

## 2021 Emerging Technology Forum Sessions and Bios

### DAY 1

<p><b>Session Title:</b> <b>When Next Generation Becomes Now: What's Next?</b></p> <p><b>Session Description</b> Today, almost 5,000 911 centers have the ability to receive real-time information from connected devices, buildings, and medical databases. With valuable information such as location and supplemental emergency data automatically delivered to their screens, dispatchers and field responders are empowered with unprecedented situational awareness and have the opportunity to provide an expedited, data-driven, and personalized emergency response.</p> <p>This session will share how public safety leaders across the country are utilizing life-saving data from sources such as Apple, Google, Uber, MedicAlert, and more to enhance emergency response and allocate resources more effectively. 911 professionals will leave with a clearer understanding of how to receive, train for, and utilize this life-saving data. NG911 is no longer the next generation, it is now!</p>	<p><b><u>RapidSOS</u></b> <b><i>Amy Marion</i></b></p> <p>Amy joined RapidSOS in 2019 and prior to that accumulated over 20 years of experience working as a 911 telecommunicator, CTO, 911 supervisor, and 911 coordinator in the City of Peoria, Illinois and Peoria County, Illinois. During that time, she gained experience both on the operations side and the technical side of 911. Amy was involved in a variety of projects during that time, including two P-25 radio system implementation, PSAP consolidation, text-to-911 implementation, grant writing, legislative rewrites, and numerous other projects.</p> <p>Amy is passionate about enabling and educating public safety agencies on new technologies and connecting useable data to first responders. Additionally, she is an advocate for mental health and wellness for first responders and their families; she enjoys engaging agencies across the country on a variety of topics.</p> <p>Amy currently serves as a Commercial Advisor for IL APCO, a co-chair of the IL Joint Legislative Committee, a co-chair of a NENA PSAP Operations working group, is a member of the APCO International Commercial Advisory Council, and is an executive board member and vendor chair for the Illinois Public Safety Telecommunications Conference Association.</p> <p><a href="https://www.linkedin.com/in/amarion911/">https://www.linkedin.com/in/amarion911/</a></p>
<p><b>Session Title:</b> <b>FCC Update: 911 Location Accuracy</b></p> <p><b>Session Description</b> This session will provide an overview of the FCC's 911 location rules and recent actions on 911 location, including wireless 911 location accuracy, vertical location (Z-Axis), 911 dispatchable location rules for VoIP, MLTS, relay services, and mobile text (Ray Baum's Act)</p>	<p><b><u>FCC</u></b> <b><i>David Furth (virtual)</i></b></p> <p>David Furth is Deputy Chief of the Public Safety and Homeland Security Bureau of the Federal Communications Commission, a position he has held since 2009. In that capacity, he oversees the Bureau's work on 911 and first responder communications issues. Mr. Furth was part of the initial leadership team when the Bureau was established in 2006, serving as Associate Bureau Chief until 2009. Between 1992 and 2006, he held multiple staff and leadership positions at the Commission, primarily in the Wireless Telecommunications Bureau.</p> <p>Prior to joining the Commission, he was in private law practice in Washington, D.C. and San Francisco, CA. David received his B.A. from Harvard University and his J.D. from Stanford Law School.</p>

<p><b>Session Title:</b> <b>FCC Update: 911 Fee Diversion</b></p> <p><b>Session Description</b> This session will provide an overview of recent legislation and FCC initiatives to discourage 911 fee diversion, including Annual 911 Fee Report, FCC rulemaking on 911 fee diversion, and the 911 fee diversion “strike force”.</p>	<p><b><u>FCC</u></b> <b><i>David Furth (virtual)</i></b></p> <p>David Furth is Deputy Chief of the Public Safety and Homeland Security Bureau of the Federal Communications Commission, a position he has held since 2009. In that capacity, he oversees the Bureau’s work on 911 and first responder communications issues. Mr. Furth was part of the initial leadership team when the Bureau was established in 2006, serving as Associate Bureau Chief until 2009. Between 1992 and 2006, he held multiple staff and leadership positions at the Commission, primarily in the Wireless Telecommunications Bureau.</p> <p>Prior to joining the Commission, he was in private law practice in Washington, D.C. and San Francisco, CA. David received his B.A. from Harvard University and his J.D. from Stanford Law School.</p>
<p><b>Session Title:</b> <b>What Does Dispatchable Location &amp; Z-Axis Mean to You?</b></p> <p><b>Session Description</b> The FCC has adopted rules that require a dispatchable location to be delivered to 911 for calls regardless of the technology platform. Over the last several years, they have adopted wireless E911 rules that include both tightened geodetic location accuracy requirements and providing a dispatchable location for wireless calls. They have also included horizontal location requirements (z-axis) for calls to 911. So, what does all this mean to you in the PSAP? This session will take an operational view of these FCC requirements.</p>	<p><b><u>NENA: The 911 Association</u></b> <b><i>April Heinze</i></b></p> <p>April Heinze is the 911 and PSAP Operations Director for NENA, the 911 Association. She is responsible for industry and innovations awareness, operational standards development, event productions, membership, and industry and media relations, along with other activities and projects.</p> <p>April has spent the vast majority of her nearly three-decade career in 911, focused on PSAP operations issues. Before joining NENA, she worked for Eaton County Central Dispatch where she began her 24-year tenure as a public safety telecommunicator and worked her way up to director. She was then recruited to work for one of the nation’s leading NG911 providers, spending nearly three years as a PSAP liaison and advocate. She was a member of the FCC Taskforce on Optimal PSAP Architecture, was the Vice-Chair of the NG911 Institute Board, and currently serves as the Vice-Chair and Senate Appointee to the State of Michigan’s State 911 Committee.</p>
<p><b>Session Title:</b> <b>A Practitioner’s View: The Value of Cloud</b></p> <p><b>Session Description</b> This session will focus on the practical reasons for considering the use of Cloud computing. It will incorporate the benefits, lessons learned, and major steps in the journey. We will also consider some of the impact to PSAPs, service providers, IT departments, and even the public.</p>	<p><b><u>Oakland County – Department of Information Technology</u></b> <b><i>Mike Timm</i></b></p> <p>Mike Timm is a seasoned IT professional with nearly 40 years in the IT field. He began his career in the automotive field focused on manufacturing systems, with an early bent toward lean manufacturing systems. Throughout his career, there has been a focus on process improvement, project management, and systems integration.</p> <p>Mike joined Oakland County in 2017 as the director, where he leads a talented team of IT professionals supporting 82 county divisions, more than 100 local governmental units</p>

(assessors, treasurers, law enforcement, etc.), over 50 private sector customers, and over 1,700 Access Oakland customers.

Oakland County IT supports the CLEMIS system in a 10-county area of southeast Michigan, as well as the county's 911 system (upgraded in 2017) and is going through a major public safety radio system upgrade. The IT Department has also been a leader in implementing a 'cloud first' strategy for infrastructure and applications.

**Session Title:**  
**Cyber Threats to PSAPs**

**Session Description**

This presentation will help participants gain a better understanding of the threats potentially impacting PSAPs. It will also provide an overview of the Cybersecurity Infrastructure Agency (CISA) and federal resources available.

**Cybersecurity and Infrastructure Security Agency**  
***James Stromberg (virtual)***

James Stromberg serves as an Emergency Communications Coordinator for the Emergency Communications Division at the Cybersecurity and Infrastructure Security Agency (CISA). In this role, Stromberg performs a broad spectrum of functions relating to the interoperability of public safety emergency communications systems such as land mobile radio, wireless broadband, 9-1-1, and alert and warning systems.

Stromberg serves as the primary point of contact to federal, state, local, territorial, and tribal stakeholders in Illinois, Minnesota, and Wisconsin to advance the adoption of national emergency communication best practices, the development and sustainment of Statewide Interoperability Governance Bodies, and the alignment of strategic plans with the National Emergency Communications Plan. Stromberg provides subject matter expertise to stakeholders on advanced communications and related information technology subjects.

Prior to this position, Stromberg served as Minnesota's Statewide Interoperability Coordinator (SWIC) and as Program Manager for Minnesota's statewide public safety land mobile radio system. At SWIC, Stromberg managed overarching interoperability projects such as the state's Communications Unit program and Strategic Technology Reserve. He drove initiatives to shift the mindset of "interoperability" from two-way radio to the emergency communications ecosystem inclusive of 9-1-1 technologies, wireless broadband initiatives, and public alerting tools. His responsibilities as ARMER Program Manager included oversight of operational standards; liaison among owners, operators, and users; and maintenance contract negotiations.

Stromberg is retired from the Minnetonka, Minnesota Police Department. During his law enforcement tenure, he served as a patrol officer, detective, school liaison officer, and field training officer.

***Kelley Goldblatt (virtual)***

Kelley Goldblatt is the Cybersecurity Advisor for Michigan with the Cybersecurity and Infrastructure Security Agency (CISA). In this role, she supports the mission of strengthening

	<p>the cyber resilience and security of the nation’s critical infrastructure. Prior to joining CISA, Kelley worked for the State of Michigan as a member of the Michigan Cyber Command Center. She also worked for Washtenaw County. In both positions, Kelley focused on helping Michigan organizations and residents become more cyber secure.</p> <p>Kelley is originally from Michigan and is proud to call Michigan home.</p>
<p><b>Session Title:</b> <b>Leveraging the State’s GIS Repository</b></p> <p><b>Session Description</b> The State 911 GIS Repository has been a model for statewide GIS data integration and a new version of the repository is now under development. This presentation will highlight new enhancements which are being deployed under the upgrade project and timeline for onboarding and training for the updated platform. The repository allows for sharing and access to GIS data across PSAPs to improve the update process for 911 systems and will be the spatial infrastructure function for emergency call routing function and location validation function in the NG911 systems. An overview will also be provided on the NENA standards for GIS structure address points and the requirements for those data features as a key data layer for geo-routing.</p>	<p><b><u>Department of Technology, Management, and Budget</u></b> <b><i>Mark Holmes</i></b></p> <p>Mark Holmes, GISP, is the Geospatial Services Manager for the State of Michigan’s Department of Technology, Management, and Budget. Mark’s responsibilities include managing the enterprise GIS services that are provided for state agencies to manage and maintain their GIS data and solutions for their operations. Through partnerships with federal, regional, and local government, Mark is also involved in fostering collaboration for the sharing or authoritative data needed for daily business and analysis.</p> <p>Mark has 25 years of GIS experience in both the private and public sectors. His experience includes GIS planning and consulting for IT, public safety, transportation, environmental, and broadband for state and local government.</p>
<p><b>Session Title:</b> <b>GIS Data in 911 Call Routing</b></p> <p><b>Session Description</b> This presentation will outline how GIS data is used to route 911 calls. We will discuss the advantages of this approach and provide lessons learned, and best practices from previous experience. We will talk about what specific GIS data is required, how it is provisioned into the system, and how it is used during a 911 call.</p>	<p><b><u>Digital Data Technologies, Inc.</u></b> <b><i>Mitch Pinkston (virtual)</i></b></p> <p>Mitch Pinkston is a member of the DDTI Executive Team. He was the project manager for a statewide NG911 implementation in Massachusetts and has advised on deployments in multiple states. He had led the transformation of the DDTI Operations Team to support NG911 projects. Mitch is a certified Project Management Professional.</p>
<p><b>Session Title:</b> <b>NG911 State and Federal Update</b></p> <p><b>Session Description</b> Get details on the NG911 deployment progress for Michigan and an update on the federal grant that is making valuable resources to PSAPs available. Data and informative details for Michigan will be provided, including what is occurring in</p>	<p><b><u>Michigan State Police – State 911 Office</u></b> <b><i>Joni Harvey</i></b></p> <p>Joni Harvey is the State 911 Administrator. She began her career in public safety in 2003 when she joined the fire service. It was there she was introduced to the world of emergency telecommunications. Joni began her dispatch career in 2005 at Livingston County 911 Central Dispatch as an emergency telecommunicator, and worked her way up through the ranks to Deputy Director. In 2020, she joined the State 911 Office family at the Michigan</p>

<p>other states, and how the policy activity in Washington D.C. could impact NG911 in Michigan and across the country.</p> <p>This session will also include an update on 988.</p>	<p>State Police. Throughout her career, Joni has committed herself fully to the operations and overall success of the 911 industry. She is an active member of several associations including MCDA, APCO, and NENA, where she previously served as the MI-NENA secretary. Joni has also served as a member of the State 911 Certification Subcommittee.</p>
<p><b>Session Title:</b>  <b>Don't be Left in the Dark—Keeping 911 Going with Disaster Recovery, Resiliency, and Analytics</b></p> <p><b>Session Description</b>  Sharing vision for how PSAP virtualization enabled by cloud native technology will help PSAPs maintain daily operations regardless of circumstances.</p> <p>This presentation will share the challenges an outage causes in the 911 center call flow journey—when dialing, answering, and dispatching a response to the 911 call, and how to overcome them. We will cover how PSAPs can get notified about the intent to make an emergency call even when wireless cell networks are inoperable. Additionally, we will highlight how innovative mapping can provide accurate location information despite 911 networks being down.</p> <p>Remember MIS and call reporting? We have come a long way since then. Join us for a case study of AZ implementing a new kind of real-time, actionable cloud data analytics powered by AI that goes beyond the traditional reporting the industry has offered for years. Learn about yesterday, today, and tomorrow in data analytics for public safety.</p>	<p><b><u>Rapid Deploy</u></b>  <b>Brooks Shannon</b></p> <p>Brooks has worked for 17 years in public safety as a software engineer, product manager, and strategic leader for GIS and NG911 product and service organizations, continually driven by a passion to leverage Geographic Information Systems (GIS) to improve emergency response. He has designed and developed numerous public safety-focused GIS applications used by telecommunicators, first responders, and NG911 service providers who help protect tens of millions of Americans across the United States.</p> <p>Brooks remains deeply committed to the advancement of public safety and has worked closely for over 11 years with industry groups such as the Association of Public Safety Communications Officials (APCO), the National Emergency Number Association (NENA), the European Emergency Number Association (EENA), and other organizations to develop technical and operational standards for NG911 and the future of emergency response. He is co-chair of NENA's Data Structures Committee, chair of the upcoming NENA ICE 9 transatlantic NG911 / NG112 interoperability test event, and regularly presents at state, national, and international conferences on industry trends, best practices, and lessons learned related to NG911 and GIS.</p> <p><b>Greg Brooks</b></p> <p>Greg brings over 20 years of experience in the Telecommunications and Public Safety industries. Providing design, sale, and support for cloud-native contact centers for Fortune 500 companies, and state and local governments. For the last 10 years, he has been focused on NG911 call delivery and call handling solutions in the mid-west and Rocky Mountain regions. As the Regional Sales Director for RapidDeploy, Greg covers IL, IN, OH, MI, WI, ND, SD, IA, NE, and MO, and utilizes his professional philosophy of helping customers get from where they are today, to their desired future state.</p> <p>Greg is a native of Colorado and still lives in metro Denver with his wife and three kids. When not at work, Greg likes to play golf, tennis, and fly fish as much as his wife will allow.</p>