

AHEAD OF THE THREAT: CHALLENGING EMERGENCY MANAGEMENT'S REACTIVE DEFAULT.

CARI E. GUITTARD & RYAN REYNOLDS

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In this online session, Cari E. Guittard and Ryan Reynolds will examine what it means to move emergency management from a reactive model to a proactive one—drawing on their work to strengthen public warning systems, crisis communications, and institutional trust before failure occurs. Their perspective is grounded in practice, shaped by the hard work of redesigning systems before crisis exposes their weaknesses.

Assistant Director Ryan Reynolds led a full overhaul of the county's alert and warning program before the Palisades and Eaton Fires forced the rest of California to confront what inadequate warning systems cost in lives. Strategist Cari E. Guittard is building the county's first comprehensive crisis communications strategy and trust architecture framework, treating public information as a behavioral problem first and a messaging problem second

This is not a case study. It is an argument for a different posture in emergency management—and a practitioner's guide to building it.

[REGISTRATION LINK](#)