



**MISSOURI SCHOOL  
BOARDS' ASSOCIATION**

*Presented by MSBA's Center for Education Safety in collaboration with the Federal Bureau of Investigation's St. Louis and Kansas City Divisions, Missouri Department of Public Safety, Missouri State Highway Patrol, Missouri Department of Mental Health, Missouri Medical Services for Children, and Missouri School Public Relations Association*



MSBA's Center for Education Safety



**MISSOURI  
SCHOOL PUBLIC RELATIONS  
ASSOCIATION**

**MISSOURI SCHOOL BOARDS' ASSOCIATION - CENTER FOR EDUCATION SAFETY**

## SHOW ME SAFER SCHOOLS

# The Secret to Great Crisis Communications and Emergency Planning

*Plan for the unexpected and expect it to happen*

### DECEMBER 5 – 6, 2024

### STONEY CREEK HOTEL, COLUMBIA, MO

Join us for a two-day summit designed for school leaders focused on crisis planning. This summit will provide valuable insights, best practices, and practical strategies to effectively prepare for and navigate through crises in school settings. Engage with expert speakers and connect with peers to enhance your crisis management skills to keep staff and students safe.

**Early Registration Fee: \$79 per person before October 15**

*Registration Fee after October 15: \$99 per person*

**CONFERENCE REGISTRATION:** Register at [MOSBA.ORG](http://MOSBA.ORG) or call 573-445-9920

**HOTEL INFORMATION:** Use the following information when booking at the Stoney Creek Hotel: Booking name: MSBA EOP Summit  
Group code: 24MSBAEOPS

#### Thursday, December 5

- **Bruce Hennes**, Crisis Management and Communications SWAT Team Expert
- **Anastasiya Bolton and Cassidee Carlson**, Crisis Communication & Community
- **Rebecca Wu**, Public Affairs Officer, FBI St. Louis Division
- **Jill Lemond**, Former Assistant Superintendent at Oxford (Michigan) shares Lesson Learned in Violence, Prevention and Response and Recovery
- **Erica Chandler**, APR, Director of Communications, Affton School District; **Kelly Wachel**, APR, Chief Communications Officer, Park Hill School District

#### Friday, December 6

- **Deputy Chief A.J. DeAndrea (retired)**, Mindset-Preparing for Your Given Day
- **Leading The Crisis Panel:** Ensuring an Effective All-Hazards Approach to EOP Planning
- **Jeff Briggs**, Earthquake Program Manager, SEMA, Earthquakes in the New Madrid Seismic Zone
- **Wayland Taylor**, Advanced Emergency Management Officer, SEMA - New Madrid Impact on Missouri
- **Kelly Schoenbauer**, Chief of Children's Community Operations, DMH and **Brian Kelly**, Director of Operations, New Covenant Academy - Blown Away Joplin Tornado: Lessons Learned
- **Martise Scott**, Director of School Safety, Kirkwood School District - Bridging the Gap Between Educators and Law Enforcement Aftermath of School Shooting



For questions about the program contact Terrell Baker, 573-208-7832 [tbaker@mosba.org](mailto:tbaker@mosba.org).