



100 COUNTIES PREPARED

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

Thursday, April 30, 2026	
8:30 a.m.	Registration Opens
9:00 a.m.	Welcome <i>Ann Keyes, Washington 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.	Federal, State, and Local Collaboration <i>Don Campbell, Chief of Staff, NCEM</i> Don Campbell leads and supports agency operations and coordination efforts for North Carolina Emergency Management. He previously served as director of Guilford County Emergency Management in Greensboro, N.C., since 2009. Campbell has a diverse background in emergency services training and response, including hazardous materials incident management, EMS response, incident command, project management, program management, WebEOC administration, and community emergency preparedness.
11:00 a.m.	Crisis Communications – Part 1 <i>Mark Weaver, UNC School of Government Communications Counsel and Adjunct Professor</i> This training session equips participants to respond decisively to 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

<p>12:30 p.m.</p>	<p>Crisis Communications – Part 2, Scenarios in the Wake of Disaster <i>Mark Weaver, UNC School of Government Communications Counsel and 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.</p>
<p>3:25 p.m.</p>	<p>Closing Comments <i>Ann Keyes, Washington County Commissioner</i></p>
<p>3:30 p.m.</p>	<p>Wrap Up and Adjourn</p>