7:30 Registration opens

8:30 Welcoming remarks

9:00 Individual and Family Resilience in the New Madrid Seismic Zone
   Adam Stewart, State Exercise Officer
   Tennessee Emergency Management Agency

   An overview of the threats posed by a rupture in the New Madrid Seismic Zone, examining
   the cascading effects to the Southeast in addition to the rest of the country. The
   importance of individual and family preparedness will be emphasized.

9:45 Geology of the New Madrid Seismic Zone
   Thomas L. Pratt, Ph.D., Research Geophysicist, Central & Eastern U.S. Coordinator
   USGS Earthquake Hazards Program

   A look at the geology of the New Madrid Seismic Zone, including what the research is
   informing us about what we could expect (size, shaking amounts, aftershocks). An updated
   USGS hazard map that is available for the Midwest will also be discussed.

10:15 Break

10:30 Emergency Preparedness; A Business Perspective
   Don Pucci, Senior Manager of Environmental Health and Safety
   Briggs and Stratton Global Operations

   Matt Redding, Asset Protection and Safety Manager
   Poplar Bluff Walmart Supercenter

   Two business professionals who live and work in the New Madrid Seismic Zone share their
   perspectives on emergency preparedness and response from the industrial and retail
   sectors.

11:15 Are Our Utilities Ready for a Major Quake?
   Kenneth S. Wilmot, Senior Vice-President/Chief Operations Officer
   Associated Electric Cooperative

   Eric Fuchs, Emergency Response Coordinator
   Missouri Rural Water Association

   Ricky King, Public Safety Specialist
   Spire

   Leaders from water, electricity and natural gas providers share their insights regarding
   impacts from a major New Madrid Seismic Zone earthquake, including preparation
   strategies and recovery approaches.

Noon Lunch
Breakout Sessions

Breakout #1

a. School Earthquake Preparation and Post-Loss Management
   
   **Alan Schmitt**, Risk Control Manager  
   Gallagher Risk Management  
   Coordinator, Missouri United School Insurance Council (MUSIC)

   This session will cover what school districts should do to prepare for an earthquake,  
   including insurance information providers will need to manage any losses in order to get  
   your school system up and running as quickly as possible.

b. School Seismic Structural Assessment Initiative
   
   **Phillip L. Gould**, PhD., PE, SE, Professor Emeritus  
   Washington University

   The Missouri Seismic Safety Commission is leading a structural assessment program to  
   improve earthquake safety and readiness in Missouri Schools. This presentation will  
   summarize the program, challenges in implementation, preliminary results of school visits  
   and a summary of actionable recommendations to raise the bar for seismic safety in  
   Missouri schools.

Breakout #2

Stop The Bleed Course (Train-The-Trainer option available)
   
   **Pat Curtis**, BA, BSN, Coordinator, Show-Me Response  
   Missouri State Emergency Management Agency

   **Eric S. Evans**, Director, Emergency Management, Office of Disaster Services  
   Missouri Department of Mental Health

   Through the Stop The Bleed course, you’ll learn to recognize life-threatening bleeding and  
   intervene effectively. The person next to a bleeding victim may be the one who’s most  
   likely to save him or her. Take the course and become empowered to make a life or death  
   difference when a bleeding emergency occurs. Attendees in an approved instructor  
   category are eligible to become a trainer following this training. Stop the Bleed. Save a  
   Life.

Breakout #3

Including People with Disabilities in Earthquake Planning Makes Sense
   
   **Vicky Davidson**, M. Ed., Executive Director  
   Missouri Developmental Disabilities Council

   This session will provide an understanding of disabilities to ensure a proactive approach to  
   earthquake planning for all phases of emergency management. We will discuss including  
   individuals with disabilities in earthquake planning, preparedness and exercises to include  
   information about resources following a disaster.
Breakout #4

a. Hospital Preparedness, Response and Recovery, with Lessons Learned
   Stephanie Meeks, Emergency Management & Regulatory Compliance Manager
   Ridgecrest Regional Hospital, California

   A specific discussion on how Ridgecrest Regional Hospital prepared, responded, and
   recovered from the July earthquake series. This will include a review of the After-Action
   Report & Improvement Plan (AAR/IP) developed by RRH and what we are doing to prepare
   for another large earthquake, whether local or in the greater Los Angeles area.

b. Earthquake Risk Reduction for Healthcare Facilities
   Brian Blake, Associate Director
   Central U.S. Earthquake Consortium

   Following a damaging earthquake, the healthcare sector must be immediately available to
   provide services to support mass casualties and injuries requiring hospitalization or
   treatment. This session will provide an overview of how hospitals, public health, and other
   healthcare facilities in the New Madrid Seismic Zone can create long-term strategies to
   reduce risks and vulnerabilities associated with earthquakes.

2:45  Break

3:00  What We Have Learned from Crises in a Post 9-11 World
   Lauri-Ellen Smith, APR
   Owner, CAT 5 Crisis Communications

   This fast-paced session will cover the tactics now used to keep the public informed with
   truthful, accurate, and timely information – especially in events that last a long time. Learn
   about “breaking” news, fully integrated social, digital and traditional media, and what
   works best for different demographics when information is constantly changing. Gain
   insight into how you’ll deal with rumor, speculation, conjecture, and the pretenders –
   anything that threatens legitimate communications.

4:00  The Importance of Collaboration
   Stephanie Meeks, Emergency Management & Regulatory Compliance Manager
   Ridgecrest Regional Hospital, California

   Collaboration is critical prior to any disaster event. Building relationships with local and
   state government, first responders, community volunteer organizations, nearby military
   installations and local businesses is key to a cohesive community-wide response to any
   disaster event. We’ll discuss how the community of Ridgecrest built these collaborations
   prior to our earthquake event, as well as what we are doing to increase community
   participation moving forward.

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