

A banner for the 2010 Governor's Hurricane Conference. The text "2010 Governor's Hurricane Conference" and "May 23-28, 2010" is in a bold, dark red font. Below the text is a blue circular graphic with a white arrow pointing up and the words "HURRICANE EVACUATION ROUTE" in white. The background of the banner shows a satellite map of the Gulf of Mexico and a dramatic sky with lightning over the ocean.

2010 Governor's Hurricane Conference
May 23-28, 2010

MEDIA ADVISORY

FOR RELEASE: May 3, 2010
MA 10-01

24th ANNUAL GOVERNOR'S HURRICANE CONFERENCE

~ MEDIA ROOM AVAILABLE, BEGINNING MAY 24th ~

WHO: Emergency managers and personnel, first responders, state, federal, volunteer agency, business and industry representatives, along with health and medical professionals from around the state, nation and world. Attendees from all areas of the disaster preparedness and response fields are expected to participate.

WHAT: 24th Annual Governor's Hurricane Conference

WHERE / WHEN: The Greater Fort Lauderdale / Broward County Convention Center, located at 1950 Eisenhower Boulevard in Fort Lauderdale, Fla. during the week of May 23 to 28, 2010.

WHY: To attend a series of training and general sessions, courses, roundtables and workshops to further their knowledge to better prepare for, respond to, recover from and lessen the effects of man-made and natural disasters.

Invited Speakers: Governor Charlie Crist; Lt. Governor Jeff Kottkamp; Craig Fugate, Administrator, Federal Emergency Management Agency; Joe Becker, Senior Vice President for Disaster Services, American Red Cross; Bill Read, Director, National Hurricane Center; Robert Hartwig, President, Insurance Information Institute; Dr. William Gray, Professor, the Department of Atmospheric Science at Colorado State University; Phil Klotsbach, Research Associate at Colorado State University; David Halstead, Director, Florida Division of Emergency Management; Ken Keechl, Broward Mayor and others are scheduled to speak.

For more information regarding the conference schedule, pre-registration to obtain media credentials and interview availability for guest speakers, visit the *Media Room / Reporter Registration* web page at www.flghc.org. For specific questions or needs, please contact Ann Rowe-McMullen, Media Coordinator via email at annrowe64@hotmail.com or cell (850) 933-0161.

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Governor's Hurricane Conference, Cont'd.
Page 2

"Resiliency through Preparedness – Protecting our Population"

The hurricanes of the past decade have continually reminded us of the devastating effects Florida's communities experience during disasters. Resiliency is the ability of a community to overcome adversity and return to a pre-disaster state. To lead this effort, emergency management professionals and government leaders must be prepared for the numerous challenges posed by hurricanes on our communities. The Governor's Hurricane Conference provides the training both leaders and emergency responders need to protect our population.

Experience has shown that the sooner communities deal with adversity and begin managing and mitigating these impacts and consequences, the more likely they are to be successful in returning life to the "new normal."

The primary element for assuring resiliency in managing emergencies is preparedness. Resiliency through preparedness begins with preparing communities and their leaders by way of good planning, response management along clear lines of authority, realistic prevention and mitigation activities, effective public communication and well-managed recovery efforts.

In our 24th year, the Governor's Hurricane Conference continues the commitment to prepare our state's current and future public safety professionals to meet these challenges.

Training is the foundation of preparedness. Preparedness is the path to resiliency.

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