



**State of Wisconsin  
Homeland Security Council**

SCOTT WALKER  
Governor

BRIG GEN (WI) DONALD P. DUNBAR  
Homeland Security Advisor

Department of Military Affairs  
2400 Wright Street  
Madison, WI 53704

608.242.3075

**Open Session Meeting Minutes**

Wisconsin Department of Military Affairs  
Classroom 230

Wednesday, April 20, 2011  
9:54 AM – 12:05 PM

**Members present:** Chair Brigadier General Donald Dunbar (DMA), Dr. Henry Anderson (DHS), Susan Buroker (DATCP), Greg Engle (OJA), Mike Hinman (WEM), Diane Kohn (DOA), Sheriff David Mahoney (Badger Sheriffs Association), Ed Wall (DCI), and David Woodbury (DNR).

**Members absent or excused:** Supt. Stephen Fitzgerald (WSP), Chief Edward Flynn (Chiefs of Police), Chief Brian Satula (Fire Services), and Chief Charles Tubbs (Capitol Police).

**Alternates present:** Dan Blackdeer (Capitol Police), Diane Christen (DHS), David Duecker (OJA), Bill Engfer (DNR), Chief Greg Leck (Chiefs of Police), Brad Liggett (Fire Services), David Matthews (DCI), Patrick O'Connor (WEM Brevet Alternate), Dave Pabst (WSP), Mark Wahl (DOA), and Paul Wolfe (WSP Brevet Alternate).

**Others present:** Randi Milsap (DMA), Lynn Rasmussen (DMA), Brian Fox (DMA), Teague Harvey (DMA), Lori Getter (WEM), BG Scott Legwold (DMA), COL Mark Michie (DMA), Lt Col David May (DMA), LTC Timothy Covington (54<sup>th</sup> Civil Support Team), LTC Steve Sherrod (DMA), MAJ Joseph Adamson (DMA), CPT Kenneth Van Horn (54<sup>th</sup> Civil Support Team), Jeff Anderson (USAO), Pamela Bergren (FBI), Paul France (WEM), Lisa Heitman (USAO), Bob Kelley (USDHS), James King (USDHS), Andrea LeStarge (DCI), Brad Montgomery (DCI), Dallas Neville (U.S. Marshals), Tim Pfrang (DMA), Tod Pritchard (WEM), Ed Rooney (USDHS), Neil Saxton (MPD), Margaret Thill (FBI), Eric Thomas (USDHS), and Jody Wormet (DCI).

**9:54 AM: Convene in open session.**



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After convening in open session, the council took a short break.

**10:07 AM: Re-convene in open session.**

7. Announcement of closed session discussion and action.

Chair Dunbar recapped closed session, which included agency intelligence reports, approving January's closed session minutes, a strategic briefing on cyber threats and trends, a strategic briefing on the fiscal year 2012 national critical infrastructure prioritization program, a strategic discussion of recent world events, and an intelligence briefing and discussion of regional counterterrorism exercises.

8. Review and approval of the January 19, 2011, open session meeting minutes.

A motion was made by Ed Wall and seconded by David Mahoney to approve the January 19, 2011 open session meeting minutes as drafted. **Motion carried.**

9. First responder and agency reports.

- WSP (Dave Pabst): The Department of Transportation's 5-1-1 has gone to Twitter by DOT Region, so you can get regional updates on Twitter now.
  - Chair Dunbar: Excellent. I'll sign up. That's a great innovation.
- Capitol Police (Dan Blackdeer): Nothing to report for open session.
- DHS (Diane Christen): 1) I'll brief for Dr. Anderson since he is out of the room. Barring a spike, the Influenza season was mild. We never reached the threshold. The CDC indicators for the nation revealed a very mild season only reaching moderate levels twice in March 2011. This was the first year for mandatory hospitalization reporting statewide. We had two pediatric deaths, which is about the average. Five pregnant women were hospitalized, but all survived. 2) We put up a flood hazard and recovery web page on our



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website. We also posted a webcast on how to protect families and individuals related to re-entering your home and drinking water issues after flooding. 3) We are currently providing chemical hazard preparedness training in regional offices and contacting local health departments to increase their capabilities and capacities at the local level as well as to make them aware of available state resources.

- DNR (David Woodbury): 1) We have been preparing for spring flooding and disaster season. 2) There have been lots of retirements at DNR in the last few months and we had to make sure our contact lists were up-to-date. 3) We have been dealing with local communities along the Mississippi and Wisconsin Rivers and there have been requests for pumps to be pre-staged and located in these areas. That's generally not our policy at DNR. In the past, when people requested pumps they would tend to stay in one area and might not be readily available in needed in another area. We are also not going to deliver a pump unless people are trained to properly use that pump. We are trying to get the message out that we don't just drop off the pumps and leave them for anybody to use. We have our inventory updated. Pat O'Connor just requested a list of our equipment. We also have inventories on our intranet and we will work on giving you access to that. 4) There have been concerns over the Portage levy over the past few weeks. It's loosely called a levy. We are keeping an eye on that. 5) We are also involved in the Vigilant Guard '11 exercise in several different aspects. 6) The forestry people are preparing for the forest fire season, which we don't think will be a big issue this year because of favorable weather conditions.
- WEM (Mike Hinman): I would like to turn this over to Pat O'Connor to address preparation for spring flooding.
  - WEM (Patrick O'Connor): Currently, there is no projected threat for major flooding greater than a 60 % chance in any area in Wisconsin. Flooding threats at 40-60 % are located in Portage, Berlin, Glen Haven, Fountain City and Pepin. On March 18, 2011, we held a meeting with Wisconsin's Mississippi River counties to identify their resources and state of preparedness. We confirmed the electrical needs with French Island in La Crosse County. Pepin and Cassville requested two



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six inch pumps. We worked with the Corps of Engineers because their pumps are big enough to meet the needs of these villages. We are well pre-positioned until the river goes down. We also have sandbags under state control in Waukesha, Green Lake, and Buffalo Counties as well as at Volk Field. We feel good about the resources around the state. Last week was Tornado Awareness Week, and it brought in 12 tornadoes.

- DNR (David Woodbury): It seems like with the weather patterns and current ground saturation that we could be at a higher preparedness level probably through the entire summer.
- WEM (Pat O'Connor): We have been fortunate through the bulk of the snow melt, but the ground is saturated. We need some drying out.
- Chair Dunbar: I must complement both Pat and David. Everyone's forethought and situational awareness this part of the year is the best I have experienced. The coordination with locals and the common operating picture has been exceptional.
- OJA (Greg Engle): Nothing to report for open session.
- DCI (Ed Wall): In February, I was attended a Fusion Center Conference in Denver. I was also invited to a group meeting with Secretary Napolitano. The issue discussed with the Secretary was funding. She indicated that there was language in the budget bill for sustained funding for fusion centers, but didn't know if it would survive in the budget. There are some exciting initiatives like the SAR initiative. It was a good conference and we were well represented by Wisconsin.
- DATCP (Susan Buroker): We have been monitoring flooding and impacts on the agricultural community. Last month the Animal Health Division held refresher training.
- DOA (Diane Kohn): On April 15, 2011, the Whitehouse released a special report called the "National Strategy for Trusted Identities in Cyberspace". The Identity Ecosystem was



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designed to securely support transactions that range from anonymous to fully-authenticated and from low-to high-value. The Identity Ecosystem will increase privacy and convenience for individuals, efficiency for organizations, and security.

- Chiefs of Police (Greg Leck): I have one comment regarding the recent activation of the Emergency Police Services (EPS) system. We might be in need of refresher training. We would be happy to work with WEM and Badger Sheriffs to make sure they understand how the process works.
  - U.S. Marshal (Dallas Neville): Gene Cary, the EPS Coordinator with WEM, is looking to provide training in June. It's in the works.
  - DCI (Ed Wall): The recent activation is far more than what EPS system was designed for.
- Badger Sheriffs (David Mahoney): Nothing to report for open session.
- Fire Services (Brad Liggett): 1) The MABAS system continues to grow. We have 37 divisions and more are coming in. We are working with WEM on credentialing. We are also using the WEM logo holographic seal on these IDs. MABAS was activated in the recent Fond du Lac incident. The MABAS program worked flawlessly to support the response. 2) The structural collapse rescue program continues to move forward. Fourteen fire departments have committed to participating in the program. It's a testament to the work that Randi Milsap and Keith Tveit have done. I want to thank them and give them kudos for working on the contract for statewide structural collapse team members. My department is anxious to get on board with this contract.
- Chair Dunbar: From the Chair, in the House budget proposal there was a proposal to take UASI funding from the urban areas currently designated down to the 25 biggest UASIs in the nation. It passed in the House but didn't pass in the Senate. An amendment to the bill was reintroduced to do the same thing. If it goes down to 25, it will have a significant impact on the State of Wisconsin. The CDC put out a public health report on municipal



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water services having to do with water main breaks. Perhaps we can have a briefing on this at a future Council meeting.

10. Briefing on Fiscal Year 2011 Homeland Security Grants by Greg Engle of the Office of Justice Assistance. (Note: Agenda item taken out of order)

Chair Dunbar: We are going to rearrange the agenda and go to Greg Engle on the Fiscal Year 2011 grants which just got approved.

Brief by Greg Engle of OJA. See Attachment #1, 4/20/2011 HLS Open Session Meeting. We have received \$450 million from USDHS since 2003. Sixty-three percent has been administered by OJA and thirty-three percent has gone to local government. This does not include HHS funding and EPA funding. We have received a lot of money and have done a lot of good. We do a lot of other things though such as program and planning implementation. We also facilitate partnerships and relationships. We provide oversight and programmatic monitoring of the funds. USDHS has been pressing states to show how we are safer. It's in our best interest to tell these stories because that is what's going back to Congress. How do we measure success and tell that story? The federal formula for grant programs for equipment training, exercises, and planning requires us to pass 80% of the funding to local governments. There are two ways to do this, by direct grants or agreements between state and local government. Further, more than twenty-five percent needs to be allocated to law enforcement. We use the statewide planning process. With limited funds, we need to be disciplined and give the money the most value. Funding trends have gone down a lot. Due to limited funding, we are looking at statewide and regional impacts and measurable outcomes in order to leverage different funding sources to be cost effective and sustainable. This is looming ever larger with the money going down. The funding advisory committee meets and helps determine the overall government funding. There is lots of local representation, including major state agencies, and private and nonprofit sector participation. We also get stakeholder input from councils, committees, and work groups. The typical funding timeline has been thrown out of whack due to the continuing resolutions at the federal level. Hopefully, we will get an award sometime around August 2011. When we get the grant award, we will make the sub grants through E-grants. If you're not getting the information and you want to receive it, the best way is to go to the OJA website and sign up for email alerts. What is the



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funding for? Communications interoperability has been a statewide priority for a number of years. One success has been the radio upgrade program. We invested 17 million dollars in the last six years replacing radios and this has helped first responders come a long way. We have built the WISCOM system, and have 46 towers already installed. We are taking registrations for more agencies who want to use it. We support the WIJIS justice gateway, the WSIC, and E-Sponder. An all hazards exercise program that WEM runs is also funded through this program. The structural collapse rescue team program will be a great new resource, and so will the ALERT Teams. We have done a lot of catastrophic planning with WEM and county emergency management. We have worked with WEM on a long-term power outage program. We have also worked on a pilot program with DHS for patient-tracking between EMS and hospitals. We have funded a volunteer registry, the ReadyWisconsin program, the Ready program, and a new STEP program with money from FEMA. The STEP program has been very successful with 50 schools getting preparedness information directly to 5<sup>th</sup> grade students. We are also doing CIKR protection. We are also working with public/private partnerships. The Fiscal Year 2011 budget will be a game changer. It has been delayed pending the federal budget. Last week the Senate passed a budget that will significantly reduce state grants. It will reduce our grant by 35%. We developed a Fiscal Year 2011 plan based on a slight decrease from last year. This is the Fiscal Year 2011 budget we got approved. We continued ongoing programs as well as some new programs, such as a training registry portal that WEM recommended. We have funding for the adoption of the U.S. National Grid proposed by DMA. It would standardize the way we use GIS. We had funding for CIKR doing risk assessments for public/private partnerships. The total amount for the Homeland Security program went from \$890 million down to \$580 million. It is a decrease of 35%. We could even see a more significant drop. UASI funding was cut by 20%. General Dunbar mentioned the proposal to reduce UASIs down to the largest 25 in the nation. If that happens, Wisconsin will get zero. Right now each state gets a specific percentage of the total of state grants. The new language would remove that limitation and throw us in the risk pot with everyone else. That could potentially increase our allocation. Another significant decrease is that the port security grant program is down 17%. The interoperable emergency communications grant program has been eliminated. That program currently funds six positions around the state helping local governments do planning at the local level. If that goes away it would be difficult to support those programs.





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- Chair Dunbar: I want to point out to the group that EMPG did not get cut at all. Unlike the Homeland Security grant, that's sort of a good news story.
- OJA (Greg Engle): We are expecting grant guidance to come out on May 10, 2011. The application will be due 30 days after that. We expect significant reductions to all investments. We are working with the funding advisory group on priorities. We will then start fitting the puzzle pieces in there. It will be a painful exercise. It's the new reality. I always preach that if funding goes away, we need to find new ways to sustain programs. We'll still get something. We will have to tighten belts a little and focus on true priorities within the state. We do a great job of that in the state.
- Chair Dunbar: Great job Greg.

**11. Update on Great Lakes Hazards Coalition Initiatives.** (Note: Agenda item taken out of order)

Chair Dunbar: For our next presenter, I have asked Berri Meyers to dial in to the Council meeting. I am one of several members representing Wisconsin on the Great Lakes Hazards Consortium. We recently had maritime briefings in the private sector, so I asked Berri to give a quick brief on this to the Council. If anyone is interested, we are all tangentially connected with some of these sectors. We have the opportunity to partner with other states in this era of dwindling resources, and perhaps we can learn from our neighbors and be more efficient.]

Telephonic presentation by Berri Meyers and Christina Leonardi of the Great Lakes Hazard coalition.

Berri Meyers: I have Christina Leonardi with me who will give a brief overview of the Great Lakes Hazards Coalition.

Christina Leonardi: I will give a brief overview of the Great Lakes Hazards Coalition. As a multi-state public partnership, our membership includes local, state, and federal government, as well as the private, nonprofit, and academic sectors. Our focus is on coordination and





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collaboration in planning in order to enhance response and recovery in CIKR. We have over 20 formal members, and lots of participants. I will give a brief overview of our last webinar. We had two great speakers. The first was Mr. Fisher from the American Great Lakes Ports Association. He represents public port authorities along the Great Lakes. He mentioned that 25 of the top 100 ports are located in the Great Lakes. Approximately 200 million tons is shipped through the Great Lakes system. There is \$3.6 billion cost savings annually by using Great Lakes transportation, which is less than any other means.

Berri Meyers: I will talk about the Lake Carriers Association (LCA). They represent 17 companies with 55 vessels in the Great Lakes area. They move about 125 million tons of cargo a year on the Great Lakes. Their cargo is iron ore, coal, limestone, and cement. It is the most efficient transportation system in the Great Lakes region. LCA is American-owned. It is American built, crewed, and registered. It is truly a red, white, and blue enterprise. Some interesting facts are that it can move cargo 800 miles for the price of a fast food lunch. For every one inch the Great Lakes recede, they can transport 270 fewer tons. A 1000 foot freighter carries the equivalent load of 700 railcars. Ships are much more efficient than trains or other means of transportation. 75 percent of cargo value moves by marine transportation. It is the most environmentally friendly, least amount of pollution, and most economical. We have members from seven states. I believe that summarizes the March webinar. I wanted to update on a few other matter as well. Our website is <http://www.theglhlc.org/>. You are welcome to join. Every 60 days we have a webinar meeting. The focus is always on one of the 18 CIKR sectors. We are focusing on critical manufacturing for the May meeting. May is also our twice annual face-to-face meeting in Grand Rapids, Michigan. You are all welcome to attend. There is no cost to attend. I think you would find it an interesting day.

Christina Leonardi: Also, we will be discussing the Great Lakes cross-border table top exercise. It is a regional exercise in the Great Lakes. The state of New York will also discuss their multi-state energy project in addition to a critical manufacturing presentation.

- Chair Dunbar: Berri and Christina, thanks for dialing in and giving a great presentation. I look forward to seeing you in May, and I appreciate the effort behind the scenes to get the organization going.



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12. Update on the Revised Homeland Security Terror Threat Levels by USDHS. (Note: Agenda item taken out of order)

Chair Dunbar: One the phone now is Kim Johnson from USDHS Intergovernmental Affairs. I asked for an update on two issues. The first is an update on the new Homeland Security Terror Threat Levels. The second is an update on FASCAT, which is the **F**ood **A**griculture **S**ector **C**riticality **A**ssessment **T**ool. They are updating to the 3.0 version. Kim, thanks for dialing in.

Telephonic presentation by Kim Johnson and John Clinton of USDHS.

Kim Johnson: We have an expert who will be dialing in to discuss the FASCAT program, but for now we will move on to threat levels. John Clinton will brief.

John Clinton: Secretary Napolitano announced the implementation of a new system to replace the current color code terror threat system. She made the announcement in New York City and sent over the press release today. The new website is [www.dhs.gov/alerts](http://www.dhs.gov/alerts). The information includes a guide for the public. It also includes what citizens can expect, and the general actions we may be expecting. Also available is a sample alert that shows the types of information that would be included. We changed from color coded to two categories – imminent and elevated. On the one page alert will be a summary of the threat without jeopardizing law enforcement sensitive information. Unlike the old system, there will now be a sunset provision for each alert. The threat could be viable for weeks, but not years as with the old system. There is an FAQ section and other information on the website too. The President asked the Secretary to replace the old system. Since the issuance of that directive, the department has been working to develop the new system. We've posted conference calls, webinars, tabletop exercises, and briefings. The alerts should provide clear and concise language. We have two audiences in mind – the public and institutions like homeland security advisors as well as state and local law enforcement. The alerts should contain detailed information without risking the methods or sources. The alerts also recommend protective measures, and have set durations. The key differences in terms of the new versus old system are the change from color coded to two alert levels. The specificity and credibility of the threat determine which alert level. That's how we got here. As we've heard in



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our coordination, it's important that institutional partners see it before it goes public. We always want to consult with state and local partners before issuing an alert. USDHS has been developing an implementation guide and public affairs guidance. We will distribute it soon. The new system will be a process to implement. We want to keep dialogue open to hear what's working and what's not. That's the update from me.

- Chair Dunbar: Is the intent here to scope down, to maybe regionalize the alerts if the threat is focused on a particular region or city?
- John Clinton: Yes Sir. That's absolutely the intent. Certain alerts may be targeted towards a specific region or CIKR structure so as not to alarm the entire community unnecessarily. .
- Kim Johnson: We just forwarded the public information to you for further distribution.

13. Briefing on FASCAT Version 3.0 by USDHS. (Note: Agenda item taken out of order)

Telephonic presentation by Bill Krueger of USDHS.

Bill Krueger: Last year, Wisconsin nominated three subsystems in dairy and cheese manufacturing for level two. Those systems have been accepted in level two would not have to be re-nominated. The reason I bring this up is that with FASCAT 3.0 we have the opportunity to take existing systems or nominate new systems to level two. A big change from the prior system is joining the USDHS taxonomy to the new language. We are migrating toward common language working with the FDA and USDA so that we will all be using the same terminology. It will enhance communication and modeling at the state and national level. It is also a primary evaluation tool using data gathered in FASCAT including justification scenarios of the worst case that could occur. Eventually the systems will talk with each other through the database themselves. That is our long term goal. For the short term, we want to make sure it's in ICDA. The big difference is the naming convention, accounting for nodes, creating justification in FASCAT, uploading PDFs and any attached documents, and a 30 page document that walks you



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through those processes and training in IDCA to make reality for this year's nomination.

- Chair Dunbar: Thank you. When Wisconsin uses FASCAT, is there any visibility or information sharing with neighboring states or regionally or do we have to work with USDHS specifically?
- USDHS (Bill Krueger): Nodes and subsystems are classified, but every state has the ability to share within the FASCAT system and can gather information with their counterparts. Down the road we might be able to do regional nominations and building a framework to do that through FASCAT from a systems-based approach. I want to add that DHS itself will not share that information between states. We can assist in the process, but cannot initiate it.
- Chair Dunbar: Thank you for the hard work. We appreciate it. Kim, thanks for taking the lead and putting this presentation together.

**14. Briefing on the Critical Infrastructure and Key Resources (CIKR) Working Group by Greg Engle of the Office of Justice Assistance.**

Brief by Greg Engle of OJA. See Attachment #2, 4/20/2011 HLS Open Session Meeting. As a caveat, when we developed some action items we did not know about the 35 percent budget cut. I need to highlight that an important component in moving forward on CIKR is the statewide public-private partnership. It will be the driving force to help us develop a strategy. Risk assessments, information sharing, and training and awareness are the other program highlights. The proposed budget is \$282,000. As background, OJA has been involved in critical infrastructure since the early part of the decade. In 2005, we started a program to do risk assessments because we needed a better way to incorporate risk for the funding decision-making framework. It was successful, but also had its challenges. NIPP and ACAMS were developed. Around the same time, we found challenges in working with the private sector. There wasn't a good level of trust. They didn't want to give information to the state. So we thought to try to build trust at the local level. We developed a program to seed regional and local public-private partnerships. Through the efforts of Dave Duecker in working with local communities, we are



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creating eight new public-private partnerships throughout the state. He's got a lot of private sector contacts. They are very active, with trainings, and cyber and crisis communication workshops, among others. They are able to identify what the important things are to them. They can put their energies and resources into what's important in their community. In 2009, NIPP was updated with more of a focus on resilience. It was important to plan and prepare for what happens when infrastructure goes down. It's not just pre-incident, but during, and afterwards. In 2009, the updated Wisconsin Homeland Security Strategy was put out. In 2011, OJA was asked to take the lead on Wisconsin CIKR. To bring in the private sector in the planning stages, we will create a strategy that will meet the needs of the critical infrastructure that we are trying to protect. A statewide partnership would provide leadership and coordination for local efforts. How are we going to implement it? Right now, we are establishing a small planning group. Dave Duecker and I are reaching out to members in the public and private side to people who get it already. Hopefully, the meeting will be scheduled in mid to late May 2011. That planning group will plan a series of workshops to bring in the wider community. We will probably set up some table top exercises. Workshops would take place this summer. We want to establish a statewide web portal as a place for anyone to get information to link up with communities, and we want to implement specific partnership initiatives. We need to have incentives that help their bottom line. We will work with them to develop the programs that will help them protect their businesses. In coming up with this, we have looked at examples from other states, including California, Iowa, and Illinois. They all have information-sharing programs through their fusion centers and EOCs. They do business resource sharing and risk assessments too. The proposed initiatives now are using the ACAMS system more. They propose starting with training and providing limited funding for a few places with concentrated risk that want to commit to doing this. It could be a state-local partnership, but it needs local dedication, buy-in, and relationships. Some communities will want to do it, and others won't. Information and resource sharing is critical. We talked with WSIC about doing sector-specific TLO training. Also, a business resource registry pilot is underway in southeast Wisconsin that could potentially be funded under this project.

- DCI (Ed Wall): In Florida, they have a direct interaction with Wal-Mart and other private companies in the EOC.



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Greg Engle continued that the registry pilot is the V.A.L.U.E. Project. Local procurement officials approached the county emergency management director to streamline the procurement process. We have also received training and awareness feedback from local partnerships in getting a statewide conference. I think we could get the most bang for our buck with combining with another conference and getting breakout sessions focused on the private sector. We will continue doing regional workshops. We also modeled on the long term power outage program. The private sector needs to do more planning for long term power outages. We are getting workshops or web-based trainings. Technical assistance is necessary for local partnerships for best practice dissemination and facilitation. Our two-year goals and outcomes are contingent on available funding, but we aim to establish a sustainable statewide partnership, a statewide portal, have 90-120 ACAMS assessments completed statewide, a statewide conference, six regional workshops, and have three new local public-private partnerships. The overall outcome will be to increase collaboration and sharing as well as having safer and more prepared Wisconsin communities. Any questions or comments? We are still in the germination stage and there are lots of ways to go.

- Chair Dunbar: Greg thanks so much for your leadership. These are definitely worthy goals and with the money going away they are definitely important to focus on.
- OJA (Greg Engle): I also included a small white paper. This was something I put together when doing outreach to public-private partners.

**15. Update on Wisconsin Preparedness Efforts by Tod Pritchard of Wisconsin Emergency Management.** (note: Agenda item taken out of order)

Brief by Tod Pritchard of WEM. See Attachment #3, 4/20/2011 HLS Open Session Meeting. Are you ready for an emergency? The general answer is always “no”. Fifty-nine percent of people said “no”. When I started working here last August, I worked with Randi Milsap and the Milwaukee Brewers at a September Preparedness Month activity at Miller Park on Labor Day. We tried to do speaking engagements about how to prepare for emergencies, but we were trying to think of how to get the word out more. Our mission is to increase awareness through





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campaigns with a specific “call to action” and to do that through trusted sources of information. We tried to develop who could come on board with campaigns to send messages. The first campaign was winter preparedness. Who do people like? Who’s local? Who could deliver a call to action to get a winter emergency kit in your car? We came up with a NASCAR driver with local ties– Matt Kenseth. He volunteered to do public service announcements for us. They were on radio and television. This is a 15-second spot that played all across the state. (*Showed Matt Kenseth video*) We teed that message up with another one to go to our website and asked people to play our trivia challenge where they could be entered to win a winter survival kit. We gave away those kits. We also had a demand for the public who wanted to buy the kits. It was tremendous success with 3000 people signing up for the web contest and with 1000 people checking the box asking for more preparedness information. That developed a database where we pushed information out to folks. We also asked people to share their winter survival stories through Facebook and 60 stories were reported. The results were amazing. 905 radio and television ads aired from November to December 2010. I did 11 radio and TV interviews. We had 14,161 web visitors, compared with a normal month of 2000. That website had a lot of eyeballs on it. Greg Engle mentioned the STEP program. It stands for **Student Tools for Emergency Planning**. It’s a great program. 2300 students across the state are finishing up the STEP program. It is in 100 classrooms across the state. We visited a couple of participating schools. We went to one in Green Bay and the kids were excited that they got a STEP backpack. They showed off their bags. Some kids put toilet paper in their bags and some kids put dolls in them. They got that message out to their parents and to their community. We also went to a charter school in Milwaukee where 7<sup>th</sup> and 8<sup>th</sup> graders were teaching emergency preparedness to younger students. In March 2011, we did a campaign on flood awareness to buy flood insurance. We got that word out. We did a trivia contest where we gave away some insulated bags and water bottles and got more people signed up. A big campaign was Tornado and Severe Weather Awareness Week. We re-educated people through the website, but added some extra layers. One thing we did that I’m really proud of was Tornado Survivor Stories. Why don’t we talk to actual people who survived tornados? They all had emergency weather radios. That was the call to action – get an emergency weather radio. (*Played YouTube clip of tornado survival stories*) So we turned their story into a 30-second spot. We were also able to get sponsorships on web pages across the state. It’s hearing people who actually lived through it and had an emergency radio. I want to give thanks to Randi Milsap who came up with another campaign called Ready Radio





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Days. We are partnering with Walgreens and others to have them sell weather radios at a substantial discount on specific days and have people available on site that can program the radios for specific threats and counties. We had people lined up out the door trying to get radios set up. If any of you have any questions, thoughts, or ideas, please let me know. I really love this job and am having a great time going around the state and talking to people on how to get ready for emergencies.

- Chair Dunbar: Any questions? Tod thanks so much for what you're doing.

16. Update on Vigilant Guard by LTC Steven Sherrod. (Note: Agenda item taken out of order)

Brief by LTC Steven Sherrod. See Attachment #4, 4/20/2011 HLS Open Session Meeting. I want to talk about four key takeaways. I also want to thank our partners. I will hang around after this meeting to answer questions and talk about VIP visitor opportunities. We got involved in and volunteered for the Vigilant Guard program as a state about four years ago. We receive monetary support from OJA through a grant. The training objectives are agreed between by WEM and the Wisconsin National Guard as far as overall objectives. Please refer to your slides for more information. The target capabilities are contained within the slides. This was the capstone event in the Homeland Security Strategy. It was linked as part of a National-Level Exercise (NLE) with an earthquake scenario. It will take place on Monday, May 16, 2011. Lots of response will be driven by reports from outside of the state. There is a new initiative for a title 10 deputy to work for a joint force commander inside of the state. That person assigned is General Legwold. There are lots of partners, and lots of participants at the local, county, and state level. We have a wide range of people involved in preparing for and executing the event. Thank you for that participation. We interact with Minnesota, Illinois, Indiana, Ohio, and Missouri. They are coming into the state with two sets of military forces. From Minnesota and Ohio, a homeland response force will bring in capabilities in terms of medical response security, as well as command and control forces. It will be the first homeland response force exercise to stand up in the country. Venue 1 will be in Jefferson County at the Valero Plant. Venue 2 will take place at the REACT Center in Volk Field and will be based on tornado strikes in La Crosse. Venue 3 deploys a joint interagency task force to Indiana, primarily led by DNR. Venue 4 will be a Kenosha County bus accident. Venue 5 will be a cyber incident, and this is an area with the



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best public-private partnership. Venue 6 is a flood response in Crawford County. Venue 7 is at a correctional institute. Venue 8 is a hospital reverse-triage system tracking patients. The last one is in Ozaukee county and the City of Milwaukee which is a maritime incident. It is only 2-3 weeks away. We will have distinguished national visitors and an offer through your agencies is open for you to attend. We will accommodate your needs. We will also be doing something with the Governor's Office and a tabletop exercise. Any Questions?

- Chair Dunbar: Well done. The exercise will inundate state, federal, and local authorities, and we will get a chance to try it and learn from it. I encourage you to take a look at these slides and attend, observe, and participate.

17. Update by the Civil Support Team on White Powder Case Studies.

Due to time constraints, this matter was deferred and will be held at a future council meeting.

18. Other business.

None.

19. Set date, time, and place of next meeting.

Chair Dunbar: The next meeting will be in July. We intend to hold it in Milwaukee.

20. Adjournment.

A motion was made by David Woodbury and seconded by Mike Hinman to adjourn the meeting.  
**Motion carried.**

**Meeting adjourned at 12:05 PM.**