

Wisconsin Active Threat Training Association

2025 Annual Report

Train together. Save lives together.



A letter from the President

Emergency Responders and members of the community,

2025 was our first full year operating as the Wisconsin Active Threat Training Association. What began in 2016 as an idea sketched on restaurant napkins in San Marcos, Texas has grown into a nonprofit with a clear purpose: bring police, fire, EMS, dispatch, security, hospital, and school professionals into the same training room so that when the worst happens, we respond as one.

In February, we hosted the 8th annual Wisconsin Active Threat Integrated Response Conference at the Kalahari Resort in Wisconsin Dells. We heard directly from leaders who have lived through active threat events in our own state, and we watched hard debriefs together. After the conference, we carried the work forward into the rest of the year with hands-on breaching training in Oshkosh.

A conference alone doesn't make anyone better prepared. The value comes when people take what they learned back to their agencies and communities and act on it. Our ask of every attendee has been simple: pick a few strong ideas, bring them back to your agency, and keep working on them all year. Recognize that you are the person who can create the change that will ultimately save lives.

Thank you to our volunteers, mission partners, sponsors, vendors, and every person who continues to show up to learn.

Chris Tarmann

President, WATTA | Chief of Police, UW-Oshkosh Police Department

Who we are

WATTA was established in 2024 to make sure Wisconsin keeps a strong commitment to active threat training and preparedness. We host an annual conference each February and support additional training throughout the year.

Our mission

To provide high quality, accessible active threat prevention and response training to Wisconsin first responders, focused on the tactics, techniques, procedures, and best practices for both individual and agency response.

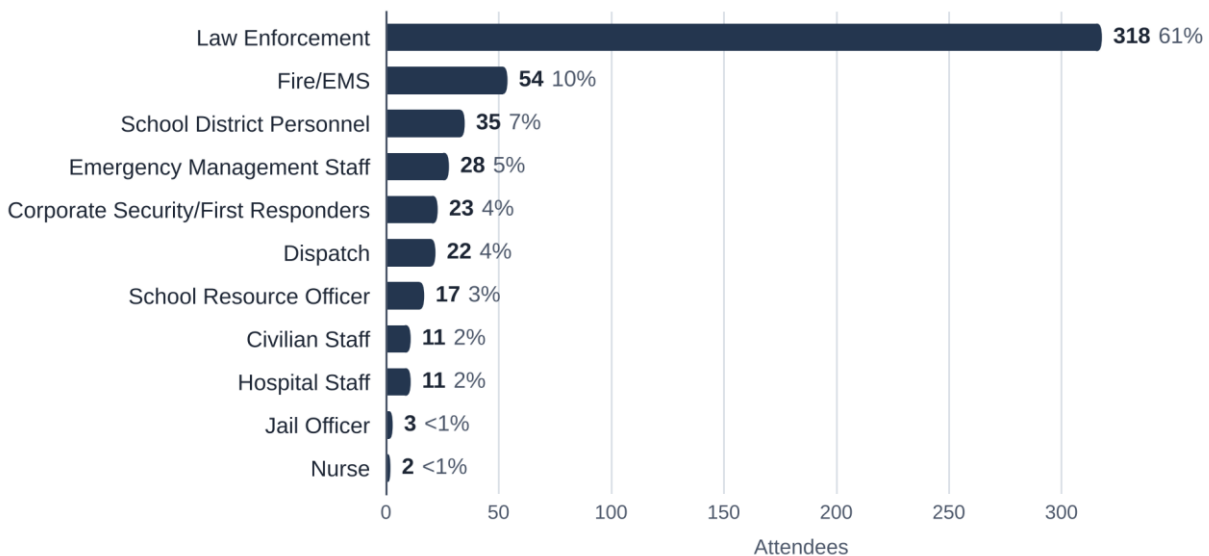
Why we do this work

Three ideas have guided us since a group of Wisconsin public safety personnel attended the ALERRT Conference in Texas in 2016:

- **Be the best at what we do.** Learning from professionals with lived experience sharpens our skills.
- **Train every discipline in the same room.** An integrated response requires integrated preparation, whether we're police, fire, EMS, security, or dispatch.
- **Grow Wisconsin's response network.** An active threat crosses every jurisdictional line, and relationships built before a crisis make mutual aid faster and more effective.

2025 at a glance

Measure	2025
Annual Active Threat Integrated Response Conference	8 th Annual
Conference attendees	524
Agencies and organizations represented	264
Vendors and sponsors	41
Raised through the conference raffle for first responders	



Who attended: 2025 ATIRC attendees by discipline (524 attendees).

The year in review

February 16–18: Pre-conference training

Two courses were offered at no cost to participants. Active Shooter Incident Management Advanced was a three-day course built around eleven hands-on simulation scenarios, open to all

ranks of law enforcement, fire, EMS, and dispatch. Civilian Response and Casualty Care was a two-day train-the-trainer course combining ALERRT's Avoid, Deny, Defend strategy with Stop the Bleed, giving participants materials to teach their own communities. This training isn't possible without strong partnerships between WATTA and the National Center for Integrated Emergency Response.



The ASIM Advanced training floor, set up as a full incident command simulation.





Command staff work the incident board during a scenario.



Dispatchers train alongside responders.



The reunification station, ready for the next scenario.



A simulated press briefing puts public information skills to the test.

February 19–21: 8th Annual ATIRC, Kalahari Resort, Wisconsin Dells

Wisconsin's largest integrated first responder conference brought together law enforcement, dispatch, fire, EMS, medical providers, school officials, private security, and attorneys. Details are in the conference spotlight.

May 22: Holmatro breaching tools demonstration, Oshkosh

Retired law enforcement veteran and WCTC Master Firearms Instructor John Cwerzinski demonstrated Holmatro forcible entry equipment, including a battery-operated hydraulic ram and door-breaching tools.

August 8: One-day introductory breaching course, Oshkosh

A practical, hands-on course teaching the fundamentals of breaching. This course was held in a UW-Oshkosh residence hall that was slated to be torn down so attendees were able to practice in an environment that was realistic and challenging.

Fall: Building the 2026 conference

The training committee issued a call for presentations for the 2026 ATIRC, moved conference registration to a new platform, and opened 2026 registration. This completed the transition from the Wisconsin DOJ event site to WATTA's own home at wiatirc.org.

Conference spotlight

The 2025 ATIRC centered on lessons from real events, including two that hit close to home. Mount Horeb Police Chief Doug Vierck walked attendees through his department's response to the May 1, 2024, shooting at Mount Horeb schools. He described how leaders from other communities approached him afterward to ask how his experience applied to their own buildings, which is exactly the kind of connection the conference exists to create.



Mount Horeb Police Department and Dane County Emergency Management leaders debrief the May 2024 Mount Horeb school shooting.

Custom Canines, whose service dogs supported the community after the December 2024 shooting at Abundant Life Christian School in Madison, were in the room during the week. Vice

President Josalyn Longley noted how much their presence helped attendees work through difficult debriefs and body camera footage.

Jay Darin and Jason Kelley coordinated pre-conference trainings that enhanced skills, broke down barriers between police, fire, and EMS, and shared their real world experience with attendees.

The conference closed with a raffle benefiting first responders. NBC15 (WMTV) covered the event and reported that attendees traveled from across the country.



Conference leaders speak with local media.



ATIRC banners welcome attendees to the Kalahari.

Conference details

Dates	February 19–21, 2025, with pre-conference February 16–18
Venue	Kalahari Resort, Wisconsin Dells
Registration	\$150 per attendee, including meals and breakout sessions
Vendor show	Booths from 10×10 to 10×30, coordinated by Jason Kelley
Audience	Law enforcement, dispatch, fire, EMS, medical, schools, private security, and legal professionals



The vendor show floor, set and ready before doors open.

Building the organization

2025 was a foundation year. Having formed the association and pursued 501(c)(3) status in 2024, the board spent 2025 turning a volunteer-run conference into a year-round training organization. Key steps included:

- Launching wiatirc.org as the permanent home for the conference and training calendar.
- Opening a public donation page.
- Adding WATTA-hosted training outside of February.
- Moving registration to a platform built for the 2026 conference and beyond.

Partners and sponsors

Our work depends on organizations that share our belief that preparation saves lives.

Mission partners

Wisconsin Department of Justice, ALERRT Center, The “I Love U Guys” Foundation, NCIER, Peaceful Warrior Training Group, and UW-Oshkosh.

Our mission partners play an important role in advancing WATTA’s mission. Year after year, these organizations invest their expertise, personnel, time, and resources to provide meaningful, evidence-based training opportunities for emergency responders. Their commitment goes beyond simply participating in our conference. They have chosen to partner with us, bring their expertise to our region, and strengthen the knowledge, skills, and preparedness of those who serve our communities. We are grateful for their continued investment and the important role they play in helping us carry out our mission.



Jason Kelley and Jay Darin, WATTA Board Members and instructors from ALERRT and NCIER.

Conference sponsors

Clear Armor	Maximum Effort Training	Complex Security Solutions
Moulage Concepts	Wisconsin Distributors	Hendricks Family Foundation
Daniel Defense	Top Pack Defense	Uline
Dinges Fire	Holmatro	Exact Sciences
American Defense Manufacturing	Bigfoot Holsters	Compliant Technologies
Glock	Hoffman Planning, Design & Construction	MPI Protective
Nightstick	Xtract One	FirstNet
Streicher's	Reinhart Boerner Van Deuren	Northeast Wisconsin Technical College
Taft 360	Burghardt Sporting Goods	Engineered Security Solutions
Happily Ever Crafter	SERVPRO	Ray O'Herron
Convergint	Armor Express	Smith & Wesson
Custom Canines	Froedtert Hospital	Justice for a Cure
ASP	Safeware	Side Charlie
Mercyhealth	The Uniform Shoppe	PW Training Group

Partners

Wisconsin LEDR and the COPS Office. We are grateful to our donors, who share that investing in WATTA means investing directly in life-saving training right here in Wisconsin.

Our partners are organizations committed to supporting the well-being of law enforcement personnel and their families. Through advocacy, resources, education, and compassionate support, these organizations help those who serve our communities navigate the challenges of their profession, including times of crisis, loss, and hardship. We are proud to recognize organizations that care for the people behind the badge and the families who stand beside them.

Financial summary

January 1 – December 31, 2025

Revenue	Amount
Contributions, gifts, and grants	\$19,200
Program service revenue (conference registration, vendor, and training fees)	\$117,752
Fundraising events (net)	\$13,485
Merchandise sales (net)	\$1,141
Total revenue	\$151,578

Expenses and net assets	Amount
Total expenses	\$82,457
Revenue less expenses	\$69,121
Net assets, end of year	\$69,121

Board of directors

Role	Director	Background
President	Chris Tarmann	Chief of Police, UW-Oshkosh Police Department.
Vice President	Josalyn Longley	Emergency Preparedness Coordinator, Dane County Sheriff's Office.
Second Vice President	Jason Kelley	Retired Beloit Police tactical commander; Owner of Maximum Effort Training.
Treasurer	Jay Darin	Retired FBI Special Agent and former FBI active shooter coordinator for Wisconsin. Founded the ATIRC in 2016; WATTA co-founder.
Secretary	Stacy Lenz	Training Advisor and Event Manager, Wisconsin DOJ Division of Law Enforcement Services.

ATIRC Conference Committee Members



The team that made the ATIRC happen in 2025.

Committee Member	Background
Kevin Kempf	Detective (Ret.) Green Bay Police Department
Mike Bolender	Lieutenant (Ret.) Oak Creek Police Department, President of Peaceful Warrior Training Group
Carrie Meier	Dane County Emergency Manager
Dan Williams	Fire Chief, City of Madison Fire Department
Eric Hartwig	Training Coordinator, Training and Standards
Scott Formankiewicz	Mercy Health Systems
Patrick Baldwin	Office of School Safety
Jay Jurci	Special Agent in Charge, DCI
Jeremy Wiley	Sergeant, Janesville Police Department
Mitch Severson	Fire Fighter, Janesville Fire Department
Jason Seavey	Police Officer, Fox Valley Metro Police Department
Jon Drollinger	Training Officer, Madison Police Department, NCIER Instructor