



U.S.-Mexico 2009: Shared Responsibilities-Shared Prosperity & Good Neighbor Awards

The United States-Mexico Chamber of Commerce (USMCO) is pleased to announce that the annual Conference and "Good Neighbor" black tie Awards Gala will be held on June 24th, 2009 in Washington, D.C. This year's Conference is titled "U.S.-Mexico 2009: Shared-Responsibilities-Shared Prosperity" and promises to continue the Chamber's reputation for providing industry executives with excellent opportunities to meet with government and corporate officials whose decisions have a significant impact on U.S.-Mexico business developments.

Below please find a detailed agenda. This year's conference is specifically designed for private and public sector executives and managers to discuss the issues directly impacting their business growth. The two-day event kicks off with the Board Directors Meeting the afternoon of Wednesday, June 24th. The evening will be highlighted by our "Good Neighbor" black tie Awards Gala, which will be held at the Organization of American States building.

The Gala will continue the Chamber's long standing tradition of honoring individuals in the private and public sectors that have made outstanding contributions to U.S.-Mexico relations. The honorees for the 2009 Awards are: U.S. Secretary of Homeland Security and Former Governor of the State of Arizona, Janet Napolitano; Mexico's Attorney General, Medina Mora; Director General of Mexico's Federal Electricity Commission, Alfredo Elías Ayub; President & CEO of Grupo Salinas, Ricardo Salinas Pliego; and Chairman & CEO of Sempra Energy, Don Felsing.

The Conference begins on Thursday, June 25th with an in-depth review of Medical Tourism in Mexico and Mexican Tourism Development followed by a detailed discussion of Infrastructure and Energy Security. Next, there will be a panel on the Rule of Law and Alternative Dispute Resolution between the U.S. and Mexico. The subsequent luncheon will include a speech about Security Cooperation between the U.S. and Mexico, which will provide a backdrop to the final in-depth discussion regarding the Merida Initiative. The conference culminates with a dinner at the Washington Nationals Baseball Park, a tour of the stadium, and a game between the Washington Nationals versus the Boston Red Sox, which will be seen from PNC Diamond Club seating.

All directors meetings and conference presentations will be held at the Conference Center in Washington Nationals Park located at 1500 S. Capitol St., S.E., Washington, D.C. For your convenience, lodging has been reserved at the Westin Washington D.C. City Center with a deadline for reservations of Tuesday, June 16th. Please note that the Good Neighbor and Presidential sponsorships and the individual ticket prices include the conference and gala activities, a two-night hotel stay, and one ticket to the baseball game. Make your reservations now by submitting your registration form!

It is our sincerest hope that you will consider participating in both the "U.S.-Mexico 2009: Shared Responsibilities-Shared Prosperity" Conference and the Good Neighbor Awards Gala. For more information on conference registration please go to www.usmcc.org and click on the link to the conference.

Sincerely yours,

Al Zapanta
President & CEO
U.S.-Mexico Chamber of Commerce

June 24-25, 2009
Washington, D.C.



U.S.-Mexico 2009: Shared Responsibilities-Shared Prosperity

& Good Neighbor Awards

Tentative Agenda

(Invited Speakers)

Wednesday June 24, 2009

The Washington Center
1333 16th Street, NW, Washington, DC 20036-2205

8:00 a.m. - 12:00 p.m. **Executive Directors Meeting**

12:00 p.m. - 2:00 p.m. **Lunch & Board of Directors Meeting**
(Binational Board of Director Only)

Organization of American States
17th Street and Constitution Ave., NW, Washington, DC 20006

7:00 p.m. - 10:30 p.m. **GOOD NEIGHBOR AWARDS GALA**

Public Sector:

The Honorable Janet Napolitano, U.S. Secretary of Homeland Security and Former Governor of the State of Arizona

The Honorable Eduardo Medina Mora, Mexico's Attorney General

The Honorable Alfredo Elías Ayub, Director General, Mexico's Federal Electricity Commission (CFE)

Private Sector:

Ricardo Salinas Pliego, President & CEO, Grupo Salinas

Don Felsing, Chairman and CEO, Sempra Energy

Thursday June 25, 2009

Nationals Park Conference Center
1500 S. Capitol St, SE, Washington, DC 20020

9:00 a.m. - 10:00 a.m. **"Medical Tourism & Tourism Development"**

Keynote Speaker:

- Oscar Fitch Gomez, Director General, Mexico's Tourism Board

Panelists:

- Richard Salvatierra, Director of Development, Pan American Health and Educational Foundation

- Bruce Greenberg, MSA, MRA, Montaña Verde

- Larry Meagher, Former Director General, ABC Hospital- Mexico City

- Herb Stephens, Co-FOunder & CEO, Health Travel Guides

- Oscar Espinosa, Presidente, Bufete Consulta, S.A.

10:00 a.m. - 11:00 a.m. **"Infrastructure & Energy Security"**

- Kristina M. Johnson, Under Secretary of Energy

- Milton Chaves, International Government Relations Advisor- Americas, Exxon Mobil Corporation

- Bernardo Ayala, Vice President - Mexico, Union Pacific

11:00 a.m. - 12:20 p.m. **"U.S. and Mexico: Rule of Law and Alternative Dispute Resolution"**

- Deborah Kennedy-Iraheta, Acting Assistant Administrator for the Bureau for Latin America and the Caribbean, USAID

- Antonio Cuéllar Steffan, Partner, Cuéllar Salas y Cuéllar Steffan, S.C.

- Sandy Bieber, Partner, Dechert LLP

- Eduardo Silva-Romero, Partner, Dechert LLP

- Dennis H. Hranitzky, Counsel, Dechert LLP

- David Bigge, Associate, Dechert LLP

12:30 p.m. - 1:45 p.m. **Luncheon: U.S.-Mexico's Security Cooperation**

Keynote Speaker:

- Alan Bersin, Assistant Secretary for International Affairs and Special Representative for Border Affairs, U.S. Department of Homeland Security

1:45 p.m. - 3:00 p.m. **"US.-Mexico's Security Cooperation-Merida Initiative"**

Moderator: Suzanne Petrie, Director, International Strategy, Northrop Grumman

Panelists:

- Alex Lee, Office Director of Mexican Affairs, U.S. Department of State

- Francisco Palmieri, Director for Latin America, Bureau of International Narcotics and Law Enforcement Affairs, U.S. Department of State Enforcement Affairs, U.S. Department of State

- Amb. Cris Arcos, Former Assistant Secretary, International Affairs, U.S. Department of Homeland Security

3:00 p.m. - 3:30 p.m. **Tour @ Washington Nationals Baseball Park**

7:00 p.m. **Baseball Game: Washington Nationals vs. Boston Red Sox**
PNC Diamond Club Seats



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Sponsorships

Good Neighbor Sponsor

\$25,000

- Recognition as Good Neighbor Sponsor in the program / signage / website
- 20 tickets to the U.S.- Mexico 2009 Conference on June 25th
- 2 Tables of 10 at the U.S.- Mexico 2009 Conference Luncheon on June 25th plus Head Table seating
- Recognition at Luncheon and speaker opportunity
- 2 Tables of 10 at the Good Neighbor Awards Gala plus Head Table seating and recognition
- USMCOC Platinum Partnership (Value of \$25,000)
- Photo-opportunities throughout program and *Alliance Magazine one-pager company advertisement
- Article/Advertisement in the October 12th Mexico Special Edition of *Fortune* Magazine (Value of \$5000)
- 5 PNC Diamond Club tickets to Baseball Game: Nationals vs. Red Sox on June 25th (Value of \$1000)
- 2 Double Rooms for two nights at the Westin Washington D.C. City Center Hotel
- 2009 Binational Membership Dues (Value of \$7500)

Presidential Sponsor

\$10,000

- Recognition as Presidential Sponsor in the program / signage / website
- 10 tickets to the U.S.- Mexico 2009 Conference on June 25th
- Table of 10 at the U.S.- Mexico 2009 Conference Luncheon and recognition
- Table of 10 at the Good Neighbor Awards Gala and recognition
- Photo opportunities throughout program published in *Alliance Magazine and USMCOC website
- 2 PNC Diamond Club tickets to Baseball Game: Nationals vs. Red Sox on June 25th
- 1 Double Room for two nights at the Westin Washington DC City Center Hotel
- 2009 Binational Membership Dues (Value of \$7500)

Ambassadorial Sponsor

\$5,000

- Recognition as Ambassador Sponsor in the program / signage / website
- 5 tickets to the U.S.- Mexico 2009 Conference on June 25th
- 5 seats at the U.S.- Mexico 2009 Conference Luncheon and recognition
- Table of 10 at Good Neighbor Awards Gala and recognition
- Photo opportunities throughout the program published in *Alliance Magazine and USMCOC website
- 1 PNC Diamond Club ticket to Baseball Game: Nationals vs. Red Sox on June 25th

Individual Levels

USMCOC Binational Board Members	\$1250
USMCOC Chapter Members	\$1400
Invited Guests and Non-USMCOC Members	\$1500
Spouse	\$700

Individual Levels Include the following activities:

- Good Neighbor Awards Gala on June 24th
- U.S.- Mexico 2009 Conference on June 25th
- 1 PNC Diamond Club ticket to Baseball Game: Nationals vs. Red Sox on June 25th
- 1 Room for 2 nights at the Westin D.C. City Center (June 24th & June 25th)
- Individual tickets only for the Gala and Conference are upon request



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Registration

Name	_____	
Title	_____	
Company	_____	
Address	_____	
City	State	Zip Code
Telephone	Fax	
Credit Card #	_____	
Expiration Date	_____	
Type of Card (Master Card or Visa)	_____	
Signature	_____	
E-mail	_____	

Mark the appropriate level(s):

SPONSORSHIP LEVELS

- \$25k Good Neighbor Sponsor
- \$10K Presidential Sponsor
- \$5K Ambassadorial Sponsor

INDIVIDUAL LEVELS

USMCOC Binational Board Member

- US\$1250 / INDIVIDUAL (Includes all activities on June 24th and 25th, Two nights at the Westin D.C. City Center, and 1 PNC Diamond Club ticket to the baseball game.)

USMCOC Chapter Member

- US\$1400 / INDIVIDUAL (Includes the Gala on June 24th, the Conference on June 25th, Two nights at the Westin D.C. City Center, and 1 PNC Club ticket to the baseball game.)

Invited guests and Non-USMCOC Members

- US\$1500 / INDIVIDUAL (Includes the Gala on June 24th, the Conference on June 25th, Two nights at the Westin D.C. City Center, and 1 PNC Diamond Club ticket to the baseball game.)

SPOUSE

- US\$700 / INDIVIDUAL (Includes the Gala on June 24th and 1 PNC Diamond Club ticket to the baseball game.)

**Please register no later than
June 22nd, 2007**

REGISTRATION

To register, please fill out the following form and fax it to 703-642-1088.

If paying by check, please send payment to:
United States-Mexico Cultural & Educational Foundation
P.O. Box 14414
Washington DC, 20044

Fees and Sponsorships benefit the United States-Mexico Cultural & Educational Foundation, a 501 (c)(3) non profit organization, therefore, fees and sponsorships are tax deductible to the fullest extent as provided by law.

Visit the Chamber website for further updates at:
<http://www.usmcoc.org>
For further information please call 703-752-4751 or e-mail Gerardo Fuenes at:
gerardo@usmcoc.org

HOTEL RESERVATIONS

The Chamber has reserved a block of rooms for the conference and gala attendees for June 24-25, 2009 at The Westin Washington D.C. City Center, located at 1400 M St, NW, Washington D.C. 20005. For hotel reservations please email Miguel Ramirez at: research2@usmcoc.org. **The deadline for hotel reservations is Tuesday June 16th, 2009.**

NOTE: All registrations are on a confirmed basis. Registration fees will be refunded, less an administrative fee of \$ 25.00, if written notice of cancellation is received by June 16, 2009. In signing this registration form, registrant acknowledges that registration fees are not refundable if cancellation is made after June 16th or for registrations accepted after the June 19th deadline.