



It's Time to Get to Work: How to Engage Women (and Diversity) to Build Effective Industries and Resilient Communities.

June 7th from 11:30am-12:30pm ET

Presented by **Brittany Castillo**

Presentation Abstract: At the 2020 conference, Brittany made the case that now is the time to get more women in the field, at every level, in emergency management and related fields of solid waste, public works, and construction. The strong response from viewers reiterated the point that now is the time. At IAEM Encore, Brittany dives deeper into the why and how. Why is now the time? Why are women (and diversity, in general) critical to achieving resiliency and the goals of the emergency management community? How do we get there?

Using a mix of data, lessons on crisis leadership, anecdotal experience, and a few guest appearances, Brittany dives into the why and how so that we have knowledge to inform our work and the tools to get to work. And, for those needing it, information to encourage a shift in perspective.

This presentation is for women and men, those in entry, middle and executive positions, and those in the field and in the office. While the presentation centers around women, the core message is about building effective teams, strong industries, resilient communities; it is about how effective crisis leadership requires the perspective and work of women and diverse groups.

Speaker Bio: Brittany Castillo is the President and Chief Executive Officer at AshBritt, a rapid-response emergency management, logistics, and disaster response contractor that has performed over 450 projects, serving more than 600 clients across the United States and Caribbean. As CEO, Brittany has grown AshBritt's construction and logistics divisions and led AshBritt's operations following Hurricanes Harvey, Irma and Michael, the 2017 California wildfires, and the COVID-19 pandemic.