace and economic development projects. The network was supported by the likes of venture capitalist John Doerr and the Ford Foundation, and has catalyzed projects in the Middle East, Africa, North America, Europe, and Asia. Most recently, Ori has facilitated a course at the Stanford Graduate School of Business.

Ori’s first book, *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations* (Penguin Portfolio) was released in October 2006, and is currently in its 12th printing. It looked at the power of the new organizational forms and business models that characterize such “starfish” as Wikipedia, craigslist, and the original Napster – and al Qaeda and the Apache nation.

Continuing his discovery of unlikely connections, Ori teamed up with his brother, psychologist Rom Brafman, to tackle decision-making, hiring, marketing, employee motivation and group dynamics. This exploration led to his second book, *Sway: The Irresistible Pull of Irrational Behavior* (Currency/Doubleday, June 2008). A New York Times and Wall Street Journal bestseller, this book draws on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, to reveal dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the “chameleon effect” (our tendency to take on characteristics that have been arbitrarily assigned to us).

Ori Brafman has appeared on BBC, National Public Radio, Wall Street Journal/MarketWatch video, Fox News, CSPAN, AP Video, and National Cable Radio among others. He has presented before audiences at Microsoft, Amazon, Televisa, Stanford Business School, Harvard Business School, and many others. Ori holds a B.A. in peace and conflict studies from UC Berkeley and an M.B.A. from Stanford University’s Graduate School of Business.

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## “ML Infomap Brings WebEOC to India”

Thursday, May 20, 1:30 pm – 2:30 pm

**Dr. Manosi Lahiri**, Managing Director and CEO, ML Infomap

India faces devastating floods and droughts, earthquakes, coastal cyclones, localized fires, hijacks, and terrorist attacks. Within the Indian government, there is increasing awareness that a great deal of preparedness is required to be able to respond to these incidents effectively and quickly. Dr. Lahiri will discuss the plans for ML Infomap to take WebEOC solutions to various central, state, and local Indian government agencies, non-government entities, and private organizations.



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## “Welcome Address”

**Nadia Butler**, ESI President and Chief Executive Officer

## Using WebEOC for Daily Operations”

Tuesday, May 18, 8:00 am – 9:15 am

Moderator: **Nadia Butler**

Panel members:

**Drew Chandler**, IT / Communications Manager, Kentucky Dept. for Public Health, Preparedness Branch

**Marcos Coria**, GIS Programmer/Analyst, Maricopa County, AZ

**Matt Cronin** ★, EM Manager, Palm Beach County, FL

**Sue Ann Curran** ★, Project Manager, Virginia Department of Emergency Management (VDEM)

**Mark McKay** ★, WebEOC Administrator/Exercise & Training Program Specialist, Portland OEM

**Gerald Shamburg** ★, Manager, West Coast Operations, the Walt Disney Company, Global Security & Crisis Management

**Sarah Stegmuller**, Strategic Program Coordinator, Clackamas County Emergency Management, OR

**Bruce M. Whitney**, WebEOC Program Manager, Fairfax County Office of Emergency Management, VA

WebEOC has been proven to be much more than a crisis information management system. In fact, it is used daily by many organizations inside and outside of emergency management for everything from activity logs to personnel time tracking. This opening panel presentation will encompass the many ways WebEOC is being used on a daily basis in the real world, how WebEOC administrators have successfully collaborated with other departments, and how using WebEOC every day has better prepared organizations to respond to emergencies.

★ Starfish symbol denotes an ESI User Advisory Board Member

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## **“The U.S. Federal Government: A New Approach to Information Sharing with WebEOC and ESiWebFUSION”**

Tuesday, May 18, 1:30 pm – 2:30 pm

**Jeffrey D. Grant**, Response Program Team Leader, Nuclear Regulatory Commission

**Dave Kayea**, Senior Program Manager, U.S. Senate Sergeant at Arms

**Joe Lowry**, Emergency Preparedness Analyst, U.S. House of Representatives Sergeant at Arms

**Richard Sexton**, Training and Exercise Specialist, Department of Homeland Security Emergency Management Institute

WebEOC is used by more than a dozen U.S. Federal government agencies for everything from daily operations to national exercise support and management of President Obama’s inauguration. Many agencies also use ESiWebFUSION™, which enables a WebEOC server to communicate with other WebEOC servers by acting as the central communications hub. To promote secure information sharing, ESiWebFUSION was recently integrated into the distributed network environments of the Legislative Branch of the United States government. Discover how these tools ensure sensitive information sharing, meet security requirements, and incorporate new security constraints and policies.

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## **“Global Crisis Management at the Walt Disney Company”**

Tuesday, May 18, 1:30 pm – 2:30 pm

**Gerald Shamburg** ★, Manager, West Coast Operations, the Walt Disney Company, Global Security & Crisis Management

With more than 100,000 employees around the world, including corporate offices, parks and resorts, cruise lines, as well as studio and broadcast facilities, the Walt Disney Company Global Crisis Management team uses their emergency management expertise and the latest technology to develop and maintain a diverse global program. Mr. Shamburg will provide insights into their use of WebEOC for global crisis management and how they use the WebEOC Simulator to create effective and realistic tabletop scenarios for training and reviewing emergency plans.

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## **“How Mass Notification and Response Systems Can Save Lives During Regional Emergencies”**

Tuesday, May 18, 5:00 pm – 6:00 pm

**Frank Mahdavi**, Chief Strategy Officer, MIR3, Inc.

In this case study, you will learn how automated, multi-modal, mass two-way communication helps the Southwest Texas Regional Advisory Council (STRAC), a regional trauma system, save crucial time in coordinating 53 hospitals and local paramedic teams. You will also hear how this technology swiftly enabled the largest mobilization of medical transport vehicles in U.S. history when Hurricane Ike struck Texas in 2008.

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## “Best Practices for WebEOC Implementation”

Wednesday, May 19, 8:00 am – 9:00 am

**James J. (Judd) Wright**, Emergency Management Director

**Brian Gibson**, Emergency Management Technician, Sumter County Sheriff's Office, Bushnell, FL

There are several avenues of thought that have to be decided on, and then followed through to conclusion during the building of the board base for WebEOC. This session will save you time and effort when you're implementing your program, including defining the preplanning process, choosing the best options for your operation, and organizing and building your boards.

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## “Switchable Process Flow”

Wednesday, May 19, 8:00 am – 9:00 am

**Ryan McArthur**, Analyst, Health & Human Services Agency, Tulare County, CA

Don't confine your WebEOC operations to a single process flow! In this session you'll learn how to incorporate flexibility in your WebEOC boards with the process switchboard. With this board, you'll no longer be limited to just an open or controller review process when posting significant events.

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## “Keep It Simple”

Wednesday, May 19, 9:00 am – 10:00 am

**Geneva Anderson** ★, WebEOC Administrator, North Dakota Department of Emergency Services

**Shane Booker** ★, Director of Operations, Indiana Department of Homeland Security

**Carla Woodlief** ★, WebEOC Administrator, North Carolina Division of Emergency Management

Given the flexible nature of WebEOC, it's easy to forget that the most effective approach to managing complex situations is often the simplest approach. Learn about simple but effective processes for managing daily operations and incidents, and discover proven implementation strategies and boards that work from members of the WebEOC User Advisory Board.

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## “Conforming WebEOC to an Existing Operational Picture”

Wednesday, May 19, 9:00 am – 10:00 am

**Sam Miller**, Operations Officer, Arkansas Department of Emergency Management

A big benefit of WebEOC is that it can be tailored to your operational processes – you don't have to adapt to the program. Learn how the Arkansas Department of EM identified their specific needs, adapted WebEOC to their existing operational picture, and today operates WebEOC 24/7/365.

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## **“A New Direction in Exercise Management for the Western Australia Police”**

Thursday, May 20, 12:30 pm – 1:30 pm

**Phil Hanson**, Officer in Charge, Crisis Information Management, Western Australia Police

The Western Australia Police are responsible for an area covering 2.5 million square kilometers, the largest single police jurisdiction in the world. Mr. Hanson will discuss how they are using WebEOC in the real-world of Australian law enforcement to share a common operating picture across three time zones and develop counter-terrorism exercises.

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## **“Awareness Management and Information Sharing”**

Thursday, May 20, 12:30 pm – 1:30 pm

**Tim Sain**, Security Specialist, Fort Bragg Security & Intelligence, Directorate of Emergency Services, Fort Bragg, NC

This presentation will discuss the interoperability challenges of the Department of Defense’s largest installation by population for information sharing across four separate computer networks. WebEOC provides Fort Bragg with a Common Operating Picture (COP) and Common Information Picture (CIP) promoting unity of effort as a major lesson learned after Fort Hood’s active shooter incident. With WebEOC as a focal point for information sharing, Fort Bragg’s Anti-terrorism/Force Protection program vigorously emphasizes awareness, preparedness, response, and recovery measures for all hazards, especially terrorism. Fort Bragg is also in compliance with the National Incident Management System (NIMS) and is ready for domestic response, leveraging WebEOC compatibility with North Carolina and FEMA, and an established Military-Civilian Task Force for Emergency Response (MCTFER) consisting of 11 surrounding counties and other state and federal partners.

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## **“Regional Implementation of WebEOC in South Florida”**

Thursday, May 20, 12:30 pm – 1:30 pm

**Soheila Ajabshir**, Systems Manager, Miami-Dade County, FL

**Matt Cronin** ★, EM Manager, Palm Beach County, FL

**Atiba Upchurch**, Special Projects Coordinator, WebEOC Controller, Broward County, FL

In 2009, WebEOC was widely implemented throughout Florida, including a four-county collaboration between Palm Beach, Broward, Miami-Dade, and Monroe counties. Discover how emergency managers throughout the state are using WebEOC and ESiWebFUSION for regional collaboration to handle disasters, such as the Haiti earthquake relief effort, and planned events, such as the Super Bowl.

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## “Regional Implementation of WebEOC in Virginia”

Thursday, May 20, 1:30 pm – 2:30 pm

**Sue Ann Curran** ✨, Project Manager, Virginia Department of Emergency Management

**Michelle Oblinsky**, EM Planner, City of Chesapeake, VA

**Jim Redick** ✨, Deputy Coordinator, Virginia Beach Office of Emergency Management

This session will discuss the lessons learned in implementing a regional WebEOC strategy in Hampton Roads, Virginia. Topics to be discussed include assessing the need, system configuration, incident management, board configuration, and governance.

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## “ESiWebFUSION in Texas: Applying Effective Project Management Principles”

Thursday, May 20, 1:30 pm – 2:30 pm

**Eric Epley** ✨, Executive Director, Southwest Texas Regional Advisory Council for Trauma (STRAC)

**Jeff Newbold**, Division Director, Southwest Texas Regional Advisory Council for Trauma

**Frank Trifilio**, Critical Information Systems Engineer, Southwest Texas Regional Advisory Council for Trauma

The Texas ESiWebFUSION instance is one of the largest deployments in the nation, with 39 WebEOC servers connected statewide. A large ESiWebFUSION deployment certainly is complex, but the complexity is offset by the exponentially better communication that's enabled between all the stakeholders. This session will cover the lessons learned from a statewide deployment, including governance, technical challenges, examples of statewide boards that differ from local and regional boards, and how project management principles were used to complete the project.

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# 6<sup>th</sup> Annual Conference Speakers

2010 WebEOC User Conference, Augusta, Georgia

## Presentations by ESi Personnel

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### **“Get Maximum Benefit from the ESi HelpDesk”**

Tuesday, May 18, 5:00 pm – 6:00 pm and Thursday, May 20, 12:30 pm – 1:30 pm

**Charles Ryan**, Director, ESi Customer Support & Quality Assurance

With a Silver, Gold, or Platinum WebEOC software support plan, one of the many benefits is that you get toll-free phone, e-mail, online customer support during ESi business hours, and 24/7/365 emergency phone support. Charles Ryan will detail how customers can derive maximum benefit from the HelpDesk, covering hours of operation, after hours and international support, and services offered under your support plan (board building, troubleshooting, etc.). He will also provide advice on how customers can best be prepared to interact with ESi Customer Service Reps in order to accelerate the process.

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### **“Developer’s Forum”**

Tuesday, May 18, 5:00 pm – 6:00 pm

**Josh Newsome**, ESi VP, Product Management

**Scott Johnson**, ESi V.P., Product Development

This session is geared towards programmers. Get an opportunity to interface directly with ESi developers of WebEOC, share coding solutions that enhance or work-around WebEOC limitations and possibly influence the future of WebEOC.

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### **“ESi Developments in Spatial Visualization”**

Tuesday, May 18, 5:00 pm – 6:00 pm and Wednesday, May 19, 8:00 am – 9:00 am

**Adam Geitgey**, Chief Technology Officer, Tucuxi Software

**Shane Rimmer**, ESi Lead Developer

Spatial visualization tools are critical in emergency management. This session will demonstrate spatial visualization tools and technology offered by ESi. You will learn how to integrate mapping and visualization into WebEOC and will preview the latest visualization software now in development. A question and answer period will follow.

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### **“ESi Response to the H1N1 Pandemic”**

Tuesday, May 18, 5:00 pm – 6:00 pm

**William Glisson**, Director, ESi Health Services

In April 2009, reports of a new and deadly flu strain hit the international wire services, and the news spread quickly around the world. In May, as cases of H1N1 began to spread, ESi considered how to best support the WebEOC user community. The critical information needed for an effective response to an event like H1N1 is varied. This presentation will cover the strategy and tools used to assist public health departments, hospitals, emergency managers, and others. Examples from across the WebEOC community will also be presented.

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# 6<sup>th</sup> Annual Conference Speakers

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## **“Building the International Infrastructure”**

Tuesday, May 18, 2:30 pm – 3:30 pm, Wednesday, May 19, 10:30 am – 11:30 am,  
and Thursday, May 20, 10:45 am – 11:45 am

**Paul Butler**, ESi CFO and Executive V.P., International Business

ESi is in the process of establishing an infrastructure intended to globalize its U.S. model. This session reports on the progress to date of this effort.

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## **“EOC Design/Briefing Forum: This Isn’t Your Father’s EOC!”**

Wednesday, May 19, 8:00 am – 10:00 am

**Jim Fulton**, ESi Founder & Board Member

**Paul Crawford**, ESi Regional Manager

Technology has changed the way we manage emergencies, and nowhere is that more evident than in the Emergency Operations Center (EOC). Today, the EOC looks, feels, and functions differently than ever before. The advent of computers armed with Crisis Information Management Software (CIMS) has relegated phones and radios to secondary communications devices. Large screen centralized displays have driven far reaching changes beyond simply redesigning and rearranging the furniture. Handheld devices and high-speed communications have made the virtual EOC a reality, but most places still want, and need “the big room.” Video conferencing systems have added to the toolkit that is changing the way we meet and collaborate. Gone are the clunky TV sets hanging from the ceiling, and the noisy, confusing, poorly lighted and ventilated smoke-filled rooms of the past. This action packed presentation will show you how to take your EOC beyond the “Bridge of the Starship Enterprise” on a budget you can afford, and transform your outdated EOC into a state-of-the-art, multi-purpose briefing and training facility that can change missions in seconds.

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## **“ESi 2010 – 2011 Product Roadmap”**

Thursday, May 20, 5:00 pm – 6:00 pm

**Josh Newsome**, ESi VP, Product Management

**Scott Johnson**, ESi V.P., Product Development

This presentation will outline upcoming releases and trends we are seeing across our varying customer base, and how these will influence the future of WebEOC and other ESi products.

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## “The Boundless Collaboration Room”

YOU choose the topic, the date, and time, Oglethorpe H room

In the spirit of “Boundless Collaboration,” the Oglethorpe H room will be available for conference attendees to create their own sessions! A board will be placed outside the room showing open dates and times. YOU can write in a topic for discussion for a particular day and time, and then all you have to do is show up and see who else wants to participate. You can lead the discussion (or not) ... it’s all up to you.

Perhaps you just want advice from your peers (or want to give some advice) – put a topic on the board and see who shows up! If you have some free time, stop by the Oglethorpe H room and see what the buzz is about – you can walk in and out at any time! There are only four Zen-like principles for this open discussion:

1. Whenever it starts is the right time. Whenever it’s over, it’s over.
2. The people who come are the right people.
3. Whatever happens is the only thing that should have happened.
4. Have fun!

To get conference news and “Boundless Collaboration” room updates on twitter, follow us on [www.twitter.com/ESi911](http://www.twitter.com/ESi911)

follow us on  
**twitter**



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## Regional and Vertical Market Meetings

Take these opportunities to meet with your Regional Manager and/or your Vertical Market Manager and other WebEOC users with the same interests.

Regions I, II, KY, PR & USVI (Paul Crawford)	Tuesday, May 18, 6:00 pm – 7:00 pm
Eastern Division, Region III & SC (Mark Goodman & Jeff MacDonald)	Tuesday, May 18, 6:00 pm – 7:00 pm
Region IV & FL (Cindy Forman)	Tuesday, May 18, 6:00 pm – 7:00 pm
Regions V & VII (Mitch Yudaz)	Tuesday, May 18, 6:00 pm – 7:00 pm
Regions VI & X (Kent Cawley & Kevin Overby)	Tuesday, May 18, 6:00 pm – 7:00 pm
Federal User’s Group Meeting (Jerome Duval)	Tuesday, May 20, 7:00 pm – 8:00 pm
Region IX (Mitch Yudaz)	Thursday, May 20, 6:00 pm – 7:00 pm
Western Division & Region VIII (Kent Cawley & Kevin Overby)	Thursday, May 20, 6:00 pm – 7:00 pm
Health (William Glisson)	Thursday, May 20, 6:00 pm – 7:00 pm

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