



June 12-15, 2002
Hyatt Regency Downtown
Tampa, FL





Dear Potential Donor:

As you may know, international trade in the Western hemisphere involves much more than the exchange of commodities between nations and companies. In order for trade practices to flourish, the populations, resources, and infrastructure that comprise the core of how goods and services are produced and distributed must be protected from the risks of natural and technological hazards. Natural disasters like earthquakes, floods, volcanoes, and hurricanes pervade the Americas, and pose serious and recurring threats to the international trade arena. Facilities, critical systems, investment capital, and human lives are all at risk.

Today, these production and distribution areas or Trade Corridors are at the center of the dialogue between international agencies, governments, academia, and the private sector concerning how best to both protect assets and investments, as well as future opportunities for economic development within and between nations. In fact, an array of strategic development initiatives are now underway in the public and private sector to protect the hemisphere's international trade resources from the impacts of natural and technological disasters. For this reason, the University of South Florida's CDMHA, the OAS, and the USF Globalization Research Center have joined forces to facilitate a broad-based campaign to integrate the work of the region's international trade and disaster management stakeholders.

Because the future of international trade and development depends on a better understanding of the emergent trends in the field, we are holding a conference to provide its professionals with a unique opportunity to meet, share ideas, goals, and develop partnerships. Why bring folks together? Because, organizations like yours increasingly understand that the long-term growth of your international trade business or expertise depends on a working knowledge of the people, places, and resources that make up these Trade Corridors. As such, the conference will bring together from across the Hemisphere experts from a variety of disciplines within the international banks and agencies, academia, government, and the private sector, that have emerged as leaders in the strategic planning, management, and analysis of Trade Corridor development.

We are planning on distributing the conference brochure to approximately 7,000 individuals in print or on the web. To maintain a reasonable registration individual registration fee for this conference, we need to raise a minimum of \$50,000 in Commercial Support through educational grants and exhibit fees. The Exhibit and Grantor Levels and the recognition associated with each follow on the next page.

As we work together toward a clear understanding of the future stability and prosperity of international Trade Corridors, I want to thank you for your interest in this very important and timely topic that can have a major impact both on the lives of people and on your business both immediately and long into the future.

- To request an exhibitor prospectus please call Ginger Phillips at 813-974-6684 or email gphillip@hsc.usf.edu
- To inquire about Educational Grantor arrangements please call Bill Wilson at 813-974-4933 or email bwilson@hsc.usf.edu.
- To inquire about content issues please contact me at 813-876-1113 or email me at ERMNOW@aol.com

Sincerely,

Nick Colmenares, PhD
Project Director

Hemispheric Conference - Vulnerability Reduction in Trade Corridor Development

- **Populations and Settlements**
- **Water and Natural Resources**
- **Information Infrastructure**

Sponsorship Levels

❖ **Exhibit Fees Only**

- Not for Profit for Table Top = \$250
- Not for Profit for Booth = \$400
- For Profit Table Top = \$500
- For Profit Booth = \$800

❖ **Educational Grantor**

- \$1,000 to \$1,999
 - Booth
 - Listed as Educational Grantor in Participant Syllabus
- \$2,000 to \$3,999
 - Booth
 - Listed as Educational Grantor in Participant Syllabus
 - Logo on the Participant Syllabus
- \$4,000 or more
 - Booth
 - Listed as Educational Grantor in Participant Syllabus
 - Logo on the Participant Syllabus
 - Logo on the Participant Tote Bag
 - Name and Logo on Banner at Registration Desk

❖ **Bronze – Individual Breakout Session**

- \$2,500
 - Booth
 - Listed as Educational Grantor in Participant Syllabus
 - Logo on the Participant Syllabus
 - Recognition in the session

❖ **Silver – General Session Educational Grantor**

- \$5,000
 - Booth
 - Listed as Educational Grantor in Participant Syllabus
 - Logo on the Participant Syllabus
 - Logo on the Participant Tote Bag
 - Name and Logo on Banner at Registration Desk
 - Recognition in the session

❖ **Gold – Educational Breakout Track Educational Grantor**

- \$10,000
- Booth
 - Listed as Educational Grantor in Participant Syllabus
 - Logo on the Participant Syllabus

- Logo on the Participant Tote Bag
- Name and Logo on Banner at Registration Desk
- Recognition in the session

Hemispheric Conference - Vulnerability Reduction in Trade Corridor Development

- **Populations and Settlements**
- **Water and Natural Resources**
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Overview

- ❖ The purpose of the conference is the promotion of research, training, and technology transfer toward reducing the vulnerability of trade corridor human populations and health, water/natural resources, and urban information and transportation infrastructure to the impacts of natural and technological hazards.
- ❖ The conference's primary goals are building inter-disciplinary networks, developing a policy agenda for Trade Corridor vulnerability reduction, and promoting the sustainable development of key components of Trade Corridors. The conference format will utilize both general assemblies (presentations) and breakout sessions (panel discussions).
 - Hazards vulnerability will be addressed through the following sub-themes:
 - Historical impacts of natural and technological hazards on Trade Corridors
 - Resilience/recovery of Trade Corridors from disasters
 - Mitigation Strategies for reducing vulnerability of Trade Corridors to future events.
- ❖ Trade Corridors exist within the following major trade agreement areas: North American Free Trade Agreement (NAFTA), the Caribbean Community and Common Market (CARICOM), the Southern Common Market (MERCOSUR), the Andean Community of Nations (CAN), and the Central America Common Market (MCCA).
- ❖ Educational Objectives - At the conclusion of this program, participants will be able to:
 - Discuss threats to sustainable development of US-Latin American Trade Corridors;
 - Identify and classify relationships between natural and man made hazards;
 - Interpret the hazard risks affecting social, economic and environmental resiliency of Trade Corridors;
 - Utilize new knowledge of hazards toward effective preparedness, response, reconstruction and mitigation program; and
 - Identify at least two potential partners for both research and training, and for business and industry.
- ❖ Target Audience - Academicians, International and governmental organizations, and the private sector working in international trade, transportation, public health, environmental resource management, and economic development.

Hemispheric Conference - Vulnerability Reduction in Trade Corridor Development

- **Populations and Settlements**
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- **Information Infrastructure**

Planning Committee

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Continuing Professional Education, College
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Hemispheric Conference - Vulnerability Reduction in Trade Corridor Development

- **Populations and Settlements**
- **Water and Natural Resources**
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Background

➤ **The College of Public Health**

USF's College of Public Health (COPH) was established in 1984 and in October of 1998, received reaccreditation by the Council on Education for Public Health. The College is the only accredited school of public health in the state and was developed out of a legislative mandate to meet the public health needs of Floridians. The College is part of USF's Tampa Health Sciences Center and is located in one of the most beautiful new buildings on the (USF) main Tampa campus.

The College's mission is to: "combine excellence in education, research and service to lead in health promotion and disease prevention in Florida and the global community". The College's primary goals are to produce public health leaders, foster an atmosphere for discovery, further public health policy and practice and enhance the College's visibility, influence, and accessibility. To accomplish these goals, college staff and faculty provide public health training to students and health professionals; conduct public health research; distribute timely and accurate health information; and provide leadership in policy development, community empowerment and legislative action. The College and University share similar values of: excellence in teaching, research, service, and support activities; academic freedom and professional responsibility; human diversity; ethical treatment; collaboration; commitment; and individual growth and development.

➤ **The Center for Disaster Management**

The Center for Disaster Management and Humanitarian Assistance (CDMHA) was founded in 1998 as a partnership between the University of South Florida and Tulane University. Offices of the CDMHA are located in Tampa, FL, within the College of Public Health, at the University of South Florida, as well as at the Payson Center for International Development of Tulane University in New Orleans, LA, and Washington, DC.

The mission of the CDMHA is to facilitate collaborative education, training, research and information and communication services between disaster response and humanitarian assistance agencies (e.g. the military, NGO's, PVO's, ect.) primarily throughout the western hemisphere.

➤ **Organization of American States**

The Unit for Sustainable Development and Environment (USDE) of the Organization of American States (OAS) is the principal technical arm of the OAS General Secretariat for responding to the needs

of member states on matters of sustainability and environmental preservation within an economic development context. Technical issues addressed by the USDE include transboundary management of water resources, vulnerability reduction to natural hazards, climate change/sea-level rise, coastal zone management, renewable energy planning, and large-scale natural resource management of trade corridors. USDE supports efforts to promote coordination and cooperation among bilateral and international agencies, and non-governmental organizations, assist countries and regions in preparing investment projects, facilitate exchanges of information in the Americas, formulate and execute technical cooperation projects, and provide support to the political organs of the OAS and represent the General Secretariat in technical dialogues in the hemisphere. The focus on trade corridor development through the creation of PROCORREDOR, a consortium for exploring trade corridor development, and vulnerability reduction of trade corridor economic and social infrastructure responds to initiatives undertaken from the Summits of the Americas, OAS General Assembly resolutions, and sectoral requests for assistance. USDE is co-organizing TCC II as part of its ongoing program of supporting OAS member-state mandated integration and natural disaster reduction.

➤ **Continuing Professional Education**

The College of Public Health and the Department of Community and Family Health maintain a commitment to continuing education. Conferences and workshops are offered year round, planned by faculty committees or other public health entities, and designed to meet the needs of public health professionals. The CE Unit has experience in planning continuing professional education programs for both youth and adults that range from 50-1,250 attendees. There are six full time staff, including four professional meeting planners. In FY 1999-2000, the College sponsored or managed 25 programs serving about 3,000 participants, and provided almost 15,000 hours of continuing education credits in a wide variety of professional areas.

Time	Event	Session Titles
Wednesday 6/12/02		
3:00pm-7:30pm	Registration Open	
12:00pm-4:00pm	Decorator Set Up	
4:00pm-6:00pm	Exhibit Set Up	
6:30pm-8:00pm	Reception	
Thursday 6/13/02		
7:00am-5:00pm	Registration Open	
7:45am-8:45am	Networking Break/Exhibits	
8:45am-9:00am	Welcome	Welcome and Introductions
9:00am-9:30am	General Session 1	Trade Corridors and Risk Management: An Emerging Agenda in the Americas
9:30am-10:00am	General Session 2	Natural Hazards - Their Patterns in the Hemisphere and Their Significance in a Global Context
10:00am-10:30am	General Session 3	Cultural and Public Health Impediments to Reconstruction and Recovery Following Exposure to Hazards: Effects on Trade Corridors
10:30am-11:00am	Break/Exhibits	
11:00am-11:30am	General Session 4	Safeguarding Water and Related Natural Resources in a Corridor Context
11:30am-12:00pm	General Session 5	Securing Public and Private Records Against Natural Hazard Impact
12:00pm-1:30pm	Walk Around Lunch/Exhibits	
1:30pm-3:00pm	Concurrent Session A	The Sources and Status of Trade Corridor Vulnerability
	A1	Migration Patterns to Urban Areas Promoted by Successful Trade Corridors
	A2	Vulnerability Assessment Strategies/Priorities for Existing Water and Sanitary Systems in Trade Corridors
	A3	Records and Information Networks at Risk
	A4	Caribbean: Populations and Settlements at Risk
3:00pm-3:30pm	Break/Exhibits	
3:30pm-5:00pm	Concurrent Session B	Current Actions to Reduce Vulnerability to Natural Hazards
	B5	Public Health Implications of Trade Corridor Development
	B6	Impact of Water and Sanitary System Vulnerability on Other Sectors
	B7	Reducing Vulnerability of Information Storage and Cultural Patrimony
	B8	Caribbean: Water and Sanitation Vulnerability Issues
3:30pm-4:30pm	Tear Down Exhibits	
4:30pm-8:00pm	Decorator Tear Down	
Friday 6/14/02		
7:00am-5:00pm	Registration Open	

7:00am-8:00am	Networking Break	
8:00am-8:45am	General Session 6	Business View of Investment in Disaster Reduction Through Trade Corridor Development
8:45am-9:30am	General Session 7	Public Sector Strategy for Trade Corridor Vulnerability Reduction
9:30am-10:00am	Break	
10:00am-12:00am	Concurrent Session C	Business and Vulnerability Reduction
	C9	Labor Well-Being in Post-Disaster Situations
	C10	Financing Water and Sanitary System Disaster Reduction in a Trade Corridor Context
	C11	Information System Resiliency for Trade Applications
	C12	Caribbean: Public and Private Records and Information Management
12:00pm-1:30pm	Lunch on your own	
1:30pm-3:00pm	Concurrent Session D	Public Sector and Vulnerability Reduction
	D13	Labor Well-Being in Post-Disaster Situations
	D14	Technical Options for Retrofitting Vulnerable Water and Sanitation Systems
	D15	Programming and Budgeting Disaster Reduction Investments
	D16	Caribbean: Trade Corridor Reduction Actions-Setting Sectoral Priorities
3:00pm-3:30pm	Break	
3:30pm-5:30pm	Action Agenda Formulation	
	D17	Population and Settlements
	D18	Water
	D19	Public Records and Information Networks
	D20	Caribbean: Public Sector and Disaster Reduction
Saturday 6/15/02		
8:30am-12:00pm	Registration Open	
7:45am-8:30am	Networking Break	
8:30am-10:30am	General Session 8	Thematic Area Agendas for Action
		Population and Settlements
		Water and Sanitation
		Information Networks
		Caribbean Region
10:30am-11:00am	Break	
11:00am-12:00pm	General Session 9	Call to Action
12:00 PM	Adjourn	

Risk Minimized # Attendees	150	
# Attendees Actually Anticipated	250	
	Estimated Cost	Description
Projected Revenue		
Commission	\$5,340	600 room nights @ \$89 / night
CDMHA Grant Funding	\$90,000	CDMHA
Educational Grants	\$40,000	Insurance companies, shipping companies, technology
Exhibit Fees	\$10,000	Estimate 20 draped 8 x 8 booths @ \$500
Projected Revenue Total	\$145,340	
Projected Fixed Costs		
AV	\$10,000	See attached spreadsheet
CE Management Fee	\$21,000	Estimated 600 hours of professional CE staff time x \$35 per hour
Commission back to MSSC	\$2,670	
Duplication	\$125	Maximum # participants x 10 copies each x \$.05
Exhibit	\$1,100	Decorator Fees
Facilities Set Up Fee	\$3,100	From hotel contract
Graduate Assistants	\$2,000	# of weeks x # of hours / week x \$10 per hour
Graphic Design	\$150	Budget \$50 per hour and about 3 hours
Insurance	\$1,100	Current costs after September 11
Mail Service	\$825	Estimated at \$50/1,000 to be handled
Per person waivers	\$18,883	See spreadsheet of supported travelers and spreadsheet of staff (110 travelers, 13 staff)
Postage	\$579	BULK: budget about \$.12
Printing	\$800	
Rental Equipment	\$-	
Copier	\$500	Research
Computers, printers	\$500	Research
Professional Recorders	\$4,000	Research
Speaker Fees	\$-	NO Speaker Fees
Supplies	\$200	Estimate a minimum of \$100 per event; record actuals
Telecommunications	\$900	Web linkage at \$150 per line / day x 3 days for 2 lines per day
Translation	\$45,000	Actual Cost being researched
Transportation	\$-	None anticipated
Travel Speakers/ Moderators/Recorders	\$35,783	Linked from speakers spreadsheet
Travel Staff	\$4,971	Linked from staff spreadsheet
Typesetting	\$966	
Web Master Work	\$100	Cost to paste up brochures for this program
Projected Fixed Costs TOTAL	\$155,252	
Revenue minus Fixed Costs	\$9,912	
Fixed costs per persons	\$66	
Projected Variable Costs per Person		
Per Person Fees	\$35	Established Fee
Syllabus	\$10	

Food Service		
Thursday	\$17	\$16.66 for continental
	\$3	AM Break\$2.62 for just coffee etc
	\$27	Walk Around Tampa Deli Buffet at \$27.27
	\$3	PM sodas \$2.98
Friday	\$17	\$16.66 for continental
	\$3	AM Break\$2.62 for just coffee etc
	\$-	lunch on own
	\$11	PM Half Time Break at \$10.71
Reception 1 day	\$24	Limit to \$20 plus gratuity = \$23.80
Tote Bags	\$4	none
Total Variable Costs per Person	\$154	
Breakeven Registration Fee	\$220	If we can raise \$40,000

*Please fax this to Ginger Phillips
Director, Continuing Education and Conference Manager
813-974-7860*

Support Commitment Letter

We would like to commit the following in support of the conference,

Hemispheric Conference – Vulnerability Reduction in Trade Corridor Development:

- **Population and Settlements**
- **Water and Natural Resources**
- **Information Infrastructure**

- Q Exhibit only, please send me an Exhibitor Prospectus
Q \$1,000 to \$1,999
Q \$2,000 to \$3,999
Q \$4,000 or more
Q Bronze – Individual Breakout Session
Q Silver – General Session Grantor
Q Gold – Breakout Track Grantor
Q Other _____

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Title: _____

Organization: _____

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E-mail _____

Daytime Telephone: _____

FAX: _____

Signature: _____

Please credit this support in the literature as follows, *This conference is supported by an educational grant from:*

When you submit this commitment response, our office will prepare an invoice and send it to you along with further information about the conference. Thank You!