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Your 2009 Conference Committee Members

Christine Badger, City of Arlington Emergency Mgmt
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Peggi Shapiro, WA State Hospital Assn.
Jerry Thorson, East Pierce Fire and Rescue
Dee Totten
Steve Woolley
Janet York, WSU Center for Distance & Professional Education
Marina Zuetell, MHZ Consulting Services
Opening Remarks: Jim Mullen became the Director of the Emergency Management Division effective July 21, 2004. He has been an outspoken advocate of local and county emergency managers. Most recently, he directed the response to the snow and flood emergencies December 2008 and in January 2009 respectively. Major disaster proclamations were declared for both events by President Obama. Innovation has characterized his tenure at Washington EMD. Jim has dramatically increased the public education outreach effort, which includes the highly praised Map Your Neighborhood initiative. A second innovation has been to increase the direct, two-way interaction between the public and private sector, with the promise of more in the future.

Keynote Speaker: Adam Crowe, Johnson County (KS) Emergency Management is a Certified Emergency Manager (CEM) who is the President of the Partnership for Emergency Planning (PEPKC) in the Greater Kansas City area. He also serves as the Assistant Director of Community Preparedness for Johnson County (KS) Office of Emergency Management and Homeland Security. Adam holds a Masters degree in Public Administration with a focus in Emergency Management from Jacksonville State University. He also holds a B.S. degree in Biochemistry from Clemson University. Adam has worked for the last ten years for various private, public, and non-profit organizations in Georgia, South Carolina, Missouri, and Kansas. His responsibilities have included compliance, inventory management, planning, public information, risk communication, volunteer recruitment and management, as well as youth and adult education and training. He also currently teaches at Park University as part of their MPA program. Adam has also been professionally published numerous times in publications including Disaster Recovery Journal, Homeland Security Affairs, Homeland Defense Journal, and Crisis Response Journal.

Plenary Speakers: Debbie Campbell has held the position of Executive Director of United Way of Lewis County since September 1999. The mission of the United Way of Lewis County is to improve, consistently and measurably, the quality of life for all the people of Lewis County by raising and distributing funds, mobilizing community resources, and encouraging innovative solutions to the community’s health and human service needs. In December 07 United Way of Lewis County, under the leadership of Debbie, was the lead agency working to ensure the quality of life of local residents throughout the ongoing flood relief efforts throughout Lewis County.

Gregg Peterson began as a volunteer firefighter when he was 15 years old and has over 40 years of experience in the emergency services field. He has served as a professional firefighter for thirty years and, during that time, served as a volunteer firefighter for 23 years. Gregg is currently the Chief of Lewis County Fire District #13 and was instrumental in the recovery of the Boistfort Valley in Western Lewis County during the December 2007 flooding event. Gregg conceived and put into place an organization of the valley resources to be able to respond to such disasters approximately one year prior to the event of 2007. This pre-organization had a strong positive influence in the successful recovery of the local area.

Mike Peroni owns and operates Boistfort Valley Farm along with his wife Heidi and their toddler daughter Natalina. Located in the Boistfort Valley southwest of Chehalis, the farm was devastated by the flooding which occurred on December 3rd 2007. With the help of their community, their loyal customers, and an endless parade of tireless volunteers and willing generous organizations, the folks at Boistfort Valley Farm have made an incredible comeback. Mike looks forward to sharing his experience and insight from the perspective of a business and farm that has made a full recovery out of complete disaster.

Plenary Speaker: Dr. Philip Mote, State Climatologist is a research scientist at the University of Washington, in the Climate Impacts Group, and an Affiliate Professor in the Department of Atmospheric Sciences. His research interests include Northwest climate and its effects on snowpack, streamflow, and forest fires. A frequent public speaker, he has also written over 70 scientific articles and edited a book on climate modeling, published in 2000. In 2003 he became the Washington State Climatologist. He served as a lead author of the Fourth Assessment Report of the Intergovernmental Panel on Climate Change released in 2007, and was honored with a share of the 2007 Nobel Peace Prize which was awarded to the many scientists worldwide who contributed to the Intergovernmental Panel on Climate Change. Philip studied at the University Of Washington, Seattle, WA, where he received his Ph.D. in Atmospheric Sciences, January 1994. He previously attended Harvard University, Cambridge, MA, and earned a B.A. with Honors in Physics, June 1987.

Lunch Speaker: Vali J. Hawkins Mitchell, ImproVision Consulting, LLP is a Certified Traumatologist, Licensed Mental Health Counselor, Business Consultant, Executive Coach and trainer. She also holds a Doctorate in Health Education and a Master’s degree in Counseling Psychology. As the leading authority in the field of Emotional Continuity Management© and the author of Emotional Terrors in The Workplace: Protecting Your Business’ Bottom Line (Rothstein.com) and Dr. Vali’s Survival Guide: Tips for the Journey, she travels extensively to provide individual and group trainings. She has provided programs to the nuclear industry, medical settings, administrative assistants, state elected officials, coroners and medical examiners, clerks and auditors, finance directors, banks, educators, mom-n-pop businesses and Fortune 500 level companies with clients across a full strata of employers and industries. When she is home, (and not at the beach) she teaches Practice Management at the World College of Medicine and provides on-line and phone coaching from her office in Honolulu, HI. As a Co-Clinical Director of a Critical Incident Management Team, and a National Diversity Instructor and Disaster Mental Health Counselor for the American Red Cross she has responded to local and national disasters (such as the World Trade Center Attacks of 2001, Katrina, and national disasters in the Pacific Northwest).
Day 1 Tuesday, April 14

Opening Remarks: 8:00 – 8:20 am .................................................. Ballroom

- Introduction by Siri McLean, Conference Chair
- Opening Remarks by Jim Mullen, State EMD Director

Keynote Speaker: 8:20 – 9:10 am .............................................. Ballroom

- Keynote by Adam Crowe, Johnson County (KS) Emergency Management

Plenary Speaker: 9:15 – 10:20 am ............................................ Ballroom

- Gregg Peterson, Debbie Campbell, and Mike Peroni: “Community Resilience Through Partnerships”

A Breakout Sessions: 10:45 am – Noon

A1: Roadmap to a More Disaster Resilient Washington Business Community ..................... Room 318
Presented by: Wendy Freitag, Special Consultant, Corporate Relations—WA State Emergency Management Division; Rebekah Green, Research Associate—Institute for Global and Community Resilience, Huxley College of the Environment, Western Washington University

A2: Lessons Learned Conducting Disruptive “Live-Fire” BCP Exercises .......................... Room 407
Presented by: Howard Mannella, Principal Resiliency Architect—Expedia Inc.

A3: Emergency Planning and Partnering Across the Healthcare Continuum ....................... Room 315
Presented by: Amelia Ann Muccio, Director of Disaster Planning—New Jersey Primary Care Association; Ed Peloquin, Domestic Preparedness Coordinator—New Jersey Association of Homes and Services for the Aging

A4: Kids Can Help: Child-Led Risk Reduction Strategies ............................................. Room 405
Presented by: Beryl Cheal, Founder and Senior Consultant—Disaster Training International

A5: Sector and Private Property Owner Requirements for Recovery/Restoration from a Disaster ... Room 404
Presented by: Steve Stein, Director; Ann M Lesperance, Deputy Director; Kathleen S Judd, Senior Research Scientist—Pacific Northwest National Laboratory (PNNL) Northwest Regional Technology Center for Homeland Security

A6: Storms of the Century: Lessons Learned from the 2006 & 2007 Natural Disasters in Lewis County Room 316
Presented by: Chief Deputy Gene Seiber, Lewis County Sheriff’s Office—Division of Emergency Management

A7: Investing in Hazard Mitigation—Making Your Community Safer .................................. Room 317
Presented by: Mark Stewart, State Hazard Mitigation Programs Manager—WA EMD; Steven Randolph, Senior Hazard Mitigation Specialist—FEMA

NOTES
DAY 1 Tuesday, April 14

Lunch: Noon – 1:30 pm .............................................................. Ballroom

• Andy Wappler, Puget Sound Energy
  “Breaking News! The SuperDuperDoppler is on Storm Alert! The Inside Story of How the Media Covers Emergencies”

B Breakout Sessions: 1:30 – 2:45 pm

B1: Media Coverage Uncovered: How to Get Your Story Told ................................................. Room 318
  Presented by: Andy Wappler, Puget Sound Energy

B2: The Boeing Company—Evacuation Challenges of Major Industry and Government Integration through NIMS Unified Command ......................................................... Room 317
  Presented by: Lee Hazlewood, Emergency Preparedness Administrator—Boeing Everett

B3: Leadership Principles and Practices: Making the Transition from Plan to Progress! ...... Room 316
  Presented by: Bill Lowe, Assistant Professor of Emergency Management—Jacksonville State University (Alabama)

B4: Coordinating with NGOs for disaster response and recovery ........................................... Room 404
  Presented by: Paul Duke, Director—Crisis & Continuity Management, WorldVision

  Presented by: Don Ballantyne PE, Senior Consultant—MMI Engineering

B6: The New FEMA: Federal Emergency Management Agency Updates ................................. Room 315
  Presented by: Patrick Massey

B7: School NIMS Compliance: A Review of State, County & Local Efforts ............................. Room 407
  Presented by: Barb Thurman, Director—Washington State School Safety Center;
  Marci Scott, Pierce County Department of Emergency Management

NOTES
Partners in Emergency Preparedness Conference 2009

DAY 1 Tuesday, April 14

C Breakout Sessions: 3:15 – 4:30 pm

C1: Partners in Weather Preparedness: Basic ......................................................... Room 407
Presented by: Ted Buehner, Warning Coordination Meteorologist—National Weather Service

C2: Microsoft: Crisis Management and Disaster Assistance .................................. Room 315
Presented by: Claire Bonilla, Senior Director—Disaster Management—Microsoft Corporation;
Michelle Turner, Senior Manager—Enterprise Crisis and Operations Risk Management, Microsoft Corporation

C3: Critical Incident Planning and Mapping System for Higher Education ............... Room 405
Presented by: Michael Campbell, Director—Pierce College’s Center of Excellence for Homeland Security;
Bruce Kuennen, Manager—Tactical Operations Support Department of the Washington Association of Sheriffs and Police Chiefs (WASPC)

C4: Cure for Pandemic Preparedness Paralysis ......................................................... Room 316
Presented by: Jan F Clarum, Subject Matter Expert—EMS, Fire, and Support to Police Special Operations

C5: Building a Preparedness Culture ...................................................................... Room 404
Presented by: Aaron Collins, Principal—BEST Consulting

C6: Current Issues in Resource Management .......................................................... Room 317
Presented by: Terrence Michael Egan, Manager—Planning, Exercise and Training Unit, Washington State Emergency Management Division

C7: Lessons Learned Information Sharing ................................................................ Room 318
Presented by: Jennifer Smither, Department of Homeland Security

NOTES
DAY 2 Wednesday, April 15

Plenary Speaker: 8:00 – 8:55 am ......................................................... Ballroom

• Opening Remarks: Steve Bailey, Director of Pierce County Emergency Management
• Plenary Speaker: Philip Mote, State Climatologist

D Breakout Sessions: 9:00 – 10:15 am

D1: How the New Media are Affecting What We Say in Times of Crises ......................... Room 318
Presented by: Jim Stanton, President—Stanton Associates

Presented by: Vali Jean Hawkins Mitchell PhD, LMHC

D3: Harnessing Social Networking and Web 2.0 Technologies and Making Them Work for You ... Room 405
Presented by: Eric Holdeman, Principal Consultant—Port of Tacoma;
Carol Dunn, American Red Cross Serving King & Kitsap Counties, author of 2resilience blog and resilient2disaster.com

D4: Breaking Down Communication Barriers with Ease .................................................. Room 317
Presented by: Donna Platt, Emergency Education Program—Hearing, Speech and Deafness Center

D5: Fighting Floods with Something Other Than Sandbags ............................................ Room 404
Presented by: Les Miller, US Army Corps of Engineers

D6: Simple Disaster Exercises—Easy to Do, Minimal Time, and They Work ...................... Room 316

D7: Regional Resource Management—A Modular Approach ......................................... Room 15
Presented by: Kathryn Howard, King County OEM; Jalal Mapar, Department of Homeland Security Science and Technology Group;
Kamran Atri, Paragon Technology

NOTES
### Sessions at a Glance

#### TUESDAY, April 14

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<td>8:00–9:10</td>
<td><strong>Opening Remarks &amp; Keynote Speaker</strong>&lt;br&gt;Introduction: Siri McLean, Conference Chair&lt;br&gt;Opening Remarks: Jim Mullen, WA State EMD Director&lt;br&gt;Keynote: Adam Crowe, Johnson County (KS) Emergency Management</td>
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<td>Plenary Speakers: Gregg Peterson, Debbie Campbell, and Mike Peroni; “Community Resilience”</td>
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<td>10:45–12:00</td>
<td>Roadmap to a More Disaster Resilient Washington Business Community&lt;br&gt;Lessons Learned Conducting Disruptive “Live-Fire” BCP Exercise&lt;br&gt;Emergency Planning &amp; Partnering Across the Healthcare Continuum&lt;br&gt;Kids Can Reduce Kids’ Risk of Fire</td>
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<td>1:30–2:45</td>
<td>Media Coverage Uncovered: How to Get Your Story Told&lt;br&gt;The Boeing Company—Evacuation Challenges of Major Industry and Government Integration through NIMS Unified Command&lt;br&gt;Leadership Principles and Practices: Making the Transition from Plan to Progress! TBA</td>
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<td>Partners in Weather Preparedness: Basic&lt;br&gt;Microsoft: Crisis Management and Disaster Assistance&lt;br&gt;Critical Incident Planning and Mapping System for Higher Education&lt;br&gt;Cure for Preparedness</td>
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<td>4:30–6:00</td>
<td>Networking Reception</td>
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<td>How the New Media are Affecting What We Say in Times of Crises&lt;br&gt;Emotional Continuity Part 1: What and So What? The Breadth and Depth of the Topic of Emotional Continuity©&lt;br&gt;Harnessing Social Networking and Web 2.0 Technologies and Making Them Work for You&lt;br&gt;Breaking Barriers with Social Networking&lt;br&gt;Building Behavioral Systems</td>
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<td>1:15–2:30</td>
<td>Networking Lunch&lt;br&gt;Opening remarks: Vali J. Hawkins Mitchell, ImproVision Consulting, LLP&lt;br&gt;What We Know about Earthquakes in the Northwest—and the Importance of Shallow Crustal Events&lt;br&gt;Disaster Preparedness Through Community-Building&lt;br&gt;Managing People in Emergencies—Principles of Public Crisis Communications&lt;br&gt;Logistics/Supply Chain/Commodities/Business Continuity Challenges</td>
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<td>2:45–4:00</td>
<td>Emergency Supply Initiative for Your Organization&lt;br&gt;The Great Southern California ShakeOut—How to get millions to participate!&lt;br&gt;Surviving the Aftershock: Post Disaster Blues and Beyond&lt;br&gt;Preparedness in Care/Early Care/Early Education/Disaster Preparedness Challenges</td>
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<td>Getting Wet: Learning from Floods and Flooding in the 21st Century</td>
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<td>Practical Continuity: Practical Continuity Happens by Design, Not by Accident</td>
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<td>F4</td>
<td>Local Emergency Management’s Role in Preparing Agriculture for Disaster</td>
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<td>F5</td>
<td>Practice ICS when Planning Special Events</td>
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<td>F6</td>
<td>GIS in Emergency Management</td>
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<td>Non Traditional First Responders and Disaster Mental Health Needs</td>
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E Breakout Sessions: 10:45 am – Noon

E1: Partners in Weather Preparedness: Advanced ................................................................. Room 404
Presented by: Ted Buehner, Warning Coordination Meteorologist—National Weather Service

Presented by: Vali Jean Hawkins Mitchell PhD, LMHC

E3: Pandemic Influenza—Planning for the Worst, Hoping for the Best .......................... Room 315
Presented by: PJ Havice-Cover, Colorado Department of Human Services—Division of Mental Health

E4: Building Your Community’s Behavioral Health Response System .......................... Room 405
Presented by: Michelle McDaniel, Behavioral Health Planning Manager, King County Department of Public Health—Preparedness Division; Michael Ryan, Emergency Management Coordinator—King County Emergency Management

E5: Safety Pre-planning and Strategy for Large Incident Responses .......................... Room 316
Presented by: Matthew Bernard, FEMA

E6: Getting Wet: Learning from Floods and Flooding in the 21st Century ......................... Room 318
Presented by: Bob C Freitag, Director—Institute for Hazards Mitigation, University of Washington

E7: Practical Continuity: Practical Continuity Happens by Design, Not by Accident ........ Room 317
Presented by: Phil Lambert, Managing Principle—The Center for Continuity Leadership

NOTES
DAY 2 Wednesday, April 15

Lunch: Noon – 1:00 pm ............................................................... Ballroom

• Networking Lunch
• Opening Remarks: Vali J. Hawkins Mitchell, ImproVision Consulting, LLP

F Breakout Sessions: 1:15 – 2:30 pm

F1: What We Know about Earthquakes in the Northwest—and the Importance of Shallow Crustal Events ................................................................. Room 315
Presented by: Bob C Freitag, Director of Institute for Hazards Mitigation—University of Washington; Craig Weaver, Pacific Northwest Coordinator—USGS

F2: Disaster Preparedness Through Community–Building .................................................. Room 317
Presented by: Carol Dunn, Manager—Community Disaster Education American Red Cross (Moderator); Dorene Cornwall, Seattle Housing Authority Residents Preparing

F3: Managing People in Emergencies: Principles of Public Crisis Communications .......... Room 316
Presented by: Christopher Budd, Crisis Response Communications Manager—Microsoft Corporation

F4: Logistics Planning: Routing and Roadblocks ................................................................. Room 407
Moderator: Jerald E Compton, Emergency Logistician—Washington State Emergency Management Division
Panelists: Anthony Cebollero, Program/Project Manager III—King County Office of Emergency Management; Randy Weaver, Safety Consultant—Washington State Department of Labor and Industries; Gretchen Martinsen, Supervisory Logistics Management Specialist—Federal Emergency Management Agency

F5: Local Emergency Management’s Role in Preparing Agriculture for Disaster .......... Room 404
Presented by: Mike Sampson, Director—Missouri Center for Emergency Response and Terrorism; Matt Mathison, Vice President of Technical Services—Wisconsin Milk Marketing Board; Alice Parker, Executive Secretary—Columbia Basin Development League

F6: Practice ICS when Planning Special Events ................................................................. Room 405
Presented by: Judy L Harmon, CEM, Pierce County Emergency Management

F7: GIS in Emergency Management ................................................................................. Room 318
Presented by: Allen Jakobitz, GIS Section Supervisor—Washington State Emergency Management Division

NOTES
G Breakout Sessions: 2:45 – 4:00 pm

G1: Emergency Supply Initiative for Your Organization ......................................................... Room 316
Presented by: David Behar, Senior Manager—Security and Emergency Management, Snohomish County Public Utility District #1

G2: The Great Southern California ShakeOut – How to Get Millions to Participate! .................. Room 315
Presented by: Inés Pearce, Chief Executive—Pearce Global Partners Inc.

G3: Surviving the Aftershock: Post Disaster Blues and Beyond ................................................. Room 317
Presented by: PJ Havice-Cover, Colorado Department of Human Services—Division of Mental Health

G4: Preparedness and the Child Care/Early Learning Community: Challenges and Successes ... Room 404
Presented by: JoAnn Jordan, Emergency Preparedness Education Coordinator—Seattle Emergency Management; Robin Laurence, Public Health Nurse Consultant—Child Care Health Program

G5: IAEM CEM Overview ........................................................................................................... Room 405
Presented by: Lyn Gross, Vice-President—IAEM Region 10

G6: Operational Debris Management Plans & Templates ......................................................... Room 407
Presented by: Kathryn Howard, King County OEM; Joe Brentin, Emergency Management Consultant—CH2M HILL

G7: Non Traditional First Responders and Disaster Mental Health Needs ............................... Room 318
Presented by: Mary Schoenfeldt, Public Education Coordinator—City of Everett Emergency Management, and President—Green Cross Disaster Mental Health

NOTES
SPACES 29 – 35 ARE INFORMATION TABLES.

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Exhibitors

Business Continuity Center of Seattle  
Booth #1  
10604 NE 38th Place  
Suite 118  
Kirkland, WA 98033  
(425) 576-9747

National Weather Service  
Booth #2  
5241 NE 122nd Ave  
Portland, OR 97230  
(503) 326-2340

Legend ID  
Booth #3  
18024 72nd Ave S  
Kent, WA 98032  
(425) 521-1670

C-COMM  
Booth #4  
1715 N 122nd Street  
Seattle, WA 98133  
(206) 783-0616

SOS Survival Products  
Booth #5  
15705 Strathern St  
Number 11  
Van Nuys, CA 91406  
(800) 479-7998

Sacket Inc.  
Booth #6  
6605 200th St SW  
Lynnwood, WA 98036  
(206) 571-2891

Crisis Management Consulting  
Booth #7  
15121 Daffodil Street Court East  
Sumner, WA 98390  
(253) 261-2704

TechniGraphics, Inc.  
Booth #8  
2000 Noble Drive  
Wooster, OH 44691  
(330) 263-6222

Lessons Learned Information Sharing  
Booth #12  
4075 Wilson Blvd  
Ninth Floor  
Arlington, VA 22203  
(703) 203-7024

Last Mile Networks  
Booth #13  
5527 Preston  
Fall City Rd SE  
Fall City, WA 98024  
(425) 222-6082

California Emergency Management Agency  
Booth #14  
3650 Schriever Ave.  
Mather, CA 95655  
(916) 245-8273

University of Washington  
Booth #15  
BOX 359485  
Seattle, WA 98195-9485  
(206) 897-8939

Tactron, Inc.  
Booth #16  
15079 SW Gingko Court  
Sherwood, OR 97140  
(503) 217-5016

Twenty First Century Communications  
Booth #17  
750 Communications Pkwy.  
Columbus, OH 43214  
(800) 382-8356

OCENS  
Booth #18  
19655 1st Avenue South  
Suite 203  
Seattle, WA 98148  
(206) 878-8270
Rite in the Rain
Booth #19
2614 Pacific Hwy. East
Tacoma, WA 98424
(253) 922-5000

WorkSafe Technologies
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11624 NE 94th Place
Kirkland, WA 98033
(425) 822-6997

Alster Communications
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3595 169th Ave NE
Bellevue, WA 98008
(425) 702-8396

PrepareSmart, LLC.
Booth #22
17725 NE 65th Street
Redmond, WA 98053
(422) 881-5354

Sprint
Booth #23
3450 S 344th Way
Federal Way, WA 98001
(253) 924-8506

CodeRED
Booth #24
9 Sunshine Blvd
Ormond Beach, FL 32174
(866) 939-0911

Emergency Preparedness Service
Booth #25
309 South Cloverdale Street
Suite B-10
Seattle, WA 98108
(206) 762-0889

Washington State Emergency Management
Booth #26
Bldg 20, MS: TA-20
Camp Murray, WA 98430-5122
(253) 512-7119

American Signal Corporation
Booth #27
4801 W Woolworth Avenue
Milwaukee, WI 53218-1417
(414) 358-8000

Simpler Life Emergency Provisions, Inc.
Booth #28
2035 Park Ave
Number 1
Redlands, CA 92373
(800) 266-7737

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