

Disaster Planning and Emergency Response

All businesses are at risk of natural and man-made disasters. From severe weather to terrorist activities, these events can have a devastating effect on a company's ability to create a product or provide a service.

One of the most effective ways to minimize losses in the event of a disaster is to identify exposures and develop an emergency action plan. The plan can address warnings, responsibilities, evacuation, facility shutdown, media communication and other procedures.

Ray Peña, Protection Population Planner, and Dave Bursack, Dane County Hazardous Materials Planner, will lead us in a discussion on effective disaster preparedness and emergency response activities, followed by an interactive disaster response scenario.

In addition, Don Witt, CPA, a Business Consultant, will present his hands-on role in the insurance settlement process surrounding the 1996 Weyauwega, WI train accident and propane fire.

The workshop will end with a general question and answer session.

Fax responses to Colleen Feldhausen at 608-273-1784

(Fax back response form provided on reverse side of presenter biography.)

YOU'RE INVITED!

DATE

Tuesday, March 16, 2004

LOCATION

Mortenson, Matzelle & Meldrum
3113 West Beltline Highway
Madison, WI 53713-2830

PROGRAM SCHEDULE

Registration & Refreshments

8:00am-8:30am

General Session

8:30am – 11:00am

Open Discussion/Q&A

11:00am-11:30am

Meet Our Speakers

Ray Peña **Population Protection Planner**

Ray Peña has worked with Dane County (Madison, Wisconsin) Emergency Management since 1988. For three years he worked with the Dane County Red Cross chapter as Director of Disaster Services. He is a co-founder of the Business Recovery Planners Association of Wisconsin. He has taught at the University of Wisconsin - Madison Disaster Management Center. He has had several articles on emergency management published. He has presented at local, state, federal and international conferences. He has a Bachelors degree in Social Sciences and a Masters degree in Information and Library Sciences.

Dave Bursack **Hazardous Materials Planner**

Dave Bursack has been with Dane County Emergency Management as a Hazardous Materials Planner for over two years. Prior to coming to Dane County, he was a Fire Captain and Director of Training for the City of Watertown Fire Department. Dave has experience in the fire service with volunteer, paid-on-call and career departments. In addition to his duties at emergency management, he is currently a Captain with the Stoughton Fire Department. He is a certified fire service instructor, a hazardous materials technician, and an emergency medical technician. Dave has taught several classes regarding emergency response to hazardous materials incidents and response to incidents involving weapons of mass destruction. Dave has also been an adjunct fire service instructor for the Madison Area Technical College since 1989.

Don Witt, CPA **Business Consultant**

Don Witt was employed by the Wisconsin Central Railroad in November 1997 and March 1996 to resolve claims as a result of train derailments. He served as President and CEO of City Bank of Portage, Portage, Wisconsin from 1965 to 1996. He was an Outreach Economics instructor at UW – Stevens Point from 1982 – 1984. He completed Harvard University's Senior Bank Officers School in 1973, has been a licensed CPA since 1967, and completed NABAC School at UW – Madison in 1963. He has a Bachelor's degree from UW – Whitewater.