Come in We’re OPEN

Rocky Mountain Business Preparedness Academy

September 30, 2014

The Cable Center
2000 Buchtel Blvd. • Denver, CO 80210

Participant Informational Packet
Directions and Parking Information

The address for the Academy is 2000 Buchtel Blvd., Denver, CO 80210.

Driving Directions I-25 South from I-70:

- Merge onto I-25 South towards Colorado Springs
- Take exit 205 for University Blvd
- Keep right at the fork, follow signs for University Blvd
- Keep right at the fork, follow signs for University Blvd S and merge onto S University Blvd
- Turn right onto Buchtel Blvd
- The Cable Center is on the left and approximately 100 ft. from a light rail station
- $5 parking is available in the lot adjacent to and in front of the Cable Center

Note: If you get lost please contact Yolanda Martinez at (303) 815-0113.

Driving Directions I-25 North from E-470:

- Merge onto I-25 North towards Denver
- Take exit 205 for University Blvd
- Keep left at the fork, follow signs for University Blvd S
- Turn left onto S University Blvd
- The Cable Center is on the left and approximately 100 ft. from the light rail station
- $5 parking available in the lot adjacent to and in front of the Cable Center

General Information:

- Continental breakfast, lunch and refreshments will be served.
- Flash drive with presentations and other Academy materials will be provided to each participant.
- Free wifi is available throughout the Cable Center.
# 2014 Rocky Mountain Business Preparedness Academy Schedule

**Tuesday September 30, 2014**
The Cable Center, 2000 Buchtel Blvd, Denver, CO 80210

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Registration &amp; Exhibition Hall opens, continental breakfast provided</td>
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<tr>
<td>8:00 a.m.</td>
<td><strong>Morning General Session</strong>&lt;br&gt;Panel of business owners affected by Colorado disasters will share stories, lessons learned and best practices.</td>
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<tr>
<td>9:30 a.m.</td>
<td>Break (Exhibition Hall will be open)</td>
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<tr>
<td>9:45 a.m.</td>
<td>Breakout Session 1 (choose 1 of 3 below):</td>
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<td></td>
<td><strong>Cyber Security</strong>&lt;br&gt;Scott Schons&lt;br&gt;Special Agent&lt;br&gt;Denver InfraGard Coordinator&lt;br&gt;FBI</td>
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<td></td>
<td><strong>Hazard Vulnerability Assessment (HVA)</strong>&lt;br&gt;Philip Niemer&lt;br&gt;Director of Operational Continuity and Emergency Management&lt;br&gt;Children's Hospital&lt;br&gt;Jerrod Milton&lt;br&gt;Professional Services Division&lt;br&gt;Children's Hospital</td>
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<td></td>
<td><strong>Red Cross Ready Rating Overview: Learn How We Can Help You Be Better Prepared</strong>&lt;br&gt;Troy Staples&lt;br&gt;Regional Ready Rating Manager&lt;br&gt;American Red Cross&lt;br&gt;Colorado and Wyoming Region</td>
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<tr>
<td>11:00 a.m.</td>
<td><strong>Working Lunch General Session</strong> (Lunch to be provided)&lt;br&gt;Guy Grace, Director of Security and Emergency Planning, Littleton Public Schools&lt;br&gt;Officer Justin Baumgartner, Community Liaison Officer, Urban Development–Glendale Police Department</td>
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<tr>
<td>12:25 p.m.</td>
<td>Breakout Session 2 (choose 1 of 3 below):</td>
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<td><strong>Memorandum of Understanding (MOU)</strong>&lt;br&gt;Jim Krugman&lt;br&gt;Emergency Training and Exercise Coordinator&lt;br&gt;Mayor's Office of Emergency Management &amp; Homeland Security&lt;br&gt;City and County of Denver</td>
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<td><strong>Crisis Communications</strong>&lt;br&gt;Jennifer Schiavone&lt;br&gt;Regional Preparedness Liaison&lt;br&gt;FEMA Region VIII</td>
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<td><strong>Mitigation Against Risk</strong>&lt;br&gt;Pam Cox&lt;br&gt;Business Continuity Manager Level III&lt;br&gt;Tony Mendes&lt;br&gt;Senior Mitigation Specialist&lt;br&gt;FEMA Region VIII</td>
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<tr>
<td>1:40 p.m.</td>
<td>Break (Exhibition Hall will be open)</td>
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<tr>
<td>1:55 p.m.</td>
<td><strong>Afternoon General Session</strong>&lt;br&gt;John O'Brien, Mayor of Lyons, How the town of Lyons Survived the Floods of 2013</td>
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<tr>
<td>3:25 p.m.</td>
<td>Break (Exhibition Hall will be open)</td>
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<tr>
<td>3:40 p.m.</td>
<td>Breakout Session 3 (choose 1 of 3 below):</td>
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<td><strong>Active Shooter and Insider Threat</strong>&lt;br&gt;Captain Mike Gross&lt;br&gt;Glendale Police Department&lt;br&gt;Justin Baumgartner&lt;br&gt;Community Liaison Officer&lt;br&gt;Glendale Police Department</td>
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<td><strong>Table Top Exercise</strong>&lt;br&gt;David Greenhouse&lt;br&gt;Business Continuity Manager&lt;br&gt;Mercury Systems</td>
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<td><strong>SBA-Recovery Class</strong>&lt;br&gt;Matthew Varilek&lt;br&gt;Region VIII Administrator&lt;br&gt;U.S. Small Business Administration&lt;br&gt;SBA Disaster Office Representative</td>
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<tr>
<td>4:45–5:00 p.m.</td>
<td>Closing Remarks&lt;br&gt;George Sullivan, Director of Preparedness, American Red Cross Colorado &amp; Wyoming Region</td>
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Session Descriptions & Speaker Biographies

Morning General Session

Panel of Business Owners Affected by the 2013 Floods
Stories, Lessons Learned and Best Practices

Description: A panel of Colorado business owners will share their experiences surviving a series of disasters, from the Manitou Springs flash flooding to the historic floods of 2013. Learn how they not only managed to survive these disasters, but also contributed to the ability of their greater community to recover afterwards. Each panelist brings a unique perspective on the source of their success and the vital steps they took to prepare before disaster struck.

Panelist Biographies
The panel will be moderated by Laura Levy

Diane Muno is owner of four retail businesses in Estes Park. Diane purchased The Spruce House in 2006 and subsequently added The Christmas Shop and The White Orchid in 2010, followed by The White Orchid Bridal in 2012. All four stores were impacted by wildfires in 2012 and more seriously by the floods of 2013. Diane is currently the President of Estes Valley Partners for Commerce, sits on the Board of Directors for the Estes Park Medical Center Foundation and is Past President of the Estes Park Wedding Association.

Natalie Johnson is the executive director of the Manitou Art Center and the Manitou Springs Arts District. She is also the co-chair of the Manitou Emergency Recovery Fund. She has spent more time than she ever imagined working with the community to manage and recover from natural disasters.

Connie Sullivan sits on the Board of Trustees for the town of Lyons. Connie is the co-owner of the St. Vrain Market in Lyons. When the town of Lyons became completely cut off by the 2013 floods, the St. Vrain Market was prepared and was able to provide essential supplies in the initial days of isolation from outside help.

Chris Moody
Breakout Session 1

Cyber Security
Scott Schons, FBI

**Description:** Scott will present on the FBI Cyber Program and InfraGard. The presentation will address cyber threats and how businesses can obtain information about future cyber threats.

**Speaker Biography:** Scott Schons is a special agent with the Federal Bureau of Investigation. Scott began his career as an FBI agent in 1999. His first assignment was the St. George Resident Agency in St. George, Utah. Scott was responsible for investigating all FBI priorities including bank robberies, fugitives, terrorism and white collar crime during his eight years in St. George. In 2007 Scott transferred to Denver and was assigned to the Cyber Squad. Scott currently is responsible for computer intrusion investigations and is the InfraGard Coordinator for the Denver InfraGard Chapter.

Hazard Vulnerability Assessment (HVA)
Philip Niemer, Children's Hospital
Jerrod Milton, Children's Hospital

**Description:** This session is designed to instruct attendees in how to conduct a basic hazard vulnerability assessment and analyze the data using the Community Hazard Vulnerability Assessment (CHVA) tool. The free tool simplifies the approach to conducting meaningful assessments and elevates the quality of information gleaned through the process. The tool supports the more advanced discipline of Continuity of Operations Planning (COOP).

Benefits of the tool include: 1) Ease of use, 2) Turnkey (pre-programmed) data analytics, 3) Identification of gaps apparent from internal/external perspectives in the four phases of emergency management, and 4) Sample forms for documenting HVA regulatory compliance and action planning. Attendees will also be given a sneak peak of the new Joint Risk Assessment (JRA) web-based tool.

**Speaker Biography:** Philip Niemer, MBA, MS, oversees the Continuity of Operations (COOP) and the emergency management program at Children's Hospital Colorado. He champions clear text terminology and has developed a series of tools, including the Community Hazard Vulnerability Assessment (CHVA) and Joint Risk Assessment (JRA), for use in coalition and continuity planning. In 2012, Niemer was the hospital's incident commander for Children's Hospital during the aftermath of the Aurora movie theater shooting. Most recently, Phil was a coauthor of *Lessons Learned: Release of Patient Information During High-Stress Events* and author of *Continuity of Operations (COOP) Planning: Lessons Learned from COOP Healthcare Integration.*
**Speaker Biography:** Jerrod Milton, RPh, MBA (HCM) is a hospital executive responsible for operational performance of the Professional Services division at Children’s Hospital Colorado. The Professional Services division is composed of clinical departments including pharmacy, radiology, clinical nutrition, pathology, and laboratory services. Continuity of operations planning and emergency management also falls within Mr. Milton’s scope of operational responsibility. In 2010, Mr. Milton directed the safe and ethical relocation of 105 orphaned Haitian children immediately following the devastating earthquake in the region. Since that time, he has served Children’s Hospital Association on the leadership panel supporting its national pediatrics Disaster Relief Task Force.

**Red Cross Ready Rating Overview: Learn How We Can Help You Be Better Prepared**

Troy Staples, American Red Cross

**Description:** Ready Rating is a program that helps businesses, schools and organizations become prepared for disasters and other emergencies. Ready Rating members have access to specialized tools, resources and information for evaluating and improving their ability to withstand disaster, maintain operations and protect lives and property. Whether you are taking your first steps or have a fully-functioning emergency management program, the Ready Rating program can help you achieve a higher level of preparedness. Ready Rating is a free service from the American Red Cross.

**Speaker Biography:** Troy Staples is the Corporate Preparedness Manager for the American Red Cross Colorado & Wyoming Region and the Regional Ready Rating Manager. Troy is responsible for developing the Red Cross private sector preparedness program curricula and teaching businesses, schools, organizations and places of worship to be better prepared for, respond to and recover from a disaster or emergency. Troy is an emergency preparedness professional with more than 20 years of private sector management experience, including emergency response, asset protection, strategic life safety planning and management of teams of 50 or more employees. Troy is certified in numerous subjects by the Federal Emergency Management Agency (FEMA) and the Department of Homeland Security (DHS). Troy is a member of the Association of Contingency Planners and is an instructor for CERT (Community Emergency Response Team), The CELL’s Community Awareness Program and American Red Cross CPR, AED and First Aid.
Working Lunch General Session

Guy Grace, Littleton Public Schools
Officer Justin Baumgartner, Glendale Police Department

Description: Learn from two premier experts in the field of emergency preparedness and response. Guy Grace will share experiences and learning from his 20-plus years in emergency planning, including recent examples of how preparedness programs and planning have paid off and potentially saved lives. Justin Baumgartner will bring his considerable anti-terrorism and school violence prevention knowledge to the table to explain how they are relevant to your organization, school, business or place of worship. Justin will also be discussing the City of Glendale Police Department's Run-Hide-Fight Trauma class, and how this training would be useful to any sized business or organization.

Speaker Biography: Guy M. Grace Jr. serves as the Director of Security and Emergency Planning for Littleton Public Schools, a suburb of Denver. Guy began providing District Services to Littleton Public Schools in 1990. Administration quickly recognized his security/law enforcement aptitude, promoting him first to Patrolman, Lead Officer, Security Coordinator, and in 1999 Guy was appointed to head up the LPS Security Department. Prior to employment with the school district, Guy had served in the military and studied criminal justice and human resources. Guy was exposed to school security as a contract private security officer providing services to a school district in his hometown. While serving in his position with LPS, Guy has continued his education in Human Resource management, criminal justice and technology. Guy has received numerous awards and recognition for his service and creativity. Guy also serves on several local and state emergency planning committees, where he offers valuable input and insight from a school district's point of view. Guy has also assisted in the designs of physical security programs for schools for LPS and other districts. In addition, Guy also regularly field tests and develops programs and practices for the use of cutting edgetechnology to help facilitate proper responses in emergencies. Guy is known as a hands-on director and enjoys his role in protecting the schools and the community.

Speaker Biography: Community Liaison Officer Justin Baumgartner has been a member of the Glendale Police Department since 2010, beginning his law enforcement career with the Colorado State Patrol in 2008. Justin is an active Terrorism Liaison Officer and serves as the Glendale Police Department's direct liaison with the Colorado Information Analysis Center. Justin is a certified instructor from New Mexico Tech Energetic Materials Research and Testing Center in the fields of Incident Response to Terrorist Bombings, Understanding and Planning for School Bomb Incidents, and Prevention of and Response to Suicide Bombing Incidents. Justin is an active Community Awareness Program instructor for the Counterterrorism Education Learning Lab located in Denver and is a certified International Crime Prevention specialist through the International Society of Crime Prevention Practitioners. Justin is currently in the process of attaining his Ph.D. from Walden University in the field of Public Policy and Administration, emphasizing on Terrorism, Mediation and Peace, with a qualitative dissertation study on community resilience in regards to active shooter events. Justin is also a current instructor in the field of criminal justice for Johnson and Wales University and Columbia College, Denver Campus.
Breakout Session 2

Memorandum of Understanding (MOU)
Jim Krugman, City and County of Denver

Description: A business continuity strategy has many facets critical to maintaining operations both during and following an emergency or disaster. Both Memorandums of Understanding (MOUs) and Mutual Aid Agreements (MAA) are simple tools that are essential to business emergency preparedness that can minimize post-disaster impacts. This presentation will explain and highlight the differences between the two and provide classroom examples in their preparation and application.

Speaker Biography: Jim Krugman joined the Denver Office of Emergency Management and Homeland Security as the Training and Exercise Coordinator in June 2012 after a career of 36 years with the USDA Forest Service in the areas of natural resource management and wildland fire.

His background includes extensive experience in emergency preparedness, planning and response at the national, state and local levels, including hurricanes Ivan and Katrina.


Crisis Communications
Jennifer Schiavone, FEMA Region VIII

Description: Chances are that your business will be impacted by a crisis at some point in time – whether that’s a natural or man-made disaster, a high-profile personnel issue, lawsuit or other attack on your brand, effective communication can make the difference between recovering from the situation quickly and getting caught in an ongoing public relations nightmare. In today’s era of instant information, it’s more critical than ever to create a plan for communicating with your employees, customers, vendors, the public and the media in the face of an emergency. Join a panel of crisis communications experts and learn how to protect your business and reputation when catastrophe strikes.

Speaker Biography: Jennifer Schiavone is the Regional Preparedness Liaison for FEMA Region VIII.
**Mitigating Against Risk**

Pam Cox, Level III Communications
Tony Mendes, FEMA Region VIII

**Description:** Many natural hazards cannot be prevented by an individual business. However, even for those hazards that cannot be prevented, there are many opportunities to reduce the potential impacts on life, property, and business operations. In this panel, public and private sector experts will provide an overview of strategies to identify and mitigate against risk to help your organization become more resilient.

**Speaker Biography:** Pam Cox has been a member of Level III Communication's business continuity team since 2004. The corporate team is responsible for ensuring its Business Continuity Program is consistently implemented globally and in alignment with standards and best practices.

**Speaker Biography:** Tony Mendes has been with the Federal Emergency Management Agency (FEMA) for over 20 years, having previously worked at the State of Colorado's Office of Emergency Management. He is responsible for emergency and disaster planning for Mitigation activities within a six-state Region (CO, MT, ND, SD, WY, UT). Additionally, as part of the agency's continuing development and refinement of Flood Hazard Risk Mapping efforts, Tony works with local and state community governments to ensure comprehensive understanding of the risks faced in those areas. During disaster response deployments nationwide, Tony has worked in long-term community recovery, sustainability and redevelopment planning; coordination of partnerships, team building, project identification, non-traditional funding mechanisms; working with other federal agencies, state governments and organizations, local governments, military, private industry and non-profit organizations for all aspects of disaster relief efforts. Tony lives in Lakewood and enjoys raising horses, gardening and winter-time downhill skiing. He is the proud father of two sons, Alex and Jake.

**Afternoon General Session and Keynote Speaker**

**How the Town of Lyons Survived the Floods of 2013**
Mayor John O'Brien, Town of Lyons

**Description:** On September 9, 2013 a steady rainfall began over Colorado that would continue for days, resulting in flooding of historic proportions – some towns experienced their expected annual rainfall in a matter of days. The Town of Lyons was isolated into six islands by the flooding of St. Vrain Creek as well as the bursting of several critical dams. Alone and days away from being able to receive aid, residents and community leaders had to come together to ensure their mutual survival. John O'Brien lived through the ordeal, and will share the story of how Lyons survived the floods of 2013.
**Keynote Speaker:** John E. O’Brien is the current mayor of the town of Lyons and President of O’Brien Consulting LLC. His business experience includes serving as part owner, Chairman and Executive VP of Point Technologies, Inc., and President of Point Technologies, S.A. located in Heredia, Costa Rica. Prior to joining Point Technologies, John was Chief Operating Officer of two different privately held regional companies headquartered in Texas. That experience followed a career at Eastman Kodak Company, where he was Director of International Marketing and Regional Business Unit Manager for Kodak Consumer Battery Products. In addition to being President of O’Brien Consulting LLC, John is an investor in Blackstraw Investors LLC, a private investment company in the medical device industry. John is a graduate of the University of the Americas (Mexico, D.F.) and Thunderbird School of Global Management (Glendale, AZ), with extensive international management experience. He is Adjunct Professor in the Daniels School of Business of the University of Denver, where he teaches Global Management and Entrepreneurship and Venture Management. John also is Chair of the Lyons Economic Gardening Group, Chair of the Lyons Economic Development Commission and Past President of the Lyons Area Chamber of Commerce. He has also served 3+ years on the Lyons Planning and Community Development Commission.

**Breakout Session 3**

**Active Shooter and Insider Threat**  
Captain Mike Gross, Glendale Police Department  
Justin Baumgartner, Glendale Police Department

**Description:** It is an unfortunate fact that the “active shooter” term has been incorporated into our modern day society. These incidents create devastation that can take decades for true recovery. As a result of such active shooter incidents identified around the nation, the Glendale Police Department focused on the need to train its community to respond to an active shooter event with a survivor mentality, not as a potential victim. The Department of Homeland Security, in partnership with the City of Houston, created a platform identified as Run-Hide-Fight. The Run-Hide-Fight program was established to initiate the mindset that if you can evacuate, then do, if there is no option to evacuate, hide within your facility, and as a last option, fight for your survival.

The **Run-Hide-Fight** program was integrated into the conversation with our local paramedic service, the Denver Health Paramedic Division, which is the 9-1-1 EMS provider in the City and County of Denver. As a phenomenal partnership opportunity, the Run-Hide-Fight-Treat program was created. This program was developed to give the community as many options as possible to work towards their own survival from the time an event begins, to the time when first responders start arriving on scene, and during the time when the scene is being deemed secure by law enforcement personnel. Developing and offering an educational program that combines potential pre-indicators of an active shooter(s), case studies on historical events, utilization of the Department of Homeland Security’s Run-Hide-Fight program and the ability to perform self-initiated medical trauma care, has allowed the City of Glendale to provide a foundational platform for business resilience in the face of potential tragic moments.
Speaker Biography: Captain Mike Gross is a former Marine and 22-year veteran of Law Enforcement. Serving with the Glendale Police Department for the last 20 years, Captain Gross has served in every division and on all special units within the police department, including patrol, investigations, field training, bicycle and motorcycle units. Captain Gross has served as a Defensive Tactics and Ground Fighting instructor and is currently a Master Firearms Instructor. A graduate of the Northwestern School of Staff and Command, Captain Gross is the Operations Commander of the Glendale Police Department and the City's Emergency Manager.

Speaker Biography: Community Liaison Officer Justin Baumgartner has been a member of the Glendale Police Department since 2010, beginning his law enforcement career with the Colorado State Patrol in 2008. Justin is an active Terrorism Liaison Officer and serves as the Glendale Police Department’s direct liaison with the Colorado Information Analysis Center. Justin is a certified instructor from New Mexico Tech Energetic Materials Research and Testing Center in the fields of Incident Response to Terrorist Bombings, Understanding and Planning for School Bomb Incidents, and Prevention of and Response to Suicide Bombing Incidents. Justin is an active Community Awareness Program instructor for the Counterterrorism Education Learning Lab located in Denver, Colorado and is a certified International Crime Prevention Specialist through the International Society of Crime Prevention Practitioners. Justin is currently in the process of attaining his Ph.D. from Walden University in the field of Public Policy and Administration, emphasizing on Terrorism, Mediation and Peace, with a qualitative dissertation study on community resilience in regards to active shooter events. Justin is also a current instructor in the field of criminal justice for Johnson and Wales University and Columbia College, Denver Campus.

Tabletop Exercise: The First 36 Hours of Disaster, What Are You Going to Do?  
David Greenhouse, Mercury Systems

Description: How do you know if your crisis preparedness plans will work when the real crisis hits? Try them out. This discussion will identify approaches to conducting an effective exercise by researching the types of risks your business faces, utilizing those risks in a crisis scenario to educate your staff, and conducting tabletop and/or simulations of these crisis scenarios to assess how well you would be able to respond to these events. Exercise samples will be reviewed to show how you can put together your own exercise. Different types of exercises will be discussed, so you can determine what works best for your organization.

Speaker Biography: David Greenhouse has been actively involved in Crisis Management activities for the last 15 years developing crisis management, business continuity, and data center recovery plans for a major Financial Services organization; for clients of a major technology provider; and currently for one of the world's largest credit card processors. During his professional career, Dave has coordinated the response to eight major crisis events including building fire, hurricane, earthquake, and toxic chemical spills. He has participated in FEMA community preparedness activities; assisted the Red Cross in developing community/business preparedness programs; participated on the Colorado State School safety committee and Durango School District active shooter exercise; is a member of the Community Emergency Response Team (CERT); and is a board member of the Association of Contingency Planners.
SBA Recovery Class
Matthew Varilek, U.S. Small Business Administration

Description: Your worst nightmare has become reality and your business has been flooded, impacted by wildfire, or cannot operate due to myriad of disasters impacting businesses across the country on a daily basis. What resources are available to help your organization recover? Presenters will provide an overview of financial and other services that SBA offers to help get you back into business.

Speaker Biography: Matthew Varilek is the Regional Administrator of the U.S. Small Business Administration (SBA) for Region VIII. In this role he oversees delivery of the agency's small business programs and services in South Dakota, North Dakota, Wyoming, Utah, Colorado, and Montana.

Master of Ceremonies
George Sullivan, American Red Cross

Speaker Biography: George Sullivan is the Regional Director of Community Preparedness and Resiliency Services with the American Red Cross. He has over 20 years of private sector management experience, where he was responsible for emergency response, asset protection, strategic life safety planning and management of teams of more than 60 employees. He is currently on the leadership team of multiple national-level projects for community resilience and private sector preparedness programs, developing preparedness course curriculum and strategies to support those initiatives. George is experienced at working and coordinating with public sector agencies; participating in strategic planning and inter-agency full-scale exercises; and writing and reviewing Emergency Response Plans for private sector facilities, school campuses and community organization centers. He is the Regional Continuity Planning Team Lead for the American Red Cross.