

Wakota CAER

Preparedness for Public Safety and Environmental Quality

Tuesday, December 12, 2017

Doors will open at 8:15 a.m. for Coffee and Networking

Breakfast will be served at 8:30

[scrambled eggs, sausage, potatoes, fruit, pastries]

Meeting and Speaker from 9:00 a.m. to 10:30 a.m.

Topic: *Are you ready to communicate in a crisis? Veteran crisis communicator, Lani Jordan, will help you understand how communication, including the media, works today and what you should be doing in advance to be ready.*



Speaker: Lani Jordan

Lani Jordan is principle of Lani Jordan Strategic Communication, LLC, a firm specializing in crisis communication, issues management, executive communication and strategic communication planning. Previously she spent three decades with CHS, the nation's leading farmer-owned cooperative and a Fortune 100 integrated energy, supply and grain-based

foods company. In her role as Corporate Communications Director, she developed the company's annual corporate communication strategy, was chief media spokesperson for the organization, led crisis communication response, served as speech writer for the board and executive management, was responsible for the cooperative's annual meeting and annual report, managed member-owner and investor relations and handled a wide range of other communication responsibilities.

The first decade of her career was spent as a journalist, primarily with United Press International, covering government, politics and breaking news in Michigan and Wisconsin.

Jordan has been recognized for excellence in communication and leadership throughout her career. She was the first person in 60 years to be recognized by the Cooperative Communicators Association's with its awards for both early career achievements and lifetime contributions. She also was a four-time winner of that organization's Writer of the Year award and has received numerous other communication awards, including recognition from the international Cicero Speechwriting competition.

Jordan is a board member for the American Red Cross Minnesota Region and Women in Agribusiness. She previously served on the board and as chairman of Heartland Credit Union, a \$100 million member-owned financial institution. Jordan earned a bachelor's degree in journalism from the University of Michigan.

Wakota CAER
Breakfast Meeting
Please Join Us

Dec. 12, 2017

8:30 a.m.

Cottage Grove

City Hall

12800 Ravine Pkwy

Cottage Grove 55016

**R.S.V.P. requested, but not
required for the
December Breakfast
Meeting**

**Please invite your management
team, colleagues and business
associates.**

**QUESTIONS? Contact the
Wakota CAER office at
info@wakotacaer.org
651/458-0645**

www.wakotacaer.org