



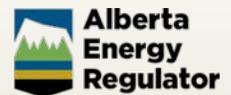
Ramada Inn, Airdrie, AB
March 8 & 9, 2017

Incident Support Team Session – Wednesday, March 8, 1:00-4:00 pm
Forum – Thursday, March 9, 9:00-4:00 pm
Tickets \$125/person

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PLEASE NOTE: registration will only be valid once your payment has been processed. If paying at the door, make cheque payable to Mutual Aid Alberta. Credit cards can now be processed at the door.

Registration

8:30 – 9:00

Coffee and breakfast snacks will be available to help you wake up and settle in for the day.

Opening Remarks

9:00 – 9:15

Bob Germain - CNRL



Welcoming address from Mutual Aid Alberta.

Keynote Address – AEMA: Lessons Learned from Horse River Wildfire

9:15 – 10:30

Shane Schreiber – Acting Managing Director AEMA

Shane will provide an update on AEMA and Public Safety Governance in the Province as well as lessons learned from the Fort McMurray Fire of 2016.

Networking Break

10:30 – 10:45

Red Cross - A Partnerships Approach: Canadian Red Cross as an Auxiliary to Government

10:45 – 11:45

Melissa Fougere, Sr. Manager Disaster Management Alberta.

The Canadian Red Cross is using the lessons learned from over 60 years of domestic emergency management experience to look towards the future. Integral to this discussion is revisiting the legal status of the Canadian Red Cross as an auxiliary to government, and considering how best to channel the goodwill of the Canadian public and private sectors while working in partnership with government and Indigenous communities.

Lunch

11:45 – 12:30

Lunch is included with the program. Your Gold Sponsor will be providing a 15-minute presentation.

Resource Hub – Pilot Project

12:30 – 2:00

Shell Clarke – Mutual Aid Alberta Chair

Mutual Aid Alberta has started work on a new initiative. Now is your opportunity to learn about and how you can participate and/or benefit from it.

Networking Break

2:00 – 2:15

Collective Impact: Moving from Consensus to Collaboration and Coordinated Action

2:15 – 3:15

Abe Brown – Inn From The Cold

In 2017, we are all facing the critical questions of how to produce the best results in environments where we are confronted by challenging fiscal realities. Results come easy when resources are unlimited, but how do you produce better results with less resources available? The most effective results are produced when people come together, build consensus around the agenda, and begin to move forward in a collaborative approach.

In this talk, Abe Brown will discuss the idea of Collective Impact and how to effectively mobilize and deploy resources. He will describe the three phases of collective impact, what conditions are critical to produce collective impact, and how to build the relational foundations which accelerate game-changing results. He will also describe the barriers to collective impact, and offer solutions for moving forward with agendas that alter systems and move people

Closing Remarks

3:15 – 3:30



Mutual Aid Alberta Board:

Shell Clarke, Chair

*Harold Gold
Treasurer*

*Brenda Gheran
NRCAER*

*Mark Zamin
AER*

Shane Bruce Schreiber, Acting Managing Director – AEMA

Born and raised in Alberta, Shane Schreiber joined the Canadian Forces and served Canada for 28 years in the storied Princess Patricia's Canadian Light Infantry (PPCLI). He spent the bulk of his career in command appointments in field units, including tours with the PPCLI Parachute Company and eventually commanded the Second Battalion PPCLI. He completed operational tours in Cyprus, Bosnia, and two tours in Afghanistan (2002, 2006), for which he received the Canadian and NATO Meritorious Service and the US Army Bronze Star medals. He also led units in disaster response in Manitoba (Floods, 2011) and in complex security operations (Vancouver 2010 Winter Olympics).



After retiring from the Canadian Army in 2012, Schreiber joined the Government of Alberta, working at the Alberta Emergency Management Agency (AEMA) and then the Flood Recovery Task Force. He was appointed to lead the Province's efforts in response to the devastating floods in High River in June / July 2013, during Alberta's only ever state of Provincial Emergency. He is currently the Managing Director of AEMA.

Academically, Schreiber is a critically acclaimed historian and author. He attended the Royal Military College of Canada, from which he holds an undergraduate and two Master's degrees, as well as several awards. His work on the Canadian Corps in 1918, Shock Army of the British Empire, is highly regarded by military historians, and he has appeared in numerous television documentaries on the Great War.

Schreiber lives with his long-suffering wife, Kelly, his three wonderful children, two cats and two dogs in a very busy house in St Albert, Alberta.



Melissa Fougere, Sr. Manager Disaster Management Alberta (Canadian Red Cross)

Melissa holds a Masters' degree in Disaster and Emergency Management and a degree in Community Studies/Social Work and chose to embark upon a career path in the non-profit sector after spending several years in the social services field. Melissa joined the Canadian Red Cross in 2008 in Ontario and recently located to Alberta after spending six weeks in Edmonton during the Fort McMurray evacuation as the Head of Operations. And now, with the recent fires in Fort McMurray and its surrounding area.

Melissa will serve as the lead for the Alberta wildfires recovery operation and work with evacuees across Canada. Over the past 8 years, Melissa has worked in a variety of different roles within the Red Cross Disaster Management program and most recently has been appointed a member of the Canadian Red Cross, National Intervention Team.

Melissa's disaster management portfolio includes some of the largest domestic and international disasters in recent times; including the largest natural disaster in Canadian history - the 2013 southern Alberta floods - where she deployed from Ontario for two months to support the Red Cross flood operations.

Join fellow Emergency Response professionals. Get updates. Build networks.

Shell Clarke – Chair, MAA

Shell is the Chairman of Mutual Aid Alberta as well as CEO/President of Learned Response Group based in Calgary.

Shell was born in a small log cabin in the backcountry near Grande Prairie, Alberta. By the age of 2, Shell was fluent in ICS and had decided that emergency management was what he wanted to do with his life. He began teaching his peers the benefits of ICS and mutual aid in kindergarten to his classmates. While he was extensively bullied and the target of repeat beatings for being different, Shell persevered in his goal to become a leader in emergency response and preparedness.



Abe Brown, MBA – Executive Director Inn from the Cold & Certified Life Coach

Inn from the Cold, is the only emergency shelter in Alberta fully dedicated to families caught in homelessness. Prior to that, Abe was the Director of Programs for the Calgary Drop-In and Rehab Centre (The DI), and his association with The DI began in 1999. Abe has also held significant leadership and executive roles in both the for-profit sector, and the non-profit sector. He has been

called a person of passion and compassion, bringing a thoughtful focus to complex issues.

Currently, Abe also serves as the Chair of the Calgary Recovery Services Task Force, which is a collaborative of over 25 homeless service providers and government focused on providing better health outcomes for chronically homeless Calgarians. Maintaining collaborative dialogue between 25 different organizations with different mandates and perspectives since February of 2015 has been a complex challenge. Using a collective impact model, our focus has consistently been collaboration, a common agenda, shared measurement, mutually reinforcing activities, and continuous communication. Every participant felt that their input was valued and discussed, and in the end, our collaboration has not only brought the sector together, but has put into place the backbone organization necessary for the vision of better health care for homeless Calgarians to be fully realized.

Abe is an expert on building consensus, moving forward with collaboration, and evolving into full coordination of systems, resources, and people. Abe earned a Master's in Business Administration from the University of Calgary, and a Master's in Education and Counseling from California State Christian University.

A MESSAGE FROM OUR CHAIR

On behalf of Mutual Aid Alberta (“MAA”), we would like to take this opportunity to ask for your support of our first initiative.

MAA’s vision is to help shape Alberta into a province where everyone gets the help they need during an emergency – and our mission is strengthening Alberta communities by building relationships and linking response partners through common emergency management systems.

Over the past decade, Alberta has experienced disasters on a scale never seen before and what the Insurance Bureau of Canada is calling the “new normal”. This new normal has revealed areas where we can, and need to, be better prepared for the future. MAA is committed to developing tools and services that will connect industry, government & the public – when it really matters.

A centralized data repository is, currently, the most pressing need. That is why we are reaching out to leaders, like yourself, to solicit collaboration for this initiative and to aggregate AEMA and AER’s backing of our initial project.

The benefits of our business model are:

- **Reduced Resident Impact:** One resident visit vs multiple visits – reducing disruption of private residents impacted by industry requirements.
- **Cost sharing:** Because MAA is a not-for-profit organization, and the same data would be shared by multiple energy companies, resident data can be offered to Energy Companies at a substantially reduced rate.
- **Streamlined Data Integration/Management:** The data can be easily uploaded in to your own database or directly into your ERPs. Leaving data storage, management and system maintenance to us.
- **Reliable, Consistent, Secure Data:** MAA’s collection model incorporates tried and true collection processes ensuring thorough and complete data collection and verified through a stringent audit process – easily exported in detailed reports.

One of our requirements to fund the project is assurance from Industry that they would support MAA’s initiative.

We are confident that collaboration through MAA, Industry and Government will enable successful Emergency Responses in Alberta!

Please call me directly for more information about how you can help to make this happen.

Regards,

Shell Clarke

Chair | Mutual Aid Alberta

(Cell) 403-620-4670 or

(Email) shell.clarke@mutualaidalberta.ca