

# Conference Agenda

**2010 DMA Regional Integration Conference:  
Driving Effective Partnerships for Disaster Management and Business Continuity  
January 19-21, 2010  
Guatemala City, Guatemala**

## Day 1: Tuesday, January 19

- 8:00 to 9:00 am      **REGISTRATION**
- 9:00 to 9:30 am      **WELCOME & CONFERENCE INTRODUCTION**  
*Juan Carlos Carrasco, Executive Director, AmCham, Guatemala*  
*Louis Alexander, Senior Programs Director, PADF, USA (video)*  
*Christine Herridge, Director, DMA*
- 9:30 am to 10:00 am      **ALLIANCES – INTERNATIONAL PERSPECTIVE**  
*Stephen Jordan, Vice President and Executive Director, Business Civic Leadership Center (BCLC), USA: Alliances to Watch: Experiences in the field*
- 10:00 am to 10:30 am      **ALLIANCES - BUSINESS PERSPECTIVE**  
*Mario Guzman, General Manager, Sea Servicios, S.A., Grupo El Angel, Costa Rica: Our Story: Getting Back in Business in 90 Days*
- 10:30 am to 11:00 am      **ALLIANCES – DONOR COMMUNITY PERSPECTIVE**  
*Sydney Velado, Regional Advisor, USAID/OFDA/LAC*  
*Investing in DRR in Latin America and the Caribbean: How Companies Can Benefit from Being Involved*
- 11:00 am to 11:15 am      **COFFEE BREAK**
- 11:15 am to 12:15 pm      **ALLIANCES – GOVERNMENT PERSPECTIVE**  
*Alejandro Maldonado, Executive Secretary, CONRED: Priorities for Public/Private Partnerships for Disaster Management in Guatemala*
- 12:15 pm to 1:45 pm      **LUNCH**  
**ALLIANCES – REGIONAL PERSPECTIVE**

*Keynote Speaker: Ivan Morales, Executive Secretary, CEPREDENAC, Guatemala: Invitation to the Private Sector to Work Towards a Central American Integrated Disaster Management Policy*

1:45pm to 2:15 pm

**OVERVIEW**

*Louis Alexander, Senior Director of Programs, PADF, USA: Setting the Stage for Innovative Alliances*

2:15 pm to 3:45 pm

**TECHNICAL SKILLS SESSIONS - PANEL DISCUSSIONS**

***Section 1:** How to avoid common mistakes that damage or permanently cripple companies when disaster strikes*

*Moderator: Stephen Jordan, BCLC, USA*

*Panelist: Bernardo Pineda, Gerente, Aseguradora La Ceiba, Guatemala*

*Panelist: Mario Mendizábal, Director Ejecutivo, AGIS, Guatemala*

***Section 2:** Who, what, when and why– the how and why of pre- and post-disaster communication to key constituents*

*Moderator: Michael Zamba, Senior Director, Communication and Public Affairs, PADF, USA*

*Panelist: Yojana Miner, Communications Director, CONRED, Guatemala*

*Panelist: Avil Ramirez, Executive Director, AmCham, Nicaragua*

3:45 pm to 4:00 pm

**COFFEE BREAK**

4:00 pm to 4:45 pm

**DAY 1 SUMMARY AND CLOSING REMARKS**

5:00 pm

**SPECIAL EVENT: MOU SIGNING**

- CEPREDENAC/PADF
- CONRED/PADF

**Day 2: Wednesday, January 20**

9:00 am to 9:45 am

**PANEL DISCUSSION: GOVERNMENT, DONOR, AND CORPORATE REPRESENTATIVES**

*Panelists to be determined: Sharing Experiences and Lessons Learned*

*Sydney Velado, Regional Advisor, USAIS/OFDA LAC*

*Omar Ramirez, HSSE Manager, Merck*

*Karen Wantland, Consultant, World Bank*

9:45 am to 11:00 am

**TECHNICAL SKILLS SESSIONS - PANEL DISCUSSIONS**

**Section 1: Protecting and Engaging Employees**

*Moderator: Leticia Alvarez, Coordinator, CONRED, Guatemala*

*Panelist: Cynthia Chavaría, Rio Garment, Honduras*

*Panelist: Andrew Kerr, Hands on Disaster, USA*

**Section 2: Mutual Aid Networks for Logistics and Transportation**

*Moderator: Marvin Sujuy, SHARE, Guatemala*

*Panelist: Juan Carlos Duque, National Industrial Association of Colombia*

*Panelist: Fernando Rivera Ponce, Fundación Castillo, Guatemala*

11:00 am to 11:15 am

**COFFEE BREAK**

11:15 am to 1:00 pm

**PLENARY SESSION**

*Moderator: Christine Herridge, Director, DMA, PADF, USA: What We Learned About Resources, Communications, Employees, Logistics & Transport and How We Want To Use It To Improve Our Alliances*

1:00 pm to 2:30 pm

**LUNCH**

2:30 pm to 3:30 pm

**PRESENTATION**

*Andrew Mack, Principal, AMGlobal Consulting, USA: Partnerships 101: The Why's, How's and Lessons of Successful Public-Private Partnerships*

3:30 pm to 4:00 pm

**COFFEE BREAK**

4:00pm to 5:00pm

**ALLIANCE WORKING GROUPS PART 1: Let's Talk about our Alliance – Where We Are and Where We Want to Go**

5:00pm to 5:30pm

**DAY 2 SUMMARY AND CLOSING REMARKS**

5:30pm to 7:00pm

**Networking Hour**

**Day 3: Thursday, January 21**

9:00 am to 9:30 am

**PRESENTATION**

*Christine Herridge, Director, DMA, PADF, USA: The DMA and the Future of Preparedness*

9:30 am to 10:30 am

**ALLIANCE WORKING GROUPS PART 2**

Identifying our Key Questions and Challenges

10:30 am to 10:45 am **COFFEE BREAK**

10:45 am to 12:30 pm **PLENARY SESSION**

The Alliances Share Their Vision and Next Steps: What Our Goal Is, What We Are Going To Do Next and How We Want the DMA To Help

12:30 pm to 1:30 pm **WRAP UP AND PARTICIPANT CERTIFICATE DISTRIBUTION, CLOSING REMARKS**

*Christine Herridge, Director, DMA, PADF, USA*

1:30 pm **LUNCH**