



## 100 COUNTIES PREPARED AGENDA

Asheville-Buncombe Technical Community College (Buncombe County)

Thursday, May 14, 2026

<b>8:30 a.m.</b>	<b>Registration Opens</b>
<b>9:00 a.m.</b>	<b>Welcome</b> <i>Todd McNeill, NCACC First Vice President and Ashe County Commissioner</i>
<b>9:15 a.m.</b>	<b>Emergency Management 101</b> <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.
<b>10:00 a.m.</b>	<b>Break</b>
<b>10:15 a.m.</b>	<b>Federal, State, and Local Collaboration</b> <i>Greg Atchley, NCEM Western Region Branch Manager</i> This session will examine statewide preparedness efforts and the coordination of resources to support local response and recovery for all hazards, while highlighting collaboration among federal, state, and local public safety, emergency management, and intelligence partners.
<b>11:00 a.m.</b>	<b>Crisis Communications – Part 1</b> <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.
<b>11:45 a.m.</b>	<b>FEMA Recovery Office Overview</b> <i>Jordan Rink, Director of the Region 4 North Carolina Recovery Office</i>
<b>12:00 p.m.</b>	<b>Lunch</b>

<b>12:30 p.m.</b>	<b>Crisis Communications – Part 2, Scenarios in the Wake of Disaster</b> <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.
<b>3:30 p.m.</b>	<b>Wrap Up and Adjourn</b> <i>Todd McNeill, NCACC First Vice President and Ashe County Commissioner</i>