



100 COUNTIES PREPARED

April 9, 2026 | State Emergency Operations Center (Wake County)

April 30, 2026 | New Bern Convention Center (Craven County)

May 14, 2026 | Asheville-Buncombe Technical Community College (Buncombe County)

April 9, 2026	
8:30 a.m.	Registration Opens
9:00 a.m.	Welcome <i>Frank Williams, Brunswick County Commissioner</i>
9:15 a.m.	Emergency Management 101 <i>Norma Houston, NCACC Disaster Recovery Advisor</i> This session provides essential guidance for elected officials and county leadership to understand the critical role of Emergency Managers (EMs) and how to work together effectively during crises. Attendees learn the importance of role clarity, focusing on policy, funding, and strategic direction, while allowing EMs to manage operations. We explore how to build strong relationships and understand the system ahead of time, including EOC operations, resource requests, and recovery communication. Key takeaways include the need for consistent messaging, realistic expectations, and leveraging existing resources to support EM efforts. Ultimately, this session helps local leadership navigate the complexities of emergency management with clear communication, collaboration, and trust.
10:00 a.m.	Break
10:15 a.m.	Crisis Communications – Part 1 <i>Mark Weaver, Founder, Communications Counsel; UNC School of Government Adjunct Professor</i> This training session equips participants to respond decisively fast-moving natural disasters. Attendees learn how to craft clear, timely initial statements, maintain message discipline across channels, and counter misinformation without amplifying it—whether during a crisis event or an adversarial narrative.
12:00 p.m.	Lunch
12:30 p.m.	Crisis Communications – Part 2, Scenarios in the Wake of Disaster <i>Mark Weaver, Founder, Communications Counsel; UNC School of Government Adjunct Professor</i> Through realistic, scenario-based exercises, teams will practice building coordinated updates, media briefings, and resilient Q&A frameworks under

	pressure. By the end, participants will be prepared to protect public safety and organizational credibility in the moments that matter most.
2:00 p.m.	Break
2:15 p.m.	Federal, State, and Local Collaboration <i>William Ray, Director, NCEMOC</i> Director Ray leads statewide preparedness efforts and coordinates resources to support local response and recovery for all hazards and serves as North Carolina's Deputy Homeland Security Advisor, collaborating closely with federal, state, and local public safety and intelligence partners.
3:25 p.m.	Closing Comments <i>Frank Williams, Brunswick County Commissioner</i>
3:30 p.m.	Wrap Up and Adjourn