



Partners in Prevention

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Partners in Prevention Spotlight – Joe Tankersley

Joe Tankersley is a professional Imagineer. His 20 years of writing and producing for The Walt Disney Company connected him with “amazingly talented and creative people” and brought him around the world on just about every kind of project Disney had to offer.

Fascinated with the future, his favorite projects were invariably at Epcot®, where futuristic storytelling was the chief means used to inspire, inform and empower people. While working as show producer and lead creative designer for FLASH’s *StormStruck: A Tale of Two Homes*® experience at INNOVENTIONS in Epcot, Tankersley discovered the people and the power of FLASH.

As he worked with FLASH experts, Tankersley found himself getting deeply involved in mitigation and disaster safety. “It was easy to do,” Tankersley says. “Their enthusiasm, attitude, and depth of knowledge make the topic [of mitigation] relevant and accessible.”

Tankersley admits that the frequency of extreme weather events, coupled with urban growth in coastal areas, makes the pressing question of our time not *if* another major disaster will happen but *when*.

“More and more people from the private and public sectors are recognizing this urgency,” he says. “At the same time, we’re experiencing an explosion in technologies that can help us build more resilient cities. From smart sensors to advanced materials, we’ve never been more able to protect our built environment.”

In 2014, Tankersley retired from Disney and started his own consulting company, *Unique Visions, Inc.*

“This company gives me the chance to combine my storytelling expertise with my fascination for the future,” he shares with a twinkle in his eye. “Every project I work on these days is focused on helping a business, government or nonprofit imagine and create sustainable futures. Resilience is always one of the key elements in building better tomorrows.”

His flair for envisioning better tomorrows has translated into several recent projects that explore the future of aging, communities, public health, and, of course, the world of entertainment.

“The future does not exist yet,” he says. “While we face real challenges, particularly in the area of disaster mitigation, we have the power to create positive sustainable tomorrows. The stories we choose to tell about the future are the most important tools we have at our disposal. If we can imagine resilient tomorrows, we can create them.”

And that is what Tankersley plans to keep on doing one tomorrow at a time.