



MEDIA ADVISORY

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**FLORIDA'S PREPAREDNESS AND RESPONSE PROFESSIONALS READY FOR
THE 31ST ANNUAL GOVERNOR'S HURRICANE CONFERENCE® - PROVING
"PREPAREDNESS WORKS!"**

~ MEDIA ROOM AVAILABLE, BEGINNING MAY 15th ~

WHO: More than 1,600 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: 31st Annual Governor's Hurricane Conference®

WHERE / WHEN: The Palm Beach County Convention Center and Hilton West Palm Beach, located at 650 Okeechobee Boulevard, West Palm Beach, Fla. during the week of May 14 to 19, 2017.

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 responses. A Health Care Concentration is in its sixth 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: Bryan Norcross, Senior Hurricane Specialist, The Weather Channel; Dr. Ed Rappaport, Acting Director, National Hurricane Center; Kimberly Prosser, Director, Brevard County Emergency Management 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. For specific questions or needs, please contact Ann Rowe, Media Coordinator via email at annrowe64@hotmail.com or cell (850) 933-0161.

Preparedness Works!

After an unprecedented decade without a land-falling hurricane impacting Florida, the 2016 Atlantic Hurricane Season reminded the Florida emergency management community that tropical cyclones are our top natural hazard risk. The 2016 season was the most active since 2012, and the deadliest since 2005; starting five months before the official start date with Hurricane Alex in mid-January. Eighty (80) percent of the 2016 named storms made landfall; five of them hitting the United States, and three striking Florida.

The decade-long hiatus presented all of us with several challenges to maintain our readiness. Many feared that complacency, denial, “hurricane amnesia,” generational inexperience, distorted or hyped messages, and other challenges would impede our preparedness efforts. However, contrary to predictions, overall, responses were favorable and the public heeded our warnings and took appropriate actions, demonstrating that readiness efforts work; Preparedness Works! New technologies such as social media and other innovative communication systems were leveraged to effectively communicate the significant threat that hurricanes pose to Florida, and people responded and acted. On-going comprehensive emergency management planning, training, and exercise programs paid dividends to prepare emergency responders from all disciplines for the challenges presented. Professionals and the public recognize that the 2016 hurricanes that affected Florida were not worst-case scenarios, yet gave us the opportunity to see that our efforts have been successful. Through the Governor’s Hurricane Conference®, we can build upon those experiences through training, networking, and sharing lessons-learned.

This year marks the 31st anniversary of your conference, where we can come together again as partners and industry peers. The conference allows each of us to enrich our professional knowledge to enhance interagency coordination and cooperation, to work together to apply and connect our communities, to share the expertise and resources to ensure 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 to effectively enhance collaboration. 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 and create effective partnerships. 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 45 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 reaffirm that Preparedness Works! Our virtual social media efforts, expansive exhibit hall, 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 collaborative efforts.

For more information about this year’s conference, visit www.flghc.org and follow us on [Facebook](#), read our [Blog](#) and download our app [Governor’s Hurricane Conference](#).