

A newsletter for people concerned with water management issues.

Index

Message from the Chair	2
Experiences from an ASFPM Conference Scholarship Recipient	3-6
Scholarship Recipient Article	7
17th Annual WAFSCM Conference Information	8-11
Conference Sponsor or Exhibitor Information	12-13
Floodplain Model	13
Scholarship Program Information	14-15
Scholarship Application Form	16-17
Student Scholarship Application Form	18-19
WAFSCM Board Members	20

Message from the Editor

The WAFSCM newsletter is published twice a year to update members on chapter activities and to provide information on publications, seminars, etc. that may be beneficial to our water community. If you have articles, announcements, or other information that you would like us to include in future newsletters, please forward it to me at BPowers@scsengineers.com.

Thank you to all the newsletter contributors and to Rhonda Janos for the newsletter preparation.

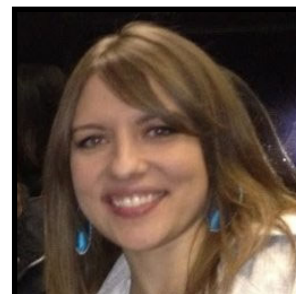
Betsy Powers, P.E.

Newsletter Editor

Message from the Chair

Hello WAFSCM Members,

I hope you're all having an enjoyable summer and are looking forward to the fall months to come. As usual, the WAFSCM conference planning committee has been busy this summer planning our upcoming annual conference. This year the conference is being held in Wausau from October 23rd through 25th. Registration is now live on our website (<https://wafscm.org/annual-conference/>), and the conference brochure is coming out soon. We have another great lineup of talks for this year and are looking forward to seeing you there!



We are looking for conference sponsors and exhibitors. Please get in touch with Heather Schwar (Heather.Schwar@cardno.com) if your company is interested in having a booth or sponsoring the conference.

Another upcoming event for this year is being planned by our Education Committee. We hope to have an educational and social event in the next few months, so watch for an announcement on that. It should be a good opportunity to catch up and learn about a local restoration project in our area. Also, on the education front, we had the WAFSCM watershed model at the State Fair this year, see page 13 of this newsletter. It was great to have this educational tool out in the community helping to teach more people about the water cycle and what we can do to help mitigate the impacts of flooding. A very big thanks to those of you who have made both these outreach events happen.

Lastly, our Board is up for elections this year and voting will take place at our annual conference. If you are interested in joining the Board and running for one of the positions, please get in touch with me. A list of current board members and open positions is on page 20 of this newsletter.

See you at the conference!

All the best,

Laura Rozumalski, PE
FreshWater Engineering
WAFSCM Chair
lrozumalski@freshwatereng.com

(608) 616-0128

Experiences from an ASFPM Conference Scholarship Recipient

Mitigation, Resiliency, Innovation, and Communication

Kari Papelbon, CFM, AICP

Planner

City of Oak Creek

Mitigation and resiliency have been hot topics of discussion for years now. Best practices and methods communities can utilize to prepare for, respond to, and ultimately recover from natural events are incorporated into Comprehensive/Master Plans, Hazard Mitigation Plans, Emergency Operations Plans, environmental preservation plans, and similar documents. And while these plans are important and essential, they are not always the most effective for communicating with elected officials, leaders, and the general public. So it came as no surprise to me that this year's ASFPM Conference in Cleveland incorporated several sessions covering mitigation, resiliency, and risk communication. What was surprising to me, however, was the expansion of those topics.



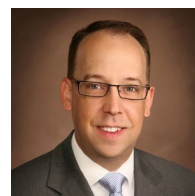
The Opening Plenary on Tuesday morning set the tone for the 3-day event. ASFPM Director Chad Berginnis cited a May 20 headline in The USA Today that predicted a 6-foot-plus rise in ocean levels by 2100 that would devastate coastal communities. If this statistic did not cause at least a few quiet gasps and knowing groans, it certainly reinforced the immediacy of the challenge floodplain managers in coastal communities are facing.

Todd Bridges of the U.S. Army Corps of Engineers (USACE) Engineer Research and Development Center followed, providing information for how the agency is integrating several Domains of Resilience (e.g., infrastructure/engineering, land/environment, people/property) into their projects. One of the highlights was the establishment of Engineering With Nature Initiative, which, according to the website, "is the intentional alignment of natural and engineering processes to efficiently and sustainably deliver economic, environmental, and social benefits through collaborative processes." In January of 2019, the book *Engineering With Nature: An Atlas* was launched, providing readers with 52 case studies and projects that integrated nature with infrastructure. The Initiative is currently soliciting projects for inclusion in Volume 2. More information on the Initiative and links to digital copies of the *Atlas* can be found at www.engineeringwithnature.org.



Transitioning from project-based examples to regulation, Leslie Chapman-Henderson of the Federal Alliance for Safe Homes (FLASH) and the National Building Code Awareness Project made a spot-on claim: building codes aren't sexy. With the average annual disaster events increasing rapidly, and approximately 69% of US communities facing at least one natural hazard without current, relevant, and beneficial codes, what can we do to change the common perception? The National Building Code Awareness Project conducted a behavior-focused study that resulted in a public awareness campaign with strategies, messaging and assets to reach the public. The campaign includes partner engagement, traditional and social media outreach efforts, news and promotions, a partner toolkit, and videos in conjunction with The Weather Channel, to name a few. More information can be found at www.inspecttoprotect.org.

The final speaker of the Opening Plenary was Mark Osler of NOAA. He echoed what the previous speakers had highlighted: disasters are increasing in frequency, severity, deaths, and monetary damages. But even as public awareness is at an all-time high, there is still the prevailing feeling that risk can be eliminated by



Mitigation, Resiliency, Innovation, and Communication (Continued)

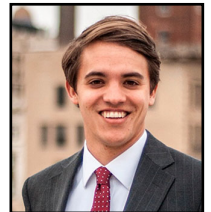
traditional means. Managing risk is difficult to conceptualize, and implementing strategies for managing risk is still met with a lack of political will and funding, cynicism, and a distrust of data and potential solutions. As communication improves, opportunities to address the challenges arise.



Concurrent sessions for Tuesday began with a topic that, on the surface, may seem slightly out of place for a conference devoted to floodplain management: Social Justice. But the connection becomes clearer when resources, migration patterns, and wealth factors are taken into account. As Jo Ann Howard of H2O Partners explained, urban areas tend to have more resources than rural areas, and rural areas tend to have more community ties. When an area experiences large in-migration numbers, it is usually as a result of job availability. But that does not mean that those who move to that area are familiar with it, and knowing where and how to access information or assistance is essential to preparedness and resiliency. Those who are less financially secure may find that available housing is more vulnerable to risk, such as those structures built prior to 1959 when Codes were not in place.

Social justice advocates are making strides in providing assistance to vulnerable populations. Rain Ready Chicago, for example, helps residents with channeling water away from houses. More can be done, however. Ms. Howard suggested that neighborhood-level projects be provided as examples of successes, that attorneys who offer pro-bono services to vulnerable residents be included in planning efforts, that resources and information on how to obtain resources or assistance be made available where vulnerable populations frequent, and that regular preparedness meetings occur to identify vulnerable populations and resources for efficient, effective deployment.

Mitch Paine provided an overview of a project in King County, Washington that sought to identify structures in the Special Flood Hazard Area (SFHA), and ultimately whether those structures correlated with vulnerable populations. Utilizing available data from the Census and Assessor, the study determined that more renters than owners live in the SFHA, that at least 50% of renters do not have flood insurance, and that most people of color who live in the floodplain are renters that likely do not have flood insurance and are the most vulnerable.



Tuesday's concurrent sessions ended with communicating risk. Rather than discussing ways to improve understanding of maps, these sessions focused on improving the message through behavioral insights. When we can better understand human reactions to disasters, and how and why people make irrational choices, we can adjust the methods of communication for improved outcomes. What resonated most with me were loss aversion (more likely to take risks to avoid a loss than to make a gain), time distortion/temporal discounting (procrastination for a small instant gratification rather than a larger future reward), choice architecture ("yes/no" or "opt-out"), and social norms. Time distortion/temporal discounting, as an example, can occur when discussing the 26% chance of a 100-year flood occurring over a 30-year mortgage.

A compelling argument can be made for employing choice architecture in flood insurance and regulatory applications. By requiring someone to actively opt-out of a mandatory insurance coverage enrollment, it not only draws attention to the issue, but also creates an additional opportunity for a person to gain more information and consider their options. It also has the potential to expand the number of covered properties, reducing risks and providing resources to vulnerable populations that might not otherwise obtain coverage. The ultimate goal would be for flood insurance coverage, mitigation, and resiliency efforts to become (more) normalized.

Wednesday's concurrent sessions focused primarily on transportation resilience. The first case study presented an assessment of Dyer County, Tennessee - an agricultural region along the Mississippi River of approximately 34,000 people, 17% of which are in poverty. The goal of the project was to assess impacts of flood scenarios on vulnerable populations (those aged 65 and over, low-income) and transportation systems utilizing HAZUS and HIFLD. While the differences between the two modeling programs seem to indicate that HAZUS may be less precise than HIFLD and the FIRMS, the more actionable

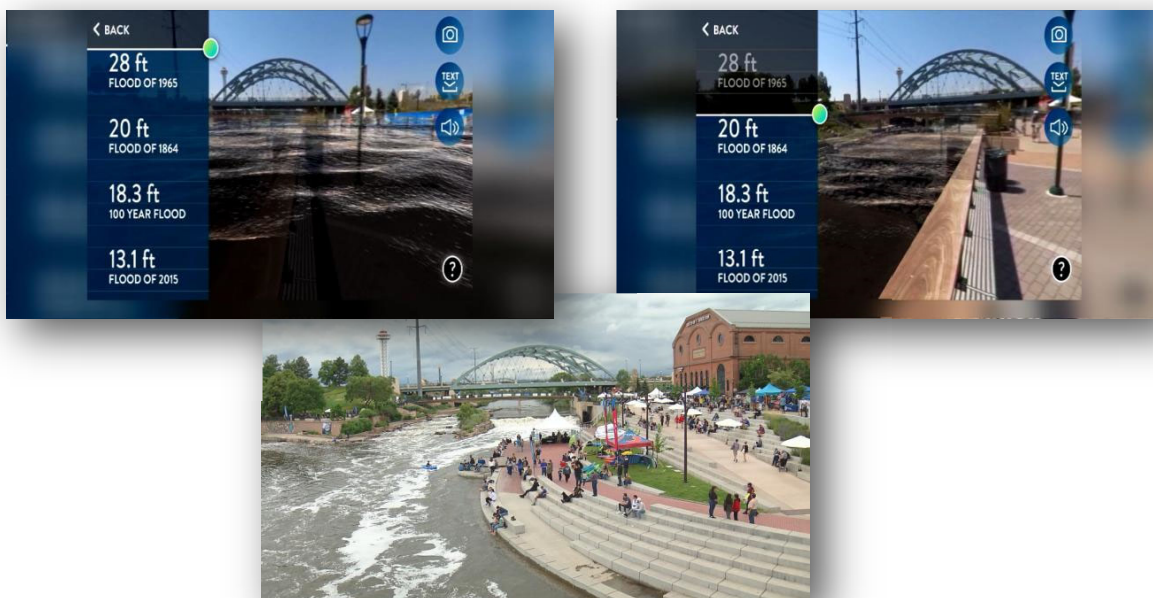
Mitigation, Resiliency, Innovation, and Communication (Continued)

findings were that the southeast corner in County could potentially be difficult to access for vulnerable populations (i.e., no comprehensive public transportation, or alternative options in a flood event), 62% of the roadways modeled would be inundated in a 500-year flood event, and inundation caused a 47% decrease in the service area (within 10 miles of an essential facility). Future refinement of the case study will incorporate depth grids, elevations, and existing roadway conditions.

In the AMTRAK case study, the focus was on disruptions (quantification, performance during/after), and applying resilience metrics to assess the transportation system. While AMTRAK is the busiest railroad in the nation, tracks are not always located outside of flood-prone areas. The study included all hazards, and utilized several resilience measurement tools from other agencies to review, evaluate, and select the top metrics. Cost, customer satisfaction, safety, organizational development, and on-time performance were measured following a disruption in each of the metrics. The study concluded, in part, that metrics were useful for encouraging organizational thinking about resilience, and that the metrics link physical and organizational aspects of resilience to outcomes. Future research may incorporate links to other transportation systems as well.

San Diego is no stranger to the effects of climate stressors, and like many coastal cities is studying the potential future impacts of projected increased temperatures; increased frequency and severity of wildfires, droughts, and precipitation events; and sea-level rise. The case study presented was a pilot project to determine whether the DOT Vulnerability Assessment Scoring Tool - which defines vulnerability through exposure, sensitivity, and adaptive capacity - could also be used for sea-level rise. The project utilized U.S. Geological Survey (USGS) and the Coastal Storm Modeling System (CoSMoS) for flood hazard modeling, and translated the results into vulnerability for assets. While the tool was flexible and transparent, the presenters found it to be more effective for large datasets of similar asset types and that its scores can be difficult to translate across asset types.

Augmented reality rounded out the transportation sessions. The City of Denver, Greenway Foundation, Denver Parks & Recreation, and the Flood Control District partnered to create the FloodWalk mobile app. Users will be able to simulate floodwaters in specific locations along Confluence Park, and share photos of themselves “under water” on social media. The app also works offsite, allowing users anywhere to virtually visit flood specific locations along the park. The developers faced challenges in defining Denver’s story, assessing and choosing the final technology, determining scalability to other cities (a future goal), IT and cyber security concerns, ongoing maintenance of the app, and an initial investment of more than \$250,000. Look for the app on various mobile platforms.



Mitigation, Resiliency, Innovation, and Communication (Continued)

Final sessions of the day discussed a pilot program for LiDAR LOMAs that will be tested in Colorado before rolling out to communities nationwide, and Harris County's MAPPnext (Modeling, Assessment, and Awareness Project). Key benefits highlighted for the LiDAR Letter of Map Amendment (LOMA) program include having one LOMA for many structures, applying a more focused outreach to potential homeowners, identifying potential mitigation areas, and acquiring flood depth data. MAPPnext will provide updated flood risk maps and tools that will ultimately be made available online to the public.

To kickoff the final conference day, Thursday's Plenary Session included Ohio mitigation success stories from Ohio Emergency Management Agency's Steve Ferryman, tales of substantial damage from successive flood events and lessons learned from South Carolina's State Coordinator and ASFPM Chair Maria Cox Lamm, and how Wetlands Watch's Skip Stiles made the connection between wetlands and floodplain management to create the community mapping and flood data collection app called Sea Level Rise. Concurrent sessions provided case studies in hazard mitigation and resilience planning in several areas in North Carolina, leveraging federal funding programs and sources outside of FEMA (e.g., CWA: NPDES & Water Quality Standards and TMDL, SDWA: DWSRF / CWSRF, HUD Community Block Grants) to implement hazard mitigation projects, and a case study of how North Fork Rancheria successfully created their own Hazard Mitigation Plan.

Afternoon sessions began with discussions regarding insurance, an introduction to the Office of the Flood Insurance Advocate, and what's on the horizon with Risk Rating 2.0. Of the very entertaining and informative discussions, what stuck with me was the suggestion that both recovery and affordability should be considered when evaluating resiliency. Can a person afford to rebuild when the insurance may not cover the entire cost of the damage or loss? How do different dwelling types get rebuilt following a disaster, and what are the differences in insurance coverages? Tying back to the first day's sessions on vulnerable populations, the following stark statistics were presented:

- Only 40% of Americans can withstand a \$100,000 emergency (recent studies indicate that 40% of Americans would struggle to cover a \$400-\$1000 unexpected expense).
- 26% of policy holders in the SFHA are low-income.
- 51% of non-policy holders in the SFHA are low-income.

If we are truly promoting resiliency, we must continue to explore options for those who are most at risk and vulnerable to flooding hazards to obtain affordable insurance coverage. Affordability as a component of recovery will continue to be a challenge.

While Risk Rating 2.0 still has many questions to be answered, we know that policy renewals in October 2020 will have prior notice (60-90 days), new rates are estimated to be released April 2020, and refined data can be submitted to affect the rate. Stay tuned.

Final sessions of the conference discussed the progress with Open HAZUS (including HIFLD integration); a case study of Missouri's comprehensive update to their Hazard Mitigation Plan in 2018 utilizing RiskMAP, flood depth grids, Missouri Spatial Data Information, and HAZUS; and developing a Hazard Mitigation Plan in a CRS community in North Carolina. Missouri's case study went beyond the plan document to create an online Hazard Mitigation Viewer that local planners can use to access State datasets and export maps through ArcGIS, a Loss Avoidance Analysis Tool to evaluate the effectiveness of implemented mitigation measures, Technical Assistance Workshops and guidance documents for Mitigation Planning, freeboard grids, and more. A Mitigation Feasibility Profile Tool is currently in beta testing.

Reflecting on the wealth of information received during my conference experience, I'm particularly impressed with the expansion of topics beyond the technical and regulatory realms. Floodplain management has become even more multidisciplinary, more diverse, and more self-aware. What I mean by the latter is that the statistics are not presented as facts to be left to interpretation. Rather, the statistics are applied and showcased in success stories, case studies, technological innovations that move beyond the maps and raw data to address hazards, and lead to new approaches for effective communication. Floodplain management is focusing on the personal because that's what it ultimately boils down to – the interaction of people with the environment.

I want to close with a big THANK YOU to WAFSCM for providing me with a scholarship to attend this year's ASFMP Conference. The information received and connections made were unforgettable, and I know I have gained new resources and skills to enhance my work. I'm ready to get started.



Fire Prevention and Building Safety

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<http://www.cityoflacrosse.org>

Inspection@cityoflacrosse.org

Ken Gilliam, Fire Chief



David Reinhart, CFM

Chief Building Inspector

City of La Crosse

DSPS Certified: Commercial Building, UDC Building, UDC HVAC, UDC Electrical and UDC Plumbing Inspector

The 2019 ASFPM's National Floodplain Conference was held in Cleveland Ohio. This was the first national conference that I have attended, as well as my first trip to Cleveland. It was an experience that I would recommend to anyone that is in a floodplain-related field or striving to be.

Being the Chief Building Inspector for the City of La Crosse, most of my experiences are on the regulatory side of floodplain management. Therefore, most of the training workshops/plenary sessions that I attended were on the Community Rating Systems side to try to gain a better understanding of how to lower the City of La Crosse's class rating.

The Floodplain Management 101 workshop was a great refresher on the National Flood Insurance Program (NFIP) rules and regulations. The speakers, Jen Marcy and Shanna Michael, were very knowledgeable and put on a very good presentation.

The Road to CRS Class One – The Tulsa Story workshop was my favorite workshop/session I attended. It was very informative relating to the Community Rating System (CRS), going through most of the individual series activities, breaking them down and explaining the way that they obtained the most CRS points. They also explained items that most cities are probably already doing, but are not obtaining CRS points for. Bill Robison of Robison Consulting Service Inc. kept the conversations interesting, and it was great to have Dave Arkens, ISO/CRS Specialists Technical Coordinator, there to answer specific question relation to the CRS. They handed out zip drives of the presentation for future reference.

Local CRS Successes was another session that stands out. Listening to how other communities work through their permitting processes, lay out their information to gain CRS points and submit them to ISO was wonderful. Jefferson Parish Louisiana consists of land area of 305 square miles and a water area of 336 square miles. I'm not sure that I can even comprehend what it would take to perform floodplain management there. If you have a chance, go to their website and look around. There is a lot of good information. They are currently a Class 5 CRS Community and would be a great community to model after. They also gave out zip drives that contain information and spreadsheets for reference.

As an avid football fan, it was nice to sneak in a walk around Cleveland Browns Stadium. I also had an opportunity to walk downtown to view the Soldiers and Sailors Monument. The Collision Bend Brewing Company was an enjoyable establishment and reminded me of the Lake Front Brewery in Milwaukee as they are both right on the water.

There were other sessions that were very informative also, but I just wanted to highlight a few. Leaving out the travel delays to and from the conference due to thunderstorms, attending the 2019 ASFPM National Conference was a great experience, and I would like to thank the WAFSCM scholarship committee for the opportunity to further my floodplain education.

CITY OF LA CROSSE

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Phone 608/789-7530 Fax 608/789-7589



17th Annual WAFSCM Conference

October 23 -25th 2019

Central Wisconsin Convention & Expo Center
Rothschild, Wisconsin

The Wisconsin Association for Floodplain, Stormwater, and Coastal Management (WAFSCM) is holding its 17th Annual Conference on October 23rd – 25th at the Central Wisconsin Convention & Expo Center in Rothschild. We're excited about this year's lineup of workshops, speakers, and field tour. Professional Development Hours (PDHs) and Continuing Education Credits (CECs) can be earned at the workshops, main conference, and tour. Scholarship opportunities are available again this year.

The first day of the conference will include the CFM exam, a floodplain workshop put on by the Wisconsin DNR, a networking social hour followed by our evening reception and our usual game night with refreshments. Thursday will be the main conference day with plenary and concurrent sessions throughout the day. Friday will consist of a tour of the County Materials plant in Rib Falls plus additional stops.

As always, we anticipate a dynamic group of professionals coming to share their experience in a variety of water-related issues from all sectors: local government leaders, community administrators, planning agencies, public works departments, developers, consultants, environmental groups, state and federal agencies and students.

Schedule of Events

Wednesday, October 23rd

Floodplain Management Workshop

Join this two hour workshop to get an NFIP and floodplain management refresher. The focus will be on Wisconsin state standards and common situations the WDNR sees in our State. Michelle Staff, CFM, the Floodplain Management Policy Coordinator and National Flood Insurance Program Coordinator for the Wisconsin DNR will lead this workshop.

CFM Exam

We will be hosting the CFM exam from 1-4pm on the first day of the conference to allow exam-takers a more relaxed experience of the conference activities the following days. Registration for the exam is handled directly through ASFPM. You must apply to ASFPM at least two weeks in advance to take the exam. Use these [application forms to apply for this exam](#). Submit CFM Exam related questions to cfm@floods.org or call 608-828-3000.

Wednesday Evening Reception:

At the evening reception, you will have a chance to meet and learn from the exhibitors and join in continued networking opportunities in an informal setting over heavy appetizers (including gluten-free and vegetarian options). Food will be served from 5pm to 7pm with a cash bar from 5pm to 9pm. Come prepared to participate in game night, including card games ranging from poker to sheepshead, which continues until 9pm.

Thursday, October 24th

This is the main day of the conference. The day starts with a full breakfast and an early morning business meeting with the WAFSCM Board. Following the breakfast/business meeting are: welcome plenary session, concurrent breakout sessions, lunch with a plenary speaker and closing plenary session. Door prize giveaways are the last part of the regularly scheduled day. Registration for the full-day conference includes the 2020 WAFSCM membership.

Friday, October 25th

Jim Luedecke of County Materials will be leading a tour of the County Materials plant in Rib Falls, as well as a few other local stops of interest. This will be an interesting tour of the Wausau area with focus on what is happening in the Central Wisconsin region.

Fees

Fees of all events are summarized below. Early registration ends September 23rd.

Wednesday, October 23rd

Session	Time	Early/Late Fee
Floodplain Management Workshop	2:00pm – 4:00pm	\$30/\$55
Evening Reception	5:00pm – 7:00pm	\$30/\$40

A newsletter for people concerned with water management issues.

Thursday, October 24th

Conference from 7:30am to 5pm including full breakfast, plenary speakers, breakout sessions, lunch, and 2020 WAFSCM membership.

Attendee Category	Early / Late Fee
Public Employee/ Retired/ Unemployed	\$75 / \$100
2019 WAFSCM Member	\$100 / \$130
Nonmember	\$125 / \$155
Student	\$20 / \$20
Lunch only (guests)	\$25 / \$35

Friday, October 25th

Session	Time	Early/ Late Fee	Comments
Field Tour – County Materials Rib Falls Plant	8:00am – 1:30pm	\$30/\$40	Includes bus, water, and snacks. Guests are welcome on the tour. Maximum 40 people.

Conference Scholarships

WAFSCM is pleased to announce that they will be awarding scholarships for attendance at the 2019 Conference. Scholarships will include conference registration and lodging for October 23rd and 24th. Recipients will be responsible for their own travel and per diem costs. Any current member of WAFSCM or non-member local government official is eligible to apply. Additional information is provided in this newsletter and on the WAFSCM website.

Sponsors and Exhibits

Every great conference needs wonderful sponsors and exhibitors, and we are no different. We have a range of opportunities to support the conference. Details are available in this newsletter and on the WAFSCM website, or contact Heather Schwar at 414-617-7891 or heather.schwar@cardno.com.

Registration

Online credit card registration is available. See the WAFSCM website for the link at www.wafscm.org

If you prefer to pay by check, please fill out the mail-in registration form on the WAFSCM website and mail your check to the address on the form. Please consider registering online if possible to help minimize our volunteer conference committee hours.

Registration questions should be directed to Steve Wurster at (262) 542-5733 or swurster@ruekert-mielke.com.

Lodging at the Holiday Inn & Suites - Rothschild

A block of rooms has been reserved for conference attendees at the Holiday Inn & Suites which is directly adjacent to the Central Wisconsin Convention & Expo Center in Rothschild, WI. Rooms are available at a rate of \$82 per night. To make your reservation, call the Holiday Inn & Suites (715-355-111) and identify yourself with the Wisconsin Association of Floodplain, Stormwater, and Coastal Managers or go online www.holidayinn.com/wausauwi.com and reference 'WAF' to receive the conference rate.

Contacts

Any conference questions can be directed to Conference Co-Chairs
Laura Rozumalski at 608-616-0128 or lrozumalski@freshwatereng.com or
Megan Bender at 414-847-0208 or <mailto:mmegan.bender@jacobs.com>.

We look forward to seeing you at WAFSCM! Please invite a friend! Thank you!

Please Join as a Conference Sponsor or Exhibitor

On behalf of the Conference Organizing Committee, we invite you to support WAFSCM by attending the conference, exhibiting your products and services, and by becoming a conference sponsor. We have put together attractive exhibitor and sponsor packages. **The levels of sponsorship and number of attendees included in each level are Indicated below.** We have room for up to 14 exhibitors in the main room so register early!

BENEFITS	Gold	Silver	Bronze	Exhibitor
	\$750	\$500	\$250	\$350
Conference Registration (including Wednesday night reception and Thursday luncheon)	3	2	1	1
2020 Membership (1 year for each registration)	3	2	1	1
Recognition as a Gold Level Sponsor (Name at the top in larger font on all signs and printed materials)	X			
Recognition as a Silver Level Sponsor (Name in the middle in medium font on all signs and printed materials)		X		
Recognition as a Bronze Level Sponsor (Name at the bottom in small font on all signs and printed materials)			X	
Recognition at Wednesday evening reception and Thursday luncheon	X	X	X	X
Exhibit Booth —area with skirted 10' table and 2 chairs; complementary wireless internet (BYO power strip and cords)				X
Acknowledgement in the printed brochure (<i>if registration received by Oct. 2, 2019</i>) and in printed conference materials	X	X	X	X
Acknowledgement in the WAFSCM newsletter	X	X	X	X
Acknowledgement on the WAFSCM website	X	X	X	X
Prominent display of your organization's name as a valuable sponsor/exhibitor in the Conference Hall	X	X	X	X

Please Note: If you do not plan to use all your conference attendee spots, please designate "Scholarship" and your attendee spot will be provided to a student or other selected individual in your name.

Exhibitors will be in the room where the meals, breaks and evening reception will be located in the Grand Ballroom. Exhibitors may set up anytime from 2 p.m. to 4:30 p.m. on Wednesday, October 23, with the reception scheduled from 5 p.m. to 7 p.m. on that evening. The exhibits will be open Thursday, October 24 from 7:30 a.m. to 4:45 p.m. Exhibits must be removed by 6 p.m. on Thursday, October 24.

Conference Sponsor or Exhibitor (Continued)

Sponsor opportunities this year include:

Wednesday Reception Drink Sponsor - \$750

Wednesday Reception Food Sponsor - \$500

Prominent signage will be on the tables and signs to thank you for your drink or food sponsorship. These opportunities also include 1 conference registration, including Wednesday reception, and 2020 WAFSCM membership.

Once you register as a sponsor/exhibitor, please send you company's logo to heather.schwar@cardno.com so it can be included in the brochure, WAFSCM newsletter and displays. We must receive your registration by October 2, 2019 to include your company logo in the printed conference brochure. Please also consider donating a door prize!

If you have questions regarding the registration and exhibit process, please feel free to contact Heather Schwar at heather.schwar@cardno.com.



[Back to index](#)

Our floodplain model was displayed at the 2019 Wisconsin State Fair!



This floodplain model is stored at the Southeastern Wisconsin Planning Commission in Waukesha and is available to WAFSCM members. If you would like to use the model for an educational event, please contact Laura Herrick at lherrick@sewrpc.org to coordinate.





**WAFSCM SCHOLARSHIP PROGRAM
2019 ANNUAL WAFSCM CONFERENCE
Central Wisconsin Convention & Expo Center
10101 Market Street
Rothschild, Wisconsin
October 23-25, 2019**

The purpose of the Wisconsin Association for Floodplain, Stormwater, & Coastal Management is the following:

1. Promote public awareness of proper floodplain, stormwater, and coastal management;
2. Promote the professional status of individuals involved in floodplain, stormwater, and coastal management and secure all benefits resulting there from;
3. Promote a liaison between individuals concerned with proper floodplain, stormwater, and coastal management and encourage the exchange of ideas;
4. Keep individuals concerned with proper floodplain, stormwater, and coastal management well informed through educational and professional seminars and provide a method for dissemination of information, both general and technical;
5. Inform concerned individuals of pending floodplain, stormwater, and coastal management legislation and other related floodplain, stormwater, and coastal management matters; and
6. Study and support legislation pertinent and necessary to the effective implementation of floodplain, stormwater, and coastal management matters.

WAFSCM is pleased to announce that they will be awarding scholarships for attendance at the 17th Annual Wisconsin Association for Floodplain, Stormwater, & Coastal Management Conference, October 23-25, in Wausau. **Any current member of WAFSCM or non-member local government official** is eligible to apply for a scholarship to attend the 2019 conference. This is a great opportunity to interact,

exchange ideas, make contacts, form partnerships, and prepare for an improved and sustainable future for flood damage reduction.

The full scholarship will include the registration (including a workshop, Wednesday reception, full-day Thursday conference, and Friday field tour) and lodging for October 23 and 24. The scholarship recipients will be responsible for their own travel and per diem costs, and any hotel costs in excess of the conference hotel rates.

The student scholarship will include one-day conference attendance (Thursday) only. Lodging, travel, and other expenses are not included.

Criteria that may be considered in selection of scholarship recipients include:

- Whether the applicant is a Certified Floodplain Manager
- Past participation in the Wisconsin Association for Floodplain, Stormwater, & Coastal Management
- Commitment to participate in WAFSCM activities (committees, conference, workshops, etc.)
- Other criteria to be determined

The attached WAFSCM Scholarship Application Form should be completed and submitted by Friday, September 6, 2019. If selected to receive a scholarship, you will be required to write an article for the next WAFSCM newsletter, *Water Matters*, about your experiences attending the conference, or another appropriate subject relating to floodplain, stormwater, or coastal management. Local government officials or representatives are strongly encouraged to apply!





SCHOLARSHIP APPLICATION FORM

for

WAFSCM'S 17th Annual Conference

October 23-25, 2019

Central Wisconsin Convention & Expo Center

Wausau, Wisconsin

You must be a current WAFSCM member or local government official to apply!

Name: _____

Title: _____

Employer: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

Certified Floodplain Manager (CFM): _____ Yes _____ No

Years you have been a WAFSCM member: _____ 2002 _____ 2003 _____ 2004
 _____ 2005 _____ 2006 _____ 2007 _____ 2008 _____ 2009 _____ 2010 _____ 2011
 _____ 2012 _____ 2013 _____ 2014 _____ 2015 _____ 2016 _____ 2017 _____ 2018
 _____ 2019

Check which WAFSCM activities you are willing to participate in to support the association (continued on next page):

_____ Participate on standing committee(s):

_____ Floodplain Management

_____ Stormwater Management

_____ Coastal Management

_____ Membership

_____ Awards

_____ Annual Conference

_____ Website

_____ Newsletter

_____ Education

_____ Provide support in workshops or other training events

_____ Other (explain) _____

Describe any past involvement you have had with WAFSCM:

How will attending this conference assist you in your present position?

Why do you want to attend this conference and what do you hope to gain by attending?

You are responsible for your own transportation and per diem. After attending the conference, you will need to complete a Scholarship Reimbursement Form, attach receipts, and mail to WAFSCM for reimbursement. You will be provided the form upon notification of scholarship award. In addition, you will be required to write an article for the next WAFSCM newsletter, *Water Matters*, about your experiences attending the conference or another appropriate subject relating to floodplain, stormwater, or coastal management.

Submit to Katie Sommers, katie.sommers@wisconsin.gov, no later than September 6, 2019.



SCHOLARSHIP APPLICATION FORM

for

WAFSCM'S 17th Annual Conference

October 23-25, 2019

Central Wisconsin Convention & Expo Center
Wausau, Wisconsin

STUDENT SCHOLARSHIP FOR ONE DAY ATTENDANCE (October 24, 2019)

You must be a current student to apply for this scholarship!

Name: _____

School & Major: _____

Graduation Date: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

Check which WAFSCM field/activities you are interested in:

- _____ Floodplain Management
- _____ Stormwater Management
- _____ Coastal Management
- _____ Interested in starting a student chapter at my school
- _____ Other (explain) _____

How will attending this conference assist you in your future career?

Why do you want to attend this conference and what do you hope to gain by attending?

This scholarship is for a one-day conference attendance (includes break refreshments and lunch). Lodging, travel, and other expenses are not included. If you receive this scholarship, you will be required to write an article for the next WAFSCM newsletter, *Water Matters*, about your experiences attending the conference or another appropriate subject relating to floodplain, stormwater, or coastal management.

Submit to Katie Sommers, katie.sommers@wisconsin.gov, no later than September 6, 2019.



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