



MEDIA ADVISORY

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GOVERNOR'S HURRICANE CONFERENCE® CELEBRATES SILVER ANNIVERSARY

~ CONFERENCE IN ITS 25TH YEAR - MEDIA ROOM AVAILABLE, BEGINNING MAY 16th ~

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: 25th 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 15 to 20, 2011.

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 Rick Scott; Lieutenant General Guy C. Swann III, Commanding General, United States Army North (Fifth Army) and Fort Sam Houston, Texas; former Governor Bob Martinez; Bill Read, Director, National Hurricane Center; Bryan Koon, Director, Florida Division of Emergency Management; Suzanne Gunzburger, 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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“25 years: Learning from the Past, Preparing for the Future”

The year 2011 marks the 25th anniversary of the Governor's Hurricane Conference®. In 1987, the conference was established to focus on the challenges caused by hurricanes and tropical events unique to Florida, the most hurricane-vulnerable state in the nation. Since then, tens of thousands of emergency management professionals from around the state, the country, and the world have come to the Governor's Hurricane Conference® to attend training, state of the art workshops and to network with partners who are committed to making the state of Florida more prepared to respond to hurricanes that have and will continue to affect us.

This year's Conference Theme, **“25 years: Learning from the Past, Preparing for the Future”**, reflects the commitment of those who have the responsibility to protect our citizens from tropical events that threaten the safety of Florida, its communities, its businesses and its citizens. Tropical events provide large and complex management challenges that require problem solvers who can combine technical knowledge with experience, program management and leadership. Focusing on lessons learned over the years with a renewed commitment to increasing response effectiveness is what this year's conference is all about. Keeping the over 18 million people who call Florida home prepared for and safe from the ravages of tropical events is a complex responsibility for the men and women who work for the organizations and agencies committed to disaster preparedness, response, recovery and mitigation.

Over the past 25 years we have seen collaborative and cooperative relationships develop among networks of public, private and nongovernmental organizations. Lessons learned from tropical events that have affected Florida have provided opportunities to build relationships, establish trust and develop programs that have become the building blocks of safety for the citizens of the Sunshine State. Following each event, we took steps to increase capacity to deal with future emergencies. We live in increasingly challenging times, and no one knows this better than emergency management professionals. Given the current economic realities, it is perhaps more critical than in years past that disaster relief agencies work together to create synergy. The Governor's Hurricane Conference® provides invaluable opportunities for the networks of organizations that make up emergency response teams to organize the most effective response capabilities and share challenges, successes, resources and expertise. We have learned that we must work together to clearly define roles and responsibilities, involve all stakeholders in planning and response, improve



communications and interoperability, provide current and necessary training, accept accountability and improve our ability to collect accurate information, analyze it and respond accordingly.

As we come together again as partners and industry peers, we have the opportunity to enhance our professional knowledge, foster interagency coordination and cooperation, and work together in a dynamic and network-centered atmosphere to develop an approach that has the flexibility to move resources and assets where they need to be, when they need to be there. The Governor's Hurricane Conference® has become the largest forum in the United States to offer both basic and advanced sessions that will develop our capacity as a state to effectively respond to a hurricane event. Working together gives us the greatest hope of successfully learning from the past and adequately preparing for the future.

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