



Event Agenda

100 Counties Prepared Training: Emergency Preparedness for Elected Officials

January 30, 2024

Location: Mission Health A-B Tech Conference Center, 16 Fernihurst Dr., Asheville, NC 28801

Arrival details: Please be prepared to show ID.

8:00 - 9:00 a.m. Registration & Networking Coffee

9:00 a.m. Welcome Remarks

Donald "Don" Campbell, CEM, Chief of Staff, NC Department of Public Safety, Division of Emergency Management

Kevin Leonard, Executive Director, NCACC

Frank Williams, Brunswick County Commissioner, NCACC Past President

Pre-Incident

9:15 a.m. Session 1: The Emergency Management Process

Kate Van Tol, Legal Fellow of Emergency Management

- Review emergency definitions and phases
- Review common terminology throughout an emergency, including state of emergency declarations, major disaster declarations, and the difference between the two
- Overview of roles of government (county, state, federal); meaning of county or state; state of emergency; role of municipalities

10:30 a.m. Break

10:15 a.m. Session 2: Understanding Roles and Responsibilities at the County Level

Retired Emergency Management Directors and current County Commissioners Randy Thompson and Ann Keyes

Moderated by: Frank Williams, Brunswick County Commissioner, NCACC Past President

- Hear from former Emergency Management Directors and current County Commissioners on the delegation of roles and responsibilities for major county key players in an emergency
- Explain the difference between the roles and the importance of everyone knowing where their job starts/ends
- Share personal anecdotes about how things can go awry when there is confusion about roles and how clear roles can impact an emergency response
- Share best practices for the different roles and how county commissioners can ensure they know their role in an emergency

11:45 a.m. Lunch Break

Welcome remarks from Will Ray, NC Department of Public Safety, Division of Emergency Management

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Incident Response

12:30 p.m.

Session 3: Effective Communication in a Crisis and County Communication

*Craig DeBrew, Local Government and Community Relations Manager
Cleveland, Henderson, Polk, Rutherford, and Transylvania Counties, Duke Energy; Angela
Ingram, Julie Parker Communications*

- Understand the importance of effective communication in a crisis.
- Learn the fundamentals of good crisis communication.
- Hear about the role of a county commissioner in crisis communications response.
- Gain insight on how to be a credible spokesperson.

2:15 p.m.

Afternoon Break

2:30 p.m.

Session 4: Importance of Relationship Building

*Jordan Rink, Integration Team Lead and LNO to North Carolina, National Preparedness
Division, FEMA*

*Joe Stanton, Assistant Director for Recovery, NC Department of Public Safety, Division of
Emergency Management*

Frank Williams, Brunswick County Commissioner, NCACC Past President

- Highlight the importance of relationships between stakeholders and how they can impact the effectiveness of an emergency response.
- Hear examples of effective relationships between counties and other stakeholders.
- Hear from experts in emergency response about their experience building and maintaining relationships with counties and advice for how counties can be a strong partner during emergency response.

Incident Recovery

3:30 p.m.

Session 5: Funding Fundamentals

*Joe Stanton, Assistant Director for Recovery, NC Department of Public Safety, Division of
Emergency Management*

- Review disaster funding programs available to local jurisdictions to recover from major disasters.
- Understand programs available to support individual homeowners and business owners in recovering from emergencies and disasters.
- Discuss funding programs available to support Emergency Management programs and ongoing preparedness efforts.

4:30 p.m.

Closing remarks

Kevin Leonard, Executive Director, NCACC

4:45 p.m.

Credentials Presentation and Conclusion

*“100 Counties Prepared Emergency Preparedness for Elected Officials Training
Certificate of Completion”*

5:00 p.m.

Conclude