

## Maintaining Public Confidence When Incidents Occur

This arm-chair discussion features experienced crisis communicators in the industry and regulatory agencies who will delve into the factors that can make or break public confidence and the strategies for effective communications during incident response. The session will include representatives from both Canada and the U.S. who will be sharing successes, case studies and lessons learned, including:

- a communicator's role in ensuring life safety, incident stabilization, preservation of property and the environment and stakeholder communications;
- how to interact and engage with incident command staff, regulators, press, government officials and local stakeholders (Indigenous communities, land owners, etc.); and
- how successful crisis management can help build confidence for future project approvals and how a poorly handled incident can impact the industry as a whole.

### **Moderator – Janet Annesley, senior VP, corporate affairs, Husky**

Reporting to the Chief Executive Officer, Ms. Annesley is responsible for the development of Husky's strategies and engagement approach with internal and external business stakeholders on sensitive or high profile issues having potential for significant strategic business and reputation impact.

Ms. Annesley joined Husky as Senior Vice President of Corporate Affairs in May 2017 and is responsible for the development of Husky's strategies and engagement approach with internal and external business stakeholders on sensitive or high profile issues having potential for significant strategic business and reputation impact. She is also responsible for developing relationships and communicating corporate initiatives to investors, governments, Aboriginal communities, stakeholders, and employees in a transparent and effective manner. Prior to joining Husky, Janet was Chief of Staff to Canada's Minister of Natural Resources in Ottawa. From 1999 to 2009 she worked at Shell in a variety of Corporate, Downstream and Oil Sands communications, stakeholder engagement and government relations roles. She also served as Vice President of Communications at the Canadian Association of Petroleum Producers, which represents Canada's upstream oil and gas industry

### **Kimberly R. Smith – Supervisor, public information assist team, US Coast Guard**

Kimberly R. Smith is a crisis and emergency risk communication professional with more than 21 years of experience. Specializing in public information tactics for disaster with an emphasis in digital communications, she is a veteran of the U.S. Coast Guard who's led communication efforts during dozens of natural and human caused disasters as the primary all hazard public information officer. For the past five years, Kimberly has led the Coast Guard's national Type 1 team in their support of Hurricanes Harvey, Irma, and Maria, along with numerous oil, chemical and public health-centric disasters. In addition to her role as spokesperson and communication strategist, Kimberly developed and teaches the Risk Communication and Social Media course in the Emergency Management and Homeland Security program at Post University in Connecticut.

### **Kim Blanchette – VP, communications and international relations, Alberta Energy Regulator (AER)**

Kim has more than 25 years of experience in communications and public affairs at the provincial, federal, and international level and has held positions with the Nova Scotia Department of Justice as well as the Nova Scotia Department of Energy.

Kim joined the Government of Canada in 2000 performing a variety of communications roles with the Atlantic Canada Opportunities Agency, including Ministerial support, regional office liaison, Director of Corporate Advocacy Communications, senior official speech coordination and multidepartment Pan-Atlantic and International events.

Kim has served as Consul (Political and Economic Relations and Public Affairs) at the Consulate General of Canada in Seattle from 2006-2008, representing Canada in Washington, Oregon, Idaho, and Alaska. She then moved to Veterans Affairs Canada as Acting Associate Director General of Communications where she worked the 90th Anniversary of the end of the First World War, the 65th Anniversary of D-Day, and new legislation for Allied Veterans.

Kim has also served as Regional Director, Issues Management and Communications (Atlantic Region) with the Canada Revenue Agency and as the Communications Manager for the Energy Resources Conservation Board (now the Alberta Energy Regulator) since 2011.

A past alumnus of the United States International Visiting Leaders Program, Kim was named one of the 50 Global Women in Energy in 2005 and has received national and international awards for her work in media relations, communications, content development and digital strategies.

Kim is a proud member of the Canadian Public Relations Society, having served as National President and has recently been inducted into the College of Fellows.

**Sterling Koch - Vice President, Health, Safety, Environment and Regulatory of Plains Midstream Canada (PMC)**

Mr. Koch is responsible for providing strategic leadership to health, safety, environment, legal, regulatory, emergency management, security, communications, stakeholder relations, damage prevention and land activities. Sterling brings over 25 years of energy industry experience, including legal and regulatory affairs, commercial operations, compliance, and security. Prior to PMC, Sterling worked with a publicly traded electricity company for 15 years serving in various executive roles, including legal and regulatory affairs, commercial management, and business development. Sterling also brings a strong legal general counsel background, originating from his days with Western Gas Marketing, Northridge Petroleum, and TransCanada. Sterling also sits as Vice Chair for Emergency Response Assistance Canada (ERAC) as well as on the Executive Business Environment Standing Committee of the Canadian Energy Pipeline Association (CEPA).