

MEETING DATE:

February 13, 2012

AGENDA ITEM:

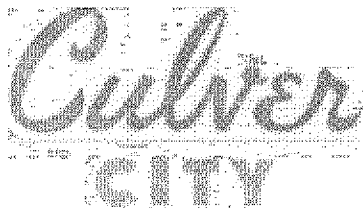
Consideration of City Sponsorship of the U.S./Mexico Convention and Approval of a Memorandum of Understanding Related Thereto.

ATTACHMENTS

- | | |
|--|---------------------|
| 1. Informational materials provided by the CCSCC (including support letter). | <u>Pages</u>
1-7 |
|--|---------------------|

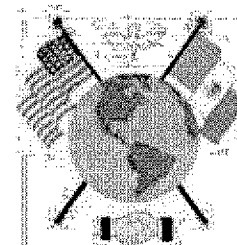
DRAFT

Thank you to the city of Culver City their active support and assistance in making this convention possible.

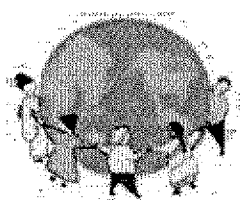


UNITED STATES/MÉXICO SISTER CITIES ASSOCIATION

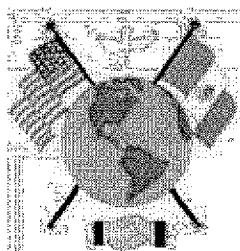
49th ANNUAL NATIONAL CONVENTION



U.S. Mexico Sister Cities Association
www.usmsca.org



Culver City Sister City Committee, Inc.
www.culvercitysistercitycommittee.org



U.S. Mexico Sister Cities Association
www.usmsca

MARCH 2 - 4, 2012
Culver City Hall & Culver Hotel
Culver City, California
Hosted by Culver City Sister City Committee, Inc.

49th Annual U.S./México Sister Cities Association's International Conference

FRIDAY

- 10:30-5:15pm **PRE-CONFERENCE ACTIVITIES**
- 12:00-2:00pm **USMSCA BOARD MEETING**
HARRY CULVER OFFICE, CULVER HOTEL
- 3:00-6:00pm **REGISTRATION CULVER HOTEL DINING ROOM**
sign-up for Saturday lunch venues and speaker
- 5:30-8:00pm **CASUAL PLAZA ENTERTAINMENT**

SATURDAY

- 7:30 - 8:45 am Mayors and Dignitaries Breakfast **PATACCHIA ROOM**
- 8:00-12:00am **REGISTRATION AT CITY HALL**
- 8:00-4:00pm **EXHIBITORS AT CITY HALL (suspended at lunch)**
- 9:00-12:00pm **GENERAL OPENING SESSION**
CULVER CITY COUNCIL CHAMBERS

Flag Presentations: Boy Scout Troop #113, Culver City, CA

National Anthems sung by CULVER CITY HIGH SCHOOL A.V.P.A. students

Welcome: USMSCA President George Barks

Introduction: Barbara Honig, Culver City Sister City Committee, Inc. President

Welcome: Micheál O'Leary, Mayor of Culver City, CA USA

Introductions of visiting Mayors and V.I.P.'s. by President Barks

- 10:00-11:00am **USMSCA BUSINESS SESSION**
- 11:00-11:30am Keynote Speaker: Sr. David Figueroa Ortega,
Los Angeles Mexican Consul General
"Mexico's economic and political update"
- 11:30-12:00pm Keynote Address: TBD
- 12:15-1:45pm **LUNCH and SPEAKERS**
Lunch topics: Español/ Why you should have an
Immersion Program in your schools? • Foreign Mission
Part 1 • and other topics -TBD

2:00-2:50pm

PATACCHIA ROOM

Speaker: George Novinger, Regional Director, U.S. Dept. of State
Theme: What is the Office of Foreign Missions Part 2

2:00 - 2:50pm

Speaker: Tomas Torres, Director U.S. Environmental Protection
Agency - San Diego Border Office U.S./Mexico Border Program
Coordinator

Theme: "U.S./Mexico Border Environment: Border 2020 Part 1

COUNCIL CHAMBERS

2:55-3:40pm

Speaker: Tomas Torres, Director U.S. Environmental Protection
Agency - San Diego Border Office U.S./Mexico Border Program
Coordinator

Theme: "U.S./Mexico Border Environment: Border 2020 Part 2

COUNCIL CHAMBERS

2:55-3:40

Speaker: Christine Parra Culver City Fire Department
Theme: "Equipo de Respuesta a Emergencias Comunitarias
(Community Emergency Response Team, CERT)"

PATACCHIA ROOM

3:50-4:40

Speaker: María Rosa García-Acevedo, PhD. California State
University Northridge, Political Science Department
Theme: "Why is it important to have relationships with
Mexico?"

COUNCIL CHAMBERS

3:50-4:40pm

Youth Panel/Roundtable Discussion
Meet students that have represented their cities through the Sister
City Movement by visiting out of country or through participation
in conferences.

COUNCIL CHAMBERS

3:50 - 4:40pm

Speaker: Paul Rockower, Director of Communication American
Voices, American Music Abroad Program

4:50-5:50pm

USMSCA BOARD REORGANIZATION MEETING
HARRY CULVER OFFICE, CULVER HOTEL

6:30-10:00pm

GALA DINNER DANCE Scholarship Presentations, City
awards. Introduction of new USMSCA Executive Board

SUNDAY

7:00-9:00am

Breakfast at hotel for registered guests

CULVER HOTEL DINING ROOM

10am - 2:00pm (approx)

Registered attendees to J. Paul Getty Museum

Speaker Biographies

David Figueroa Ortega Consul General of Mexico



David Figueroa Ortega was appointed Consul General of Mexico in Los Angeles by President Felipe Calderon Hinojosa and ratified by the Mexican Senate. He took office on April 25, 2011.

He was Consul General of Mexico in San Jose, California from August 2008 to April 2011, during which time he greatly improved the efficiency of services and relocated the consular office to more functional facilities.

From 2006 to 2008, he served as federal congressman for the State of Sonora in the Chamber of Deputies, Mexico's House of Representatives. During his tenure, he was a member of the committees on Finance; Population, Borders and Migration Affairs; the Special Commission for the Monitoring of Funds Provided by the Mexican Bracero Workers; the Committee for the Study of Public Finance Center and the Special Commission on Relations with International Organizations. He was also president of the Association of Mexican Lawmakers in favor of the Silver Coin in Mexico.

The son of a bracero, Figueroa Ortega migrated at a young age to the border town of Agua Prieta, Sonora. At 24, he served as Secretary of the City of Agua Prieta from 1994 to 1997. In 2003 he

was elected Mayor of Agua Prieta where he was a strong advocate of the human rights of migrants on the border.

He has headed and participated in national and international forums on immigration and human rights and labor rights of Mexican migrants.

He has been invited to participate as a contributing editorial writer by prestigious print and electronic media, both in Mexico and San Jose, California.

Figueroa Ortega holds a degree in Business Administration from the *Universidad Regiomontana de Monterrey* and a MBA in Human Resources from the *Universidad Autonoma de Chihuahua*. He has completed courses in Contemporary Politics at the *Colegio de Sonora*; Management at the *Instituto Tecnologico y de Estudios Superiores de Monterrey*; and Electoral Strategies at George Washington University. He also has certificates in English Literature and Implementation of Administrative Innovation from Stanford University.

Born July 6, 1970, in Aribabi, Huachinera, Sonora, Figueroa Ortega is married to Clarisa González Anguiano and has three sons: David Alexander; Obed Fernando and Diego Maximiliano (17, 14 and 12).

Tomás Torres

Director, San Diego Border Office U.S. Environmental Protection Agency (Region 9)

Tomás Torres is Director of the U.S. EPA, San Diego Border Office and U.S.-Mexico Border Program Manager for the California/Baja California and Arizona/Sonora Border Regions. Mr. Torres is responsible for EPA's leadership, diplomatic, and planning efforts within EPA, pertaining to U.S.-Mexico Border Affairs. Mr. Torres also leads EPA Region 9's Border Team, made up of representatives

from each of EPA's media program offices (i.e., water, air, waste, Superfund, Pesticides, enforcement, and children's environmental health protection).

Mr. Torres has over twenty years of environmental management experience in the public and private sectors. In this capacity he was instrumental in the development and implementation of the 10-year U.S.-Mexico environmental border program, Border 2012 and is currently negotiating a new bi-national environmental program with Mexico. Over the years, Mr. Torres has held key leadership positions in Hazardous & Solid Waste Management in the California/Baja California region and in developing U.S.-Mexico Border Environmental Indicators to assess environmental conditions along the U.S.-Mexico Border. Torre's other experience includes managing large and complex Superfund Sites in EPA's Superfund Program and project management work in the private sector as a consultant to develop industry capacity in the areas of Air Emissions Reduction, Pollution Prevention, Waste Management, and Health Risk Assessment.

Mr. Torres is a graduate of the University of California, Berkeley.

Dr. María Rosa García-Acevedo



Dr. Maria Rosa Garcia-Acevedo received her Ph.D. from the University of Arizona, her M.A. from the University of New Mexico, and her B.A. from the Universidad Nacional Autónoma de México. She has been a research fellow in the United States and Mexico at

the Center for U.S. Mexican Studies, University of California San Diego; the School of Social Ecology, University of California, Irvine; the Centro de Investigación y Docencia Económicas, the Universidad Autónoma de Ciudad Juárez and the Colegio de la Frontera Norte. Her main areas of research and teaching are Comparative Politics, Latin American and Mexican Politics, and Public Policy. She has published research on U.S.-Mexico diplomatic relations, transboundary environmental issues in the U.S. Mexico border, and the Mexican diaspora in the United States.

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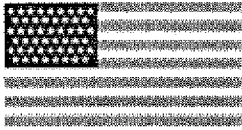
Christine Parra Emergency Preparedness Coordinator Culver City Fire Department

Christine Parra is the Emergency Preparedness Coordinator for the City of Culver City. In this role, Christine is responsible for planning and coordinating the City's emergency operations and disaster services, including: training staff; updating policies and plans; serving as liaison and coordinating and training disaster volunteers.

Prior to her role as Emergency Preparedness Coordinator, Christine worked as a Fire Inspector with the Culver City Fire Department specializing in Hazardous Materials and Public Education.

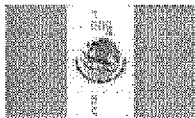
She holds a Bachelor of Arts Degree in Urban Studies and Planning with an Environmental Emphasis, Fire Prevention Officer Certification and is a State Certified Fire Inspector. In 2012, she will gain her State Certification as an Emergency Manager.

She has worked for the City and specifically, the Fire Department for 13 years and during that time has been awarded Employee of the Quarter twice, the Harry Culver Award and an "Invention" Award for the Design and Implementation of the First City-Wide Disaster Drill which is now in its 8th year.



STAR SPANGLED BANNER (American National Anthem)

Oh, say, can you see, by the dawn's early light,
What so proudly we hailed at the twilight's last gleaming?
Whose broad stripes and bright stars, thro' the perilous fight
O'er the ramparts we watched, were so gallantly streaming.
And the rockets' red glare, the bombs bursting in air,
Gave proof through the night that our flag was still there.
Oh, say, does that star-spangled banner yet wave
O'er the land of the free and the home of the brave?



Himno Nacional Mexicano (Mexican National Anthem)

Mexicanos, al grito de guerra
el acero aprestad y el bridón
y retiemble en sus centros la tierra
al sonoro rugir del cañón.

Cifia ¡oh Patria! tus sienes de oliva
de la paz el arcángel divino
que en el cielo tu eterno destino
por el dedo de Dios se escribió.

Mas si osare un extraño enemigo
profanar con su planta tu suelo Mexicanos, al grito de guerra
el acero aprestad y el bridón
y retiemble en sus centros la tierra
al sonoro rugir del cañón.

Culver City Sister City Committee, Inc. Convention Committee

President: Barbara Honig

Local Conference Chairman: Marla Wolkowitz

Friday Night Entertainment: Sonia Karroum, Kurt Zasadil & Maureen Genteman

Youth Programming: Donna Thayer & Sharlene London

Conference Registrars: Alan Schreiberman, Kathleen McCann, Joanne Seltzer,

Kurt Zasadil and youth members: Marlee Goldshine & Elizabeth Ferreira

Solicitations: Kathleen McCann, Tina Mollica, Marie Leyva, Diane Paris &
Joanne Seltzer

Service Organization Solicitations: Pierre Joujon-Roche

Vendor/Exhibitor Organizer: Matt Brown

Meal Coordination: Alice Impalazzo, Joyce Perlick & Joanne Seltzer

Casual Refreshments: Joyce Perlick & Beverly Alison

Translations: Marie Leyva

draft as of 2/11

Map created Mon Feb 06 10:07:03 PST 2012

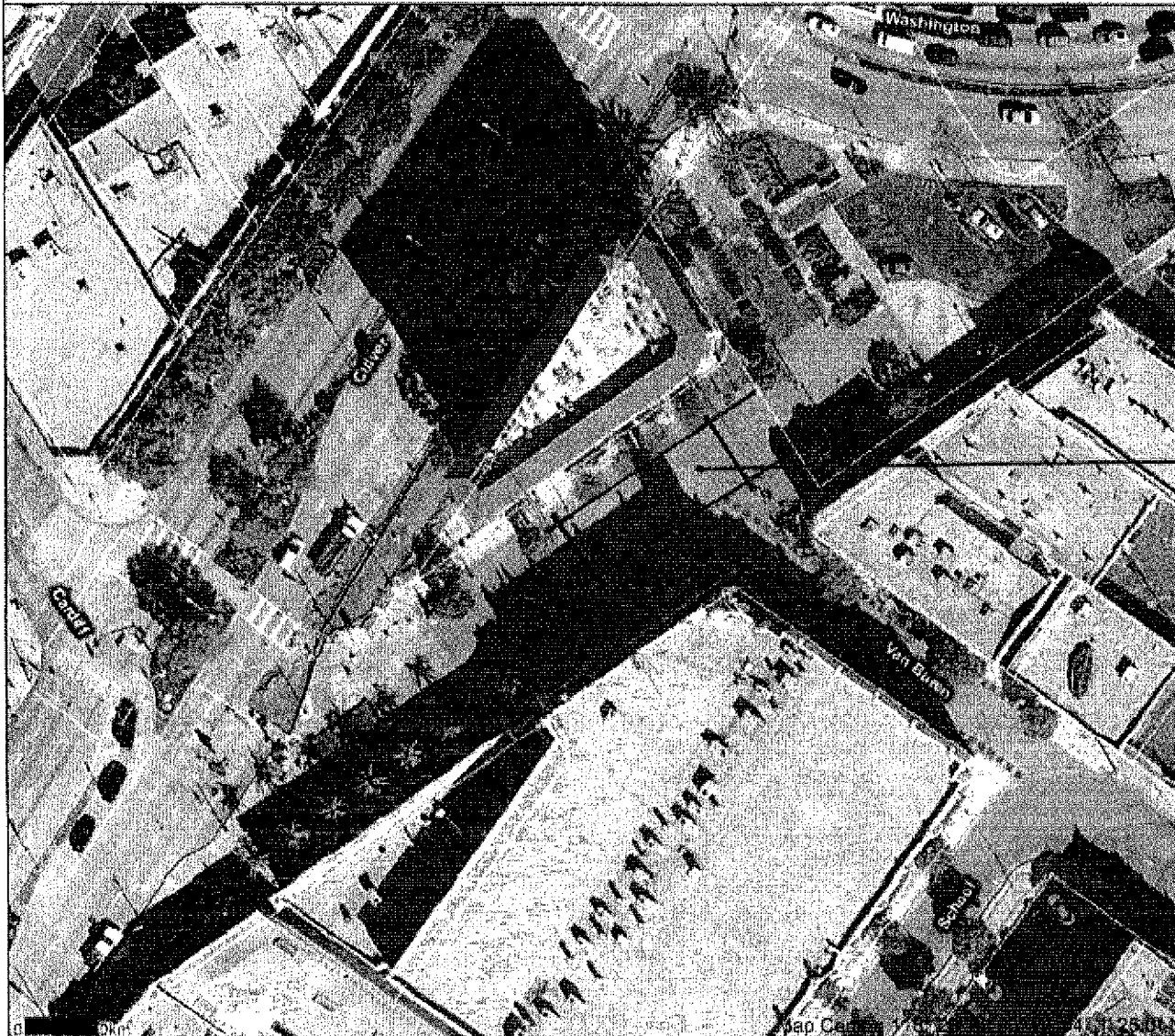
Legend

Place Names
Streets
Water
Parcels
City Boundary
Imagery 2008

Generalized area
of Culver City
Sister City Chrt
Fri 3/2 event
area.

Scale: 1:831

DO NOT USE FOR NAVIGATION



The
CULVER HOTEL
Since 1924

Friday, February 03, 2012

**Regarding: The 49th Annual United States/Mexico Sister Cities Association
National Convention -March 2-4, 2012**

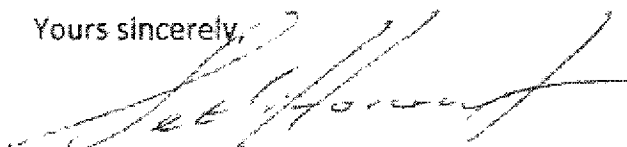
Mayor, City Council Members and Staff of Culver City,

The Culver Hotel is very supportive of the Culver City Sister City Committee, Inc. and their upcoming convention in March. The convention will bring business to Downtown Culver City with economic and social benefits.

Specifically we support and encourage the use of the Town Plaza for entertainment purposes on the Friday of the convention. This will not be disruptive to the hotel operations and in actual fact would be beneficial to our guests experience of Culver City.

We look forward to a successful endeavor and wish the Culver City Sister City Committee all the best.

Yours sincerely,



Seth Horowitz

General Manager