



SPEAKERS BUREAU



Presentation Information

Presentation Category	Communication Strategies
Presentation Title	When Leaders Speak: Captivate Your Audience
Presentation Length	2 -3 hours
Presentation Objective	<ul style="list-style-type: none">• Identify techniques and strategies that capture your audience's attention through overlooked methods associated with likability and connectivity.• Examine and apply messaging strategies that capture and retain an audience's attention using conscious and subconscious communication.• Leverage your social media footprint and grow your brand.• Develop communication strategies that break through awkward questioning and position you for success in any forum.
Presentation Description	This training is not a lecture, our program combines an interactive, entertaining, and informative format that balances humor with humility in a proven husband and wife instructor team. With current real-world experience, our format allows the audience to identify with the content. It offers tangible skills to bring your communication ability to the next regardless of the forum. You can't lead if you can't effectively communicate, we will help you get there!
Speaker Name & Session	Scott and Jennifer Macallair, NA Session 273 and NA Session 281
Speaker Phone Number	(443) 995-5269
Speaker Email	HigherWireLeadership@gmail.com
Speaker's Biography	Scott (NA273) and Jennifer (NA281) bring a combined 50 years of public safety and leadership experience to each of their dynamic and engaging presentations. Their areas of expertise

are in the fundamentals of leadership, coaching, mentoring, and effective messaging.

Scott is a Captain with the Anne Arundel County Police Department. He is currently the commander of the Southern District, encompassing a large geographic area with a dynamic residential and commercial makeup. Previously he was the commander of the Technical Services Division and was responsible for the operation of the County's E911 communications center, police records unit, vehicle fleet and technology section. Scott graduated from session 273 and holds a bachelor's degree in Criminal Justice from Northeastern University and a Master's degree in Public Safety Administration from the University of Virginia. His prior experiences include, Executive Officer of the Northern District, Director of Recruit training at the Police Academy, and Patrol Platoon commander. He has served as a member of the Quick Response Team (SWAT) and various specialized units. Scott has extensive experience as an instructor starting as a staff instructor, recruit training supervisor, and firearms training supervisor during multiple tours at the Police Training Academy. He has developed a variety of leadership, mentoring and coaching programs that he presents monthly through the Maryland Police and Corrections Training Commission (MPCTC), Leadership Development Institute's First Line Supervisor and Administrator programs. He is also an adjunct professor with the Community College of Baltimore County, in partnership with MPCTC, where he presents seminars on the fundamentals of leadership. In 2023, he was selected as the Instructor of the Year for MPCTC.

Jennifer is a Captain with the Anne Arundel County Fire Department. She currently serves as the Director of Public information and is tasked with the production, management, and dissemination of communications to a network of 2,500 members, serving a county population of approximately 625,000. She is a graduate of Session 281 and holds a Bachelor of Science degree in Communications from Purdue Global University. Jennifer was an Explosives and Arson Investigator, Director of recruit training for the Fire Training Academy and full-time firefighter. Prior to joining the Fire Department, she served as a Police Officer with the Anne

	<p>Arundel County Police Department in the Criminal Investigations Division, staff instructor at the Police Training Academy, and the first (and still only) female member of the Quick Response Team (SWAT). She is an instructor with the Maryland Police and Corrections Training Commission (MPCTC), Leadership Development Institute, First Line Supervisor course. She is also an adjunct professor with the Community College of Baltimore County, in partnership with MPCTC. In 2021, she was selected as the Instructor of the Year for MPCTC. Jennifer was a featured presenter at the 2022 National Women in Fire Conference in Spokane, Washington where she provided a custom designed seminar in fitness for the female firefighter.</p>
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