



Conference Announcement

The Michigan Stormwater Floodplain Association (MSFA) would like to invite you to the MSFA's 24th Annual State Conference March 9-11, 2011.

The conference will be held at the Doubletree Hotel Dearborn

Who should attend?

Anyone interested in floodplain mapping, the NFIP, flooding, or stormwater issues

Community Leaders	Emergency Managers	Water Resource Managers
Building Inspectors	Drain Commissioners	Stormwater Managers
Zoning Administrator	Planners	Watershed Groups
Engineers	GIS Mapping Partners	Floodplain Managers

Conference Highlights

WARD'S Stormwater Floodplain Simulation System Workshop

Friday's Session devoted to planning for, what happens during, and the aftermath of a flood event

Networking opportunities with local, state and federal officials; other floodplain and stormwater managers, consulting firms and non-profit organizations

Exhibitor/vendor areas and receptions

Full conference or single day registration available

Continuing Education Credits

Building Officials	4 Credits
Residential Builders	3 Credits
PEM's:	19.5 Credits
CFM [®] s	12 Credits

Pre Conference Training and Exams

CFM[®] Exam and refresher course
Industrial Stormwater Operator Training and Certification Exam
Building Inspector
Soil Erosion and Sediment Control and Certified Storm Water Operator Training



Conference Details

- Location: Doubletree Hotel Dearborn
5801 Southfield Expressway
Detroit, MI 48228
www.doubletree.com
- Attendance Fee
 - Registrations postmarked on or before February 14, 2011: \$150 per attendee
 - Registrations postmarked after February 14, 2011: \$175 per attendee
 - One Day Registration is available for \$75 per day
- Registration includes the following:
 - Annual MSFA membership fee
 - All pre-conference training activities (*There is a separate fee for exams*)
- Registration cancellation refunds (100%) can be made until February 23, 2011. No refunds are available after that date.
- Please include a separate registration form for all individuals attending the conference.
- Vendor/Exhibitor Booths are available. *See the attached flier and registration form*
\$375 if received on or before February 14, 2011 (\$475 if received after February 14, 2011)
Each paid Vendor/Exhibitor booth registration includes one free conference registration
- Annual MSFA conference sponsorship is available for a donation of \$300 to the MSFA.
See the attached flier and registration form for more details.
- Conference registration does not include accommodations. Hotel registration can be made directly with the Doubletree Hotel Detroit/Dearborn at the following Web site:

http://doubletree.hilton.com/en/dt/groups/personalized/D/DTTDBDT-MSF-20110307/index.jhtml?WT.mc_id=POG

Group Name: Michigan Stormwater and Floodplain Association
Group Code: MSF
Hotel Name: Doubletree Hotel Detroit/Dearborn
Phone Number: 313-982-3982

Special room rates for the conference are from \$99.00 per night.

24th Annual Conference
March 9-11, 2011
DoubleTree, Dearborn, MI



Tuesday, March 8, 2011 (Pre-Conference Sessions)

The NFIP: An Overview, and CFM Refresher Course

8:00 – 5:00

Jen Marcy, PBS&J

Wednesday, March 9, 2011 (Morning Pre-Conference Concurrent Sessions)

CFM Exam

8:00 – 12:00

Jen Marcy, PBS&J

SESC and Certified Storm Water Operator Training

8:00 – 12:00

Cheryl Petroski, DNRE, WRD

Industrial Stormwater Operator Training and Certification Exam

8:00 – 12:00

Andrew Bahrou, DNRE, WRD

Building Code Workshops

8:00 – 12:00

Essential Laws, Codes, and Safety Standards for Residential Construction

[3 hours administrative credits and/or 3 hours residential builders continuing competency]

8:00 – 11:00

Larry Pickel, Washtenaw Community College

General Overview of Floodplain Management and Related Regulatory Requirements

[1 hour administrative credit]

11:00 – 12:00

Donna Cervelli, DNRE

Building Public Support for Floodplain Management

8:00 – 12:00

MSFA Outreach Committee

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DoubleTree, Dearborn, MI



Wednesday, March 9, 2011

Welcome

1:15 – 1:30

Sue Conradson, MSFA Chair

MSFA Overview and Updates

1:15 – 1:30

George Hosek, MSFA Executive Director:

Michigan Flooding Updates with the USGS

1:30 – 2:30

Cynthia Rachol, USGS

The National Flood Insurance Program.

2:30 – 3:00

David Schein, FEMA

Break

3:00 – 3:30

NFIP Community Case Studies and Experiences

3:30 – 4:30

Township Readmittance to the NFIP- Pressures, Pitfalls, and Procedures

Bill Saunders, Silver Creek Township Supervisor

Edward Goodman, Silver Creek Township Zoning/Floodplain Administrator

How Communities Can Deal with Floodplain Mapping Inaccuracies

Bryan Babcock, St. Clair Shores

**City of Sterling Heights: Joining, Maintaining, and Setting Higher Standards for
Community Rating System Classification**

Brent Bashaw, City of Sterling Heights

Panel Discussion

4:30 – 5:00

David Schein, Bill Saunders, Edward Goodman, Bryan Babcock, and Brent Bashaw

5:00 – 7:00 – Vendor Reception

7:00 – WARD'S Stormwater Floodplain Simulation System Demonstration

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Thursday, March 10, 2011 Morning Sessions

Agency Updates

8:00 – 9:00

DNRE

MACDC

FEMA – Catrina Covino

USACE – Mary Weidel

NOAA – Mark Walton

Risk MAP – An Overview of the New Mapping Approach

9:00 – 9:30

Mike Anderson, STARR/Stantec

Flood Risk Management Study for the North Branch of Ecorse Creek

9:30 – 10:00

USACE and Wayne County Drain Commissioners Office

Break

10:00 – 10:30

Funding Stormwater Management through a Stormwater Utility

10:30 – 11:15

Jerry Hancock, Stormwater and Floodplain Programs Coordinator, City of Ann Arbor

Low Impact Development Manual for Michigan

11:15 – 12:00

Amy Mangus, Environmental Programs Coordinator, Southeast Michigan
Council of Governments

MSFA Business Meeting and Lunch

12:00 – 1:30

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Thursday, March 10, 2011 Concurrent Afternoon Break Out Sessions

Technical Block

Regional Detention and Storm Water Treatment Systems

1:30 – 2:15

Robert Wiley, St. Clair County Drain Commissioner

What the HEC: HEC-HMS Hydrology Modeling

2:15 – 3:00

Tim Inman, Spicer Group

Break

3:00 – 3:30

DFIRMs, GIS, & Map Mod – How to Use and Submit Floodplain Data in the New GIS Format

3:30 – 4:15

Stantec

Review of the Self-forming Stream Approach to Restoration

4:15 – 5:00

Dan Mecklenburg, Ohio DNR

Non-Technical Block

Stormwater and Flooding Management for the Detroit Metro Airport

1:30 – 2:15

Sean Brosnan, Director of Emergency Management, Detroit Metro Airport

Hazard Mitigation Grants – Real World Expectations, Results, and Pitfalls

2:15 – 3:00

Tom Smith, Prein and Newhof

Pete Elam, Plainfield Township

Break

3:00 – 3:30

Implementing Watershed Plans in the Clinton River Watershed

3:30 – 4:15

Gerard Santoro, Macomb County Planning and Economic Development

Alternative Rouge River Combined Sewer Overflow Control Program

4:15 – 5:00

Mirza Rabbing, CSO Program Manager, Detroit Water and Sewerage Department

5:00 – 7:00 **Vendor Reception**

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Friday, March 11, 2011

Wayne County Flooding Response

8:00 – 9:00

Mark Hammond, Wayne County

It's Flooding: What Will the State and Feds Want You to Track?

9:00 – 9:45

Joel Pepper, Asst. State Hazard Mitigation Officer,
Michigan State Police – Emergency Management

Break

9:45 – 10:15

Break

Flood Damage Assessment

10:15 – 1:00

Doran Duckworth, State Planner, Michigan State Police – Emergency Management

After the flood....What do I do?

11:00 – 11:30

David Weaver, BELFOR Property Restoration

11:30 – 12:00

Panel Discussion

Mark Hammond, Joel Pepper, Doran Duckworth, and David Weaver

MSFA 24th Annual Conference Registration

DoubleTree Hotel Dearborn, March 9-11, 2011



A separate conference registration should be completed for each individual from the same company/organization. However multiple registrations can be submitted together, including vendor/sponsor registration, with one check.

Name _____

Last

First

First Name as you would like it to appear on your nametag: _____

Company Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone Number _____ E-mail Address _____

Please check here if you have special dietary restrictions and give a brief description:

Full Conference Registration (Includes a one-year MSFA Membership) \$ _____

\$150 if postmarked on or before February 14, 2011, \$175 if postmarked after February 14, 2011

Conference Speaker

One Day Registration

(\$75 per day)

Wednesday, March 9 \$ _____

Thursday, March 10 \$ _____

Friday, March 11 \$ _____

Total Enclosed: \$ _____

Pre-Conference Activities (Pre conference activity fees are included with registration unless otherwise noted)

Tuesday, March 8

CFM Refresher Course

Wednesday, March 9

Building Public Support for Floodplain Management workshop

Building Code Workshop

Industrial Stormwater Operator Training and Certification Exam

CFM Exam (**Separate Exam Fee and ASFPM Registration**)

SESC and Certified Storm Water Operator Training (**Separate Exam Fee and DNRE Registration**)

Evening Workshop (Wednesday, March 9)

Ward's Stormwater Floodplain Simulation System Workshop

Enclose with this registration form is a check payable to the "Michigan Stormwater Floodplain Association" to cover the cost of the attendee(s) registering for the conference, for reservation of vendor/exhibitor space (if applicable), and/or for MSFA Conference sponsorship (if applicable). Mail this completed form and payment to:

Michigan Stormwater Floodplain Association

P.O. Box 14265

Lansing, MI 48901-4265

Confirmations will be sent to vendors/exhibitor and sponsors. Registrants should keep a copy of this registration for their records and bring it to the conference in case there should be any registration discrepancies.

Registration cancellation refunds (100%) can be made until February 23, 2011. No refunds are available after that date.



CFM[®] Refresher Course and CFM[®] Exam March 8-9, 2011

In conjunction with the
24th Annual MSFA Conference March 9-11, 2011

Michigan Stormwater-Floodplain Association (MSFA) and the Michigan Department of Natural Resources and Environment are offering the opportunity to take the exam to become a Certified Floodplain Manager (CFM[®]) at the 24th Annual MSFA Conference in Dearborn Michigan.

The Association of State Floodplain Managers (ASFPM) created the CFM[®] program as a professional certification of floodplain managers. The CFM[®] program is open to anyone involved in floodplain management, not just engineers or surveyors.

Refresher Course

The one-day CFM[®] refresher course is available on a first-come, first-serve basis as a pre-conference activity on March 8, 2011 from 9:00 a.m. to 5:00 p.m. The course will accommodate 25 persons. There is no separate cost for individuals to attend the refresher course. However, conference registration is required to take the refresher course. Registration for the CFM[®] refresher course is included in the conference registration form.

Taking the refresher course is not a prerequisite for taking the CFM[®] exam.

CFM[®] Exam

The CFM[®] exam will be given on March 9, 2011, from 8:00 a.m. to 12:00 p.m. prior to the beginning of the main conference.

The exam may be taken without registering and attending the conference. Those taking the exam will be given preference for attending the refresher course. Prior approval and registration with the ASFPM is required for eligibility to take the MSFA-proctored exam.

Persons planning to take the exam must contact the ASFPM directly to submit the necessary CFM[®] exam application and fees and receive approval to take the exam. The deadline for submitting the CFM[®] exam application to the ASFPM is February 23, 2011.

CFM[®] Exam information and registration forms can be found at
<http://www.floods.org>

You can also contact Ms. Anita Larson of the ASFPM:

Email: CFM@floods.org
Phone: 608-274-0123
Fax: 608-274-0696



“WARD’S Stormwater Floodplain Simulation System” Workshop

**Time: Wednesday, March 9, 2011
 7:00 P.M. – 8:00 P.M.**

The Michigan Stormwater-Floodplain Association is sponsoring a free Workshop on the “WARD’S Stormwater Floodplain Simulation System” at the 24th Annual Conference.

The Workshop is limited to 30 people...space for this free workshop will be on a first come, first serve basis. MSFA currently has three models available for members to use for education and outreach. The models will be made available only to MSFA members who have completed the MSFA sponsored training on the models.

If you would like to attend this workshop ***please check the appropriate box on the registration form for the MSFA 24th Annual Conference.*** The first 30 workshop registrations will be notified by email of their acceptance into the workshop. There is no fee associated with this workshop.

Mark Walton, Service Hydrologist, National Oceanic and Atmospheric Administration (NOAA)/National Weather Service (NWS) Weather Forecast Office in Grand Rapids, Michigan, and David Chapman, Earth Science Teacher, Okemos High School, Okemos, Michigan, developed a “hands-on” table top stormwater/floodplain model for use in outreach and education. Funding for this stormwater/floodplain model was provided by the Michigan Stormwater-Floodplain Association. The model is being marketed by WARD’S Natural Science out of New York. The stormwater/floodplain model is “hands-on,” easy to use, portable, inexpensive, and comes with curriculum and defined experiments. The curriculum covers such things as: the fate of rain, why rivers flood, importance of floodplains and the role of floodplains, what is the 100 year flood and why does it change, methods of protecting life and property from floods, and an exercise on how to create a flood safe community. The model has three interchangeable “plug-and-play” headwaters. The interchangeable headwaters consist of a wetland, a parking lot, and a stormwater retention pond. In addition, the slope and rainfall intensity over the watershed can be modified. River levels are measured using an integrated staff gage, and the floodplain can be modified by adding a levee or fill. Workshop attendees will spend the hour conducting “hands-on” experiments with the model. Workshop attendees, using the model, will conduct experiments that measure the quantity of rainfall and runoff, timing and crest of the river, with various slopes, rainfall rates, headwaters, and floodplain configurations. The data generated will be used to develop hydrographs and illustrate how changes in the watershed impact the flood characteristics of the river system. Come find out how you can use this model in your community to support stormwater and floodplain education and outreach. If you would like to see a demonstration of this model please go to the following Web site:
www.wardsci.com/floodplain



Conference Vendors/Exhibitors MSFA Sponsorship

Exhibitor/Vendor Booths and Rates

Each Vendor/Exhibitor booth includes a free conference registration

- All conference breaks, the MSFA business meeting, and two receptions are held in the exhibitor area
 - Spaces are assigned on a first-come, first-serve basis
 - Vendor/Exhibitor registrations received on or before February 14, 2011: \$375
 - Vendor/Exhibitor registration received after February 14, 2011: \$475
- There is no fee for non-profit agencies to have a vendor booth. *However, there is also no free conference registration associated with the non-profit vendor registration.*
- Exhibitor Space is reserved upon receipt of full exhibitor payment
 - Exhibitor times:
 - Setup: Wednesday, March 9th 8:00 AM – 12:00 PM
 - Break Down: After 7:00 PM, Thursday, March 10th
 - Vendor receptions: Wednesday, March 9th and Thursday, March 10th from 5:00 – 7:00 PM

Individual Hospitality Suites:

To make arrangements for private hospitality suites, contact Mimi Sion at 313-982-3983.

NOTE: Private hospitality suites cannot qualify as a conference vendor/exhibitor or toward conference sponsorship

Conference Sponsorship

In addition to vendor participation at the conference, The MSFA invites firms, agencies and individuals to support the association's purpose by becoming recognized as a MSFA Annual Conference Sponsor through monetary or other types of donations.

The MSFA will recognize and honor each sponsor in the 2011 conference information packet, with special recognition at the conference, and on the MSFA website. Website recognition including the posting of donor names, logos, contact information, and will include a direct link to the donor website.

Annual MSFA conference sponsorship is available for a donation of \$300 to the MSFA. Please note that the MSFA is a non-profit organization with IRS 501 (c) (3) status. Please contact the MSFA directly if you are interested in providing materials or other types of support in lieu of a direct monetary donation.

**For more information about Sponsorship and Vendor opportunities, contact Chris Rybak.
Phone: (734) 214-2537, Cell: (734) 262-4930, email: chris.rybak@stantec.com**

MSFA 24th Annual Conference Vendor/Exhibitor and Sponsorship Registration



Please complete a separate conference registration for the company representative. Multiple registrations can be submitted together, including vendor/sponsor registration, with one check.

Vendor/Exhibitor Registration

Company Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Company Web Site _____

Telephone Number _____

Representative's Name: _____

Telephone Number _____ E-mail Address _____

Number of tables or approximate space needed _____

Will you need electricity/outlets? _____

Vendor/Exhibitor Fees Enclosed \$ _____

\$375 per display if paid on or before February 14, 2011; \$475 if paid after February 14, 2011

Non-Profit organizations are not obligated to pay display area fees and are not eligible for the free conference attendance registration

Sponsorship Registration

Company Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Company Web Site _____

Telephone Number _____

Representative's Name: _____

Telephone Number _____ E-mail Address _____

Please also send an electronic copy of your logo and a brief description of your company's available services to Les Thomas, thomasl@michigan.gov, National Flood Insurance Program Coordinator, Michigan Department of Natural Resources and Environment.

Vendor/Exhibitor Fees Enclosed \$ _____

If sponsoring through an in-kind donation, please provide a brief description of the donation.