



## MEDIA ADVISORY

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**ANNUAL GOVERNOR'S HURRICANE CONFERENCE® - 30 YEARS OF TRAINING  
FLORIDA'S PREPAREDNESS AND RESPONSE PROFESSIONALS;  
FLORIDIANS ASKED TO "REBOOT READINESS"**

*~ MEDIA ROOM AVAILABLE, BEGINNING MAY 9<sup>th</sup> ~*

**WHO:** More than 1,500 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:** 30th Annual Governor's Hurricane Conference®

**WHERE / WHEN:** The Rosen Shingle Creek, located at 9939 Universal Boulevard, Orlando, Fla. during the week of May 8 to 13, 2016.

**WHY:** To participate in a series of training sessions, workshops and general session, to further their knowledge to better prepare for, respond to, recover from and lessen the effects of natural and manmade disasters, with a primary focus on hurricanes. Various discussions will be held on how to connect capabilities for stronger communities through leverage of partnerships, personnel and resources for effective response during challenging times. A Health Care Concentration is in its fifth year, offering a broad series of sessions targeting health care professionals and expansion of training to include health care coalitions and other response partners.

**Invited Speakers:** Governor Rick Scott; Laura Myers, Ph.D., Executive Director, The Center for Advanced Public Safety, The University of Alabama – Tuscaloosa; National Hurricane Center Director Dr. Rick Knabb and others are scheduled to speak throughout the week.

For more information regarding the conference, pre-registration to obtain media credentials and interview availability for guest speakers, visit the *Media Room / Reporter Registration* web page



at [www.flghc.org](http://www.flghc.org). For specific questions or needs, please contact Ann Rowe, Media Coordinator via email at [annrowe64@hotmail.com](mailto:annrowe64@hotmail.com) or cell (850) 933-0161.

With an unprecedented decade since a land-falling hurricane has impacted Florida, we now face an insidious growth of complacency and the associated threat of diminished stamina of our communities despite the continued threat of tropical cyclones. Tropical cyclones are our top natural hazard risk, and no one knows this better than Florida's emergency management community. Yet over the past few years we have experienced extraordinary challenges to maintain our hurricane readiness including complacency, denial, "hurricane amnesia," generational inexperience, distorted or hyped messages, and increased competition for individuals' attention. With the advent of new technologies such as social media and other innovative communication systems, we must embrace and leverage these opportunities to reboot our readiness to effectively communicate the significant threat that hurricanes pose to Florida. Florida's emergency management community must continue to engage our elected officials, decision-makers, stake holders, media, educators, businesses, citizens, and visitors using all available techniques to clarify our message, our expectations, and our preparedness strategies.

This year marks the 30th anniversary of your conference where we come together again as partners and industry peers – we have the opportunity to enhance our professional knowledge to enhance interagency coordination and cooperation, to work together to connect our communities and resources to ensure that we can withstand hurricane events, and recover from them with proficiency and flexibility. The Governor's Hurricane Conference® is the largest forum in the nation that offers cutting-edge sessions to expand our readiness capacity. Specifically structured to present information in a dynamic and network-centered atmosphere, the conference program provides extensive opportunities for emergency management practitioners from Florida and across the country to learn from and partner with each other. Working together gives us a significant advantage to successfully retool our hurricane plans and adequately prepare for tropical events and their consequences.

With more than 47 training sessions and 45 workshops, the Governor's Hurricane Conference® remains the premier event for the delivery of economical training and education to ensure our ability to adequately prepare for, respond to, and recover from, tropical cyclones. This year's training sessions, workshops, and general session will focus on innovative methods to "Reboot Readiness." Our virtual social media exercise, expansive exhibit hall, interactive workshops, and improved conference "app," each provide added opportunities to leverage technology and resources to further enhance your learning experience. We welcome you to engage in the discussion and networking, and participate in our collective efforts.

For more information about this year's conference, visit [www.flghc.org](http://www.flghc.org) and follow us on [Facebook](#) and [Blog](#).