Pandemic Preparedness Symposium for Business

In cooperation with the Wisconsin Department of Health & Family Services, the Wisconsin Council of Safety presents . . .

COURSE DATES
September 18, 2006 — Wisconsin Dells
September 19, 2006 — Eau Claire
September 22, 2006 — Appleton
September 29, 2006 — Wausau
October 4, 2006 — Oconomowoc

Offering Best Practices & Solutions for Creating and Implementing a Pandemic Response Program, and Developing Communications with Local Public Health and Emergency Response Personnel During a Pandemic Event.
Offering best practices and solutions for creating a pandemic response program, and developing communications with local public health departments and emergency response personnel during a pandemic event. Response during a pandemic, more than any other emergency, requires a solid business recovery plan and efficient communications between public and private entities. This program will focus on planning for the wide variety of risks faced by businesses in the event of a pandemic, and features presentations by Ken Wilson, President and founder of Wilson Marketing Group, Inc., along with state and local public officials who will discuss their roles, responsibilities, and expectations for public and private cooperation and communication.

Registration, Refreshments and Networking
(7:30 - 8:30 am)

Welcome & Introductory Remarks
(8:30 - 9:00 am)
WMC and Wisconsin Department of Health and Family Service, Division of Public Health Regional Office Director.

Avian Flu and Pandemic Facts and FAQS
(9:00 - 10:00 am)
The biological issues, facts, figures, probabilities, and rumors about avian flu. Local Public Health Officer.

Break / Networking
(10:00 - 10:15 am)

Business Risk and Planning Presentation
(10:15 am - 12:15 pm)
With spread of avian flu from Asia to Russia and Central Europe, Africa, and Western Europe, businesses are concerned about their readiness to deal with this crisis.

This presentation will provide you with the information needed to understand the business risks your firm faces and the planning process needed to prepare your business.

You will identify the business decisions that you need to make before the pandemic that will be critical to minimizing the impact on your company:

- human resources
- financial
- operational
- legal

This presentation will address the steps necessary to develop an effective business pandemic plan including the four basic components to insure your firm’s survival:

- communications
- health and welfare
- essential service/functions
- recovery plan

You will learn the steps you need to take to safeguard your employees, minimize financial losses, reduce exposure to lawsuits, recover quickly, and keep existing customers and gain new ones.

About the Presenter — Ken Wilson, President, Wilson Marketing Group, Inc., Wayzata, MN. Ken is a business planning expert with a specialty in preparing businesses for the pandemic flu. His client base includes a combination of Fortune 500 companies and privately held companies — large and small. Ken recently conducted a very successful series of pandemic planning workshops in conjunction with the Minnesota Chamber of Commerce.

Lunch
(12:15 - 1:15 pm)

Best Practice Presentations
(1:15 - 2:30 pm)
WMC member companies will share their experiences and strategies for pandemic planning processes.

- Jack M. Reyes, CPP, Director, Corporate Security, Johnson Controls, Inc., Milwaukee (all 5 locations).
- Other contributing member companies to be announced.

Break / Networking
(2:30 - 2:45 pm)

Public Sector Response
(2:45 - 3:30 pm)
A panel of local public health, emergency management, and healthcare officials will discuss and provide resources for communications during a pandemic event, and their expectations for a joint public/private response.

Wrap Up
(3:45 - 4:00 pm)

*All photos courtesy of Public Health Image Library (PHIL).
Course Information

Dates & Locations

**Monday, September 18, 2006**
Kalahari Resort & Waterpark
1305 Kalahari Drive
Wisconsin Dells, WI
For lodging contact 877/253-5466 or 608/254-5466

**Tuesday, September 19, 2006**
The Plaza Hotel & Suites
1202 W. Clairemont Avenue
Eau Claire, WI
For lodging contact 715/834-3181

**Friday, September 22, 2006**
Radisson Paper Valley
333 W. College Avenue
Appleton, WI
For lodging contact 920/733-8000

**Friday, September 29, 2006**
The Plaza Hotel & Suites
201 N. 17th Avenue
Wausau, WI
For lodging contact 715/845-4341

**Wednesday, October 4, 2006**
Olympia Resort & Spa
1350 Royale Mile Road
Oconomowoc, WI
For lodging contact 262/567-0311

Goal
This program is being held to raise awareness among private sector, state, and local leaders about the importance of planning now for a possible influenza pandemic. Business planning experts, along with local and state officials, will present strategies to prepare for, respond to, and recover from an influenza pandemic.

Objectives
- Educate business, state, local, and tribal participants in the urgency for influenza preparedness in Wisconsin.
- Discuss and define public/private partner roles and responsibilities in influenza preparedness.
- Identify resources available and needed for influenza preparedness in Wisconsin.
- Highlight examples of agency and individual roles in the influenza preparedness planning process.

How Your Company Will Benefit From this Program
- Safeguard employees, and retain skills and productivity
- Competitive advantage during and after recovery
- Minimize financial losses
- Minimize exposure to lawsuits
- Minimize operational costs during and after pandemic
- Keep existing customers and gain new ones at the expense of unprepared competitors

Who Should Attend
- Business owners/managers who want to safeguard their investments
- Members of disaster recovery teams or emergency reaction teams
- Senior managers, operations managers, financial officers, human resources, sales, information services, call centers, retail, associations, and nonprofits
- Public officials with emergency response responsibilities

Learn, Network and Grow:
Unique Networking Opportunities
Many attendees cited networking opportunities as the key benefit and reason to attend! At WCS conferences, attendees have plenty of opportunities to make long-lasting and helpful contacts. At the same time, the networking opportunities will foster peer-learning through the exchange of practical experiences and viewpoints.

Registration Fees
Registration fee is $25 for private sector employees. This symposium is co-sponsored by WMC, WCS and DHFS, with funding provided by CDC, a division of DHHS.

CEUs
- .60 Continuing Education Units (CEUs) will be awarded for this program. Certificates will be presented upon completion of the course.
- Insurance agent CE credits applied for.

Membership
- For Wisconsin Council of Safety/National Safety Council membership information, call Marilyn Kocis at 608/258-3400 or 800/236-3400 ext. 3.
- For Wisconsin Manufacturers & Commerce membership, call 608/258-3400.
Online registration available at www.wisafetycouncil.org. Please type, print or attach your business card.

FAX TO 608/258-3413 - OR- MAIL TO WCS, PO BOX 352, MADISON, WI  53701-0352

Attendee Names
1_______________________________________________________________Title ________________________________________________________
2_______________________________________________________________Title ________________________________________________________
3_______________________________________________________________Title ________________________________________________________
4_______________________________________________________________Title ________________________________________________________
5_______________________________________________________________Title ________________________________________________________

Company ____________________________________________________________________________________________________________________

Street Address _________________________________________________ Zip +4 ________________________________________________________
PO Box ______________________________________________________ Zip +4 ________________________________________________________
City ___________________________________________________________ State ________________________________________________________
Telephone________________________________________________________Fax ________________________________________________________

E-mail Address ________________________________________________________________________________________________________________

REGISTRATION RATES (check date you plan to attend)

☐ Monday, September 18, 2006 — Wisconsin Dells (06PP1) . . . . . $25 per person
☐ Tuesday, September 19, 2006 — Eau Claire (06PP2) . . . . . . . . . . $25 per person
☐ Friday, September 22, 2006 — Appleton (06PP3) . . . . . . . . . . . . . $25 per person
☐ Friday, September 29, 2006 — Wausau (06PP4) . . . . . . . . . . . . . . $25 per person
☐ Wednesday, October 4, 2006 — Oconomowoc (06PP5). . . . . . . $25 per person

TOTAL $__________________________________________________________________________________________________________________

☐ Check (Payable to Wisconsin Council of Safety, Fed. ID #39-1394068)
☐ Purchase Order #___________________________________________

Bill my: ☐ VISA  ☐ MasterCard  ☐ American Express

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Program Sponsors

This program is presented in cooperation with the Wisconsin Council of Safety, Wisconsin Department of Health & Family Services, and Wisconsin Manufacturers & Commerce.

*** For a complete list of future training programs, visit our website at www.wisafetycouncil.org. ***