

Crisis Communication Management for Education Leaders

Friday, March 5, 2021

1 - 2:30 p.m. EST

Bruce Hennes



Crisis management & communications specialist, Hennes Communications



Bruce Hennes is the CEO of Hennes Communications, one of the few firms in North America focused exclusively on crisis management and crisis communications.

Founded 32 years ago, Hennes Communications serves school districts, corporations, government agencies, manufacturers, larger nonprofits, universities, hospitals and adult health care communities -- as well as law firms and their clients -- that are "on trial" in the Court of Public Opinion.

Bruce has served for eleven years on the executive committee of the Cleveland, Ohio Metropolitan Bar Association. He is also an adjunct professor at Cleveland State University's College of Urban Affairs and on the faculty of the Ohio State Bar Association's Leadership Academy.

Recently, Bruce was named a "Go-To Thought Leader" by the National Law Review for columns he contributed to one of the most widely read business law websites in the U.S. And for the second year in a row, he was named to the Lawdragon 100 Leading Consultants and Strategists, the definitive guide to the financiers, recruiters, marketing and communication gurus on whom the legal profession relies. According to Lawdragon, "These are 100 of the most trusted advisors to the legal profession."

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Sara Clark



**General counsel,
The Ohio School Boards Association**



Sara Clark serves as Chief Legal Counsel at the Ohio School Boards Association where she provides technical assistance and consultation services to Ohio's school boards to help them understand their responsibilities in an increasingly complex legal environment. Sara is a frequent presenter and lecturer in the area of school law throughout the United States and has authored numerous articles in various state and federal publications.

Sara has a Bachelor of Arts in English and Spanish from The Ohio State University and her juris doctor degree from Capital University Law School. She is an active member of the Ohio State Bar Association, the Ohio Council of School Board Attorneys and the National Council of School Attorneys.