



## KENTUCKY EMERGENCY MANAGEMENT

**Andy Beshear**  
Governor

Boone National Guard Center  
100 Minuteman Parkway  
Frankfort, KY 40601-6168

**Eric Gibson**  
Director

### **CSEPP-KYEM Wednesday Webinar** **August 20, 2025- Virtual Media (Zoom®)** **Noon EST** **Offered by KYEM & CSEPP**

**Webinar Title:** *Building Winning Relationships with NGOs*

**Description:** Emergency management is rarely recognized, or held accountable, for shortcomings in mitigation and long-term recovery. However, when individuals are seen without food, water, or shelter, public scrutiny and media attention quickly focus on perceived failures of the system, often blaming county, state, or federal leadership. These critical needs fall under the umbrella of Mass Care, a responsibility frequently delegated to nonprofit partners—who are then positioned to either succeed or struggle without sufficient support. This session will highlight the importance of proactively building strong relationships with nonprofit organizations to tell the full story of emergency management. By fostering collaboration, we can better showcase the collective efforts of the whole community in both disaster response and recovery.

**Special Notes:** Advance student registration is **REQUIRED** and must be received by **August 15, 2025**. You are considered accepted as a student in this class upon receipt of your application. Once you have registered you will be sent the link to log in.

**Registration:** [https://forms.logiforms.com/formdata/user\\_forms/25701\\_7726379/383754](https://forms.logiforms.com/formdata/user_forms/25701_7726379/383754)  
Students will be notified if the course is canceled. For this reason, it is imperative that you provide accurate contact information.

**Wednesday Webinar Series:** The Wednesday Webinar Series was established to provide Public Information Officers (PIOs) and other communication related fields with virtual opportunities to address topic specific issues in quick 1-hour monthly webinars. Monthly topics and featured speakers will be selected and scheduled accordingly to help provide attendees with real-world application to the following: planning and developing a process with clearly defined procedures to gather and provide accurate, timely, and accessible information on an event as it approaches or as it has occurred.

**For more information, contact:**  
David Davis, CSEPP Public Information Officer  
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(502) 607-1049



# Kevin Smith

## President/CEO, Rule One Consulting LLC

Kevin is a seasoned Certified Emergency Manager with an impressive career spanning over 25 years, encompassing roles in local, state, and federal government, as well as nonprofit organizations. His journey in emergency management began in 1996 with The Salvation Army, where he led disaster relief efforts in response to numerous federally declared disasters, including wildfires, hurricanes, floods, tornadoes, and earthquakes. Kevin's outstanding dedication and leadership were particularly evident in 2001 when he assumed critical Incident Management General Staff positions for The Salvation Army in the aftermath of the tragic events of September 11.

In the years that followed, Kevin served as the National Disaster Specialist with Feeding America from 2005 to 2008. In this role, he focused on strengthening resilience and response capabilities within food banks and community-based member agencies. His responsibilities extended to coordinating immediate response efforts during the devastating Hurricane Katrina in Biloxi, Mississippi, and providing ongoing support for recovery operations across the entire Gulf Coast.

In a significant career transition in July 2018, Kevin assumed the role of Director of the DHS Center for Faith and Opportunity Initiatives. Here, he played a pivotal role in establishing the inaugural faith-based advisory council to a federal cabinet secretary. His appointment as the Designated Federal Officer for the Faith-based Security Advisory Council underscored his commitment to its establishment and effectiveness.

Kevin's influence extended beyond his office, as he collaborated closely with the White House Office of Public Liaison to foster partnerships between the public, faith-based organizations, community-based organizations, emergency managers, and first responders. This collaborative effort significantly contributed to enhancing the resilience of our nation, particularly through increased faith-based and community engagement in support of the DHS Blue Campaign—an integral initiative of the U.S. Department of Homeland Security combating human trafficking. Kevin's dedication also included providing vital support to faith-based organizations during critical moments,

## **CSEPP-KYEM Wednesday Webinar Featured Speaker Biography**

such as Hurricanes Irma and Maria, the humanitarian aid crisis on the U.S. southern border, and the unprecedented challenges posed by the COVID-19 pandemic.

In 2021, Kevin took the bold step of leaving his service with the Federal Government to establish Rule One Consulting, LLC. Under this new venture, Kevin focuses on developing successful emergency management programs for nonprofit, for-profit, and government clients. His expertise extends to designing strategic philanthropic and mission program growth for nonprofit organizations and providing professional crisis counseling for both nonprofit and for-profit organizations in response to traumatic incidents. Kevin's remarkable ability to secure over \$50 million in funding to support nonprofit service initiatives underscores his strong track record of fundraising success and unwavering commitment to advancing essential causes.

Furthermore, Kevin holds certifications from the International Association of Emergency Managers and has successfully completed Harvard University's National Preparedness Leadership Initiative. His exceptional contributions to the field have earned him esteemed accolades, including Distinguished Service Awards from the National Hurricane Conference and the Florida Governor's Hurricane Conference.

Kevin's career embodies unwavering dedication to emergency management, an enduring commitment to community resilience, and an unyielding pursuit of solutions in the face of adversity.

**Website:** [ruleoneconsulting.com](https://ruleoneconsulting.com)

### **Social Media:**

- X - [KevinsRule1](#)
- Facebook - [Rule One Consulting](#)
- Instagram - [RuleOneConsulting](#)
- LinkedIn – [Kevin Smith](#)
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