The conference is just around the corner!!

We’re excited to present the third annual Bay Area Emergency Managers Conference. The following pages contain the agenda, presentation abstracts, and speaker bio’s. We have assembled a great array of speakers and topics to share their experiences, best practices and insights.

Included in this agenda is parking information—VERY IMPORTANT. Also, please remember that a continental breakfast and lunch will be served.

This will be a great opportunity to network with other emergency managers in the Bay Area and share ideas. Sign ups have been great with a wide variety of companies, institutions, and practitioners that will be attending.

Tickets and event information can be seen at: https://2016baem.eventbrite.com
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Session 1 (8:40am-9:20am)

Corporate Emergency Response and Business Continuity; Two Jobs – One Team

**Presenter:** Raelene Anderson, CEM, MBCP and Robert Cook, CEM  
**Organization:** Applied Materials

**Summary:** Expanding the spectrum of business resilience is a central theme to most organizations. This presentation will show how corporations and other organizations should simultaneously deploy emergency response and business continuity teams. Together, not one after the other as most people have learned works better in tandem for recovery during a variety of organizational disruptions.

The presenters are both from the public sector and have translated their experience, knowledge and training into a world class global program for use in any public or private organization. The presenters will share both lessons learned and best known methods (BKMs).

**Bio:**

**Raelene Anderson** is the Director of Global Emergency Response and Business Continuity for Applied Materials. Prior to moving to Applied Materials, she was the Disaster Recovery Manager at Solectron Corporation and Emergency Preparedness Coordinator for the City of Sunnyvale. Raelene is a Certified Emergency Manager (CEM) through the International Association of Emergency Managers (IAEM) and a Master Business Continuity Planner (MBCP) through the Disaster Recovery Institute International.

**Robert (Bobby) Cook** is the Senior Manager of Global Emergency Response for Applied Materials. Prior to moving to Applied Materials, he held positions in the fire service for 25 years in New York and was a consultant for companies serving federal and state governments as a Homeland Security Exercise and Evaluation Professional (HSEEP). Bobby is a Certified Emergency Manager (CEM) through the International Association of Emergency Managers (IAEM). He is a certified FEMA Incident Command System (ICS) instructor and holds various degrees in emergency management and security management.
Session 2 (9:20am-10:00am)

Executive Buy-In and Engagement -- Re-Imagining Resiliency
"Engagement" and "Excitement" at all levels of our organization

Presenter: Gina Manos, Director and Ray Bonilla, Senior Director
Organization: Kaiser Permanente

Summary: Building a culture of resilience requires all levels of the organization to be engaged and embrace their role in preparedness and resiliency. And it isn’t something we do just once a year – it is an on-going process of building that ‘muscle memory’ on what to do when business disruptions occur.

Our presentation will teach business continuity, crisis management and disaster recovery professionals how to engage their workforce and ensure their message on resiliency and continuity management sticks. Business continuity planning and emergency preparedness are important but that doesn't mean the messaging needs to be dry and boring. In this session, we will teach valuable tips and guidelines on how to create compelling content which will engage audiences and inspire them to embrace their role in becoming resiliency leaders.

Bio:

Gina Manos is one of Kaiser Permanente’s biggest champions in rallying its employees to become Resiliency Leaders! She is the winner of the 2015 DRI Awards of Excellence Continuity Awareness Award. Gina joined Kaiser Permanente (KP) and the IT Resiliency Management team almost five years ago. In that short time, she has been a key driver in transforming the message on preparedness. Gina and her team have developed an innovative and pioneering employee awareness strategy to raise the bar on building a culture of continuity. Transforming complex procedures into simple, clear user-friendly tools has been the cornerstone to her success in gaining program support from employees and leadership. Gina is a Certified Business Continuity Professional and MBA graduate from Saint Mary’s College of California.

Ray Bonilla leads the resiliency and continuity efforts for Kaiser Permanente IT. As the leader for IT Resiliency, Bonilla is responsible for the strategic direction and execution of enterprise-wide IT resiliency management programs, IT business continuity planning, IT crisis management, and enterprise technology risk and impact assessments and professional teams.

Bonilla leads cross-organizational programs and initiatives to enhance the resiliency of Kaiser Permanente’s IT workforce, technology infrastructures, and business processes. He also provides strong leadership in developing strategies, executing on commitments from executive leadership and the Board of Directors, and change management with key stakeholders around the organization. Ray is committed to excellence in resiliency as part of Kaiser Permanente’s broader mission to care for the communities it serves.
Cyber Breach Is Not an IT Issue - Is Your Organization Ready? 
How do you know?

**Presenter:** Jim Satterfield, President & COO  
**Organization:** Firestorm

**Summary:** Today, 80% of the value of corporate assets has shifted from physical to virtual. Accordingly, the resulting business risk has increased dramatically over the last two decades. Do you know your information assets? Understand why they are targeted? Recognize the warning signs? How have you adapted your emergency and business continuity program to address these escalating human risks from your employees, suppliers, and customers?

In the event of a Breach, an organization must have a Cyber Breach Response Plan to address the overall business issues beyond the IT problem. This plan should be detailed, identify the warning signs, document the actions required, assign responsibilities, and confirm the critical communications needed. This presentation will focus on these critical elements and strategies needed to protect your overall business, brand, and clients as a result of a breach. Learn what you must do now.

**Bio:**

**James (Jim) W. Satterfield** is the President/COO and co-founder of Firestorm®. Jim is a nationally recognized expert on crisis management, threat assessment, disaster preparedness and business continuity planning. He has experience as President, CEO and COO of various public and private companies in business continuity, communications, crisis management, environmental, insurance, reinsurance, risk management and technology. Jim has extensive expertise in the identification and quantification of risk.

Jim has led in the development of national standards for pollution prevention, risk management, and environmental due diligence. He has spoken to hundreds of groups on risk management, governance, and disaster planning. He is co-author of a book entitled Disaster Ready People For A Disaster Ready America.

Jim led the Firestorm team that provided the crisis and media management support at Virginia Tech in response to the shootings also as well as dozens of other crises. He is currently leading a national focus on the failure of disaster plans, the role of schools in protecting their students and the impact of disaster discrimination.
Session 4 (10:55am-11:35am)

2015-2016 CI / KPMG Global BCM Program Benchmark Study
Results and Resilience Trends

**Presenter:** Matt DeFrain, Director

**Organization:** KPMG

**Summary:** KPMG has partnered with Continuity Insights to conduct this survey annually since 2003 through 2009, and then bi-annually in 2012, 2014, and 2016. Respondents for the study were obtained from the Continuity Insights subscriber base by way of its publications, Website and email deployments, as well as from other professional organizations that supported the study. The online survey was comprised of 47 questions and was fielded from November 2015 to February 2016. The study questions were developed by KPMG. Nearly 350 respondents participated. Learn about the latest trends in Resilience through a summary of the results with emphasis on issues / crisis management, tools, metrics and program management.

**Bio:**

**Matt DeFrain,** is a Director in KPMG’s Advisory, Information Protection and Business Resilience practice, with over 17 years professional experience in business continuity management, including process continuity, IT disaster recovery, emergency response and crisis management. Additionally, Matt has extensive experience in information systems security and enterprise risk management. Matt is a Certified Business Continuity Professional (CBCP), and Member of the Business Continuity Institute (MBCI), and a Certified Information Systems Security Professional (CISSP).
Session 5 (11:35am-12:15pm)

A Drone’s View of a Medical Surge Plan: Power, Money and the Cause

**Presenter:** Jane Smith, Commissioner  
**Organization:** EMS Authority  

**Summary:** As healthcare professionals we often stretch the limits of our system but manage to get through any given day, probably with a sigh of relief. Today we are living in volatile times whereas events that were considered unique are now the norm, i.e. Zika, to work place shootings.

Once day-to-day operations are interrupted, you must utilize medical surge plans that have been previously developed and are in place that involve common language of Incident Command Systems (ICS), Mass Causality Incident (MCI), and overall Emergency Preparedness. In this session we will examine four (4) effective tools involving rational processes to develop or improve a framework for a medical surge plan.

2. Organize the Power of relationships, responsibilities with qualified job tasks.
3. Confront the 800lb gorilla – Money!
4. Implement the plan to assure that the Cause is fixed and complete.

Our ‘praxis’ is to provide for unanticipated stresses, not simply to survive but thrive. The end goal of this session is that you will be able to use these tools to bring ‘control to the chaos’ through your developed Operating Procedures.

**Bio:**

**Jane Smith**, MA, NREMT-P, is an EMS expert with 30 years of experience in both the public and private sectors, including Public Health, Education, the Fire Service and Nonprofit business. She has worked in all ranks up to and including EMS Department head where her responsibilities included QI/QA, education and training, strategic planning and budget management. She has taught for 10 years as a tenured teacher with the Community College. As an entrepreneur, she has worked with a number of other professionals to lead a nonprofit community base Paramedic organization to become a premier educational institution to provide a voice for EMS throughout the State.

She has been a pod advisor for Center for the Health Professions at UCSF, faculty member for American Heart Association, and guest speaker for local and national conferences.

Jane is a paramedic and serves is a Commissioner for the California EMS Authority and has memberships with many professionals associations. She has a MA in Education and a BS in Biology with a minor in Chemistry.
Resilience after a cybersecurity attack - implementing a prudent cybersecurity emergency management program.

**Presenter:** Tony Crites and John Romero  
**Organization:** Preparedness Programs Emergency Services, Texas A&M Engineering Extension Service

**Summary:** The number of reported cyber incidents in the United States each year is increasing, and the Nation faces persistent challenges with a widespread, growing, and ever-changing threat of cyber-attacks and an insufficient number of cybersecurity professionals. The risk of a company experiencing a major cyber-incident is high, however the role of emergency managers and cybersecurity professionals in preventing, mitigating, and responding to a major cyber incident with physical consequences remains unclear. There is a need to integrate cybersecurity and emergency management to be able to respond to and recover from a major cyber-incident. This conference talk will highlight the importance of emphasizing and integrating cybersecurity personnel into your emergency management program to assist in protecting your data and your customer’s data.

**Bio:**

Tony Crites currently serves as the Program Director for the Preparedness Programs with the Emergency Services Training Institute (ESTI), a division of the Texas A&M University Engineering Extension Service (TEEX). As such, he is responsible for the Exercise program, Department of Defense courses, the Jurisdictional Crisis Incident Management – ICP, and Jurisdictional Crisis Emergency Management – EOC courses.  
As well as managing the above courses Mr. Crites was the Training Manager over the Incident Management programs and an instructor in the Enhanced Incident Management/Unified Command Course at TEEX.

Mr. Crites holds a Bachelor of Science degree in Public Emergency Services Management from Utah Valley University. He is a certified Fire Officer, Instructor and has extensive classroom experience teaching and training for large scale disaster preparedness and response.

John Romero holds a B.S. in Computer Science from Texas A&M University with a minor in Geographic Information Systems. For more than 20 years, John has been designing, developing, and directing software application database development. He is also a part-time instructor for the Department of Homeland Security teaching cybersecurity.

Mr. Romero is currently the Program Director of the Knowledge Engineering Center (KEC) specializing in eLearning web application development and Cybersecurity training and assessments. KEC products include systems that have been licensed by the Federal Emergency Management Agency (FEMA) and multiple states to manage and coordinate the emergency responder training records for each state. KEC also provides training, vulnerability assessments and compliance reviews for cybersecurity and information security personnel.
People do not just snap. There are warning signs, red flags, cues, signals – but often they are not considered to be of a serious nature, so they don’t get reported. Whether violence or cyber–bullying, there are warning signs and indicators. Missing recognition of behaviors of concern or failing to listen to what is being said empowers escalation to violence. Knowing before the gun comes to the workplace or an act of violence happens is a critical intelligence planning responsibility for every business. The earlier a problem is detected, the less impact it will have.

In today’s world, businesses are fortunate to have specific methodologies, best practices, and technology as a tool that they can incorporate to assist in the process of mitigating or eliminating violent threats. These approaches and best practices, when utilized with appropriate planning, training and exercises, can significantly improve the safety and security of your entire facility.

This talk covers comprehensive and consistent methods and strategies to identify behaviors of concern prior to becoming an act of workplace violence.

Bio:

Jeff Hamilton has more than thirty-three years of experience in technical management and executive level positions in a variety of industries. For the past 6 years he served as Chief Operating Officer and Vice-President of Nexis Preparedness Systems (NPS) and is now President of the company. He is one of the key architects of NPS’s unique “effective response & recovery” approach.

In the course of working with customers, first responders, and industry professionals Jeff has developed several tools and integrated approaches to supply cache design and response that have become best practices; providing companies with effective solutions to meet their emergency response objectives. As a principal with Firestorm, Jeff will be able to align these solutions to Firestorm PREDICT.PLAN.PERFORM.® process.
Session 8 (2:35pm-3:15pm)

Benefits of Joining the International Association of Emergency Management International

**Presenter:** Carolyn J. Harshman, CEM, President  
**Organization:** IAEM-USA Region 9

**Summary:** With more than 9,000 members worldwide, the International Association of Emergency Managers is the leading professional association dedicated to bringing together emergency managers and responders from all levels of government, military, the private sector and volunteer organizations. Also, IAEM’s Certified Emergency Manager (CEM) is the only internationally-recognized certification program for emergency managers. Our speaker is President of IAEM-USA Region 9 which California, Arizona, Nevada, Hawaii, and the Pacific Territories.

In addition to an overview of IAEM and CEM benefits and opportunities, the presentation will provide insights into activities within the region for promoting disaster resilience. Topics will include:

- Resilience concepts and definitions
- Methods to strengthen mitigation and recovery
- National Disaster Preparedness Training Center’s educational opportunities to learn and examine disaster resilience
- Rockefeller Institute’s “100 Resilient Cities” campaign to encourage urban resilience - the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience. Best practices from the region’s representatives - Berkeley, Honolulu, Los Angeles, Oakland, and San Francisco

**Bio:**

Carolyn J. Harshman is President of Emergency Planning Consultants located in San Diego, California. Since 1984, Ms. Harshman’s company has provided emergency management plans, training, and exercises to a wide range of governments, including special districts, educational institutions, and transit agencies. Professional services include: hazard and vulnerability assessments, emergency operations plans, hazard mitigation plans, recovery plans, continuity of operations plans, catastrophic plans, training, and exercises.

Carolyn’s work in emergency management began as a hazard planner and public information officer for the County of San Diego Office of Emergency Services. Ms. Harshman holds a MPA from San Diego State University and is a Certified Emergency Manager as conferred by the International Association of Emergency Managers. She is an active member of IAEM, serving previously as Chair of the Conference Committee, Leadership Symposium, and Membership & Marketing Committee. At present she serves as President of IAEM USA Region 9.
Parking – Genentech Event Center (VERY IMPORTANT)

A specific parking area has been set aside for those attending BAEM. Please read the following instructions CARFULLY. This page and the next detail out the parking, the shuttles, and the ID requirements for the event. Plan on arrival to take into account shuttle drive. Looking forward to having everyone there!!

NOTE: All attendees from outside Genentech will be advised that as a visitor to Genentech they will be required to present a valid US Government issued photo ID (such as a US State ID Card, US Drivers License, US Permanent Resident Card, US Military ID Card) or a valid Passport

Parking:
Parking Structure A
450 East Grand Ave.
South San Francisco, CA 94080

Venue:
Genentech Event Center
401 DNA Way, BLDG 21
(Formerly 1000 Grandview Drive)
South San Francisco, CA 94080
BAEM Conference 2016 Parking Instructions

Arriving:

Park At:
Parking Structure A
450 East Grand Ave.
South San Francisco, CA 94080

Take Shuttle To 401 DNA Way (formerly 1000 Grandview) Venue—Genentech Event Center:

Go to gRide shuttle stop outside of 450 E. Gran Ave. and take the Green Line shuttle to 401 DNA Way. (shuttles run every 5 minutes)

Departing from Venue:

Take Shuttle To 450 East Grand Ave Venue—Parking Structure A:

Going back to parking area from the Event Center there are two options: RED LINE and BLUE LINE which means a 15 passenger shuttle every 3 minutes.
BART Instructions

**BART:**

Attendees who wish to take BART to Genentech may board the gRide Bus at the following locations:

- Millbrae BART Station
- Glenn Park BART Station

Simply board and take it to Genentech to B24 stop on Campus. Walk to 1000 Grandview Blvd (B21) to our location.

**SamTrans:**
http://www.samtrans.com/schedulesandmaps/shuttles/Genentech_Shuttle_-_BART.html

**gRIDE**
http://grideschedule.gene.com/transit.html#instance/dna_and_genenbus