



## U.S.-Mexico 2010: Bicentennial Celebrations & Good Neighbor Awards

The United States-Mexico Chamber of Commerce (USMCOC) is pleased to announce that the annual Conference and "Good Neighbor" black tie Awards Gala will be held on May 12-14, 2010 in Washington, D.C. This year's Conference entitled "U.S.-Mexico 2010: Bicentennial Celebrations & Good Neighbor Awards" assures to continue the Chamber's reputation for providing our members who are key business and industry executives from both countries with topical, in-depth reviews of issues affecting U.S.-Mexico business strategies.

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 a welcoming reception the afternoon of Wednesday, May 12<sup>th</sup>. The Conference begins on Thursday, May 13<sup>th</sup> with an in-depth review of Labor Mobility & Immigration Reform followed by a detailed discussion of Tourism, Real Estate and Medical Tourism. Next, there will be a panel on Transportation, Infrastructure & Energy challenges and opportunities in North America. The subsequent luncheon will include a speech about Trade & Commerce between the U.S. and Mexico, which will provide a backdrop to the final in-depth discussion regarding the U.S.-Mexico Security Cooperation and the Merida Initiative.

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 2010 Good Neighbor Awardees include: Secretary of Labor of the United States, Hilda Solis, and Mexico's Secretary of Labor, Javier Lozano. In the private sector we are honoring William Clay Ford Jr. Executive Chairman of Ford Motor Company and the Chief Executive Officer of Aeromexico, Andrés Conesa. In addition, we will be honoring Aguascalientes Governor, Luis Armando Reynoso, as well as Los Angeles Mayor, Antonio Villaraigosa for their leadership at the state and local level respectively. Finally, the Chamber will also present a Special Recognition to Jorge Garcés, for his work as Managing Director and CEO of the North American Development Bank since 2005 and Sander M. Bieber, Former Secretary of the USMCOC Board of Directors.

The conference culminates on Friday May 14<sup>th</sup> with our annual Board of Directors meeting and a briefing at the Pentagon for our Board of Directors and Sponsors.

All directors meetings and conference presentations will be held at the Hotel Palomar located at 2121 P Street, NW, Washington DC, 20037. For your convenience, lodging has been reserved at the Hotel Palomar with a deadline for reservations of Friday, April 26<sup>th</sup>. Please note that the Good Neighbor and Presidential sponsorships and the individual ticket prices include the conference and gala activities, and a two-night hotel stay. Make your reservations now by submitting your registration form!

It is our sincerest hope that you will consider participating in the "U.S.-Mexico 2010: Bicentennial Celebrations & Good Neighbor Awards". For more information on conference registration please go to [www.usmccoc.org](http://www.usmccoc.org) and click on the link to the conference.

Sincerely yours,

Al Zapanta  
President & CEO

May 12-14, 2010  
Washington, D.C.



# U.S.-Mexico 2010: Bicentennial Celebration

## & Good Neighbor Awards

### Tentative Agenda

(Invited Speakers)

Wednesday May 12, 2010

Hotel Palomar Washington DC  
2121 P Street, NW, Washington DC, 20037

7:00 p.m. - 8:00 p.m. **Welcoming Reception - Hospitality Suite**

Thursday May 13, 2010

Hotel Palomar Washington DC  
2121 P Street, NW, Washington DC, 20037

- 9:00 a.m. – 10:00 a.m. **“Labor Mobility & Immigration Reform”**  
Moderator: Eric Rojo, Security Programs Coordinator, CEDAN (Centro de Estudios y Desarrollo de America del Norte)  
Tec de Monterrey
- The Honorable Luis V. Gutierrez, Congressman (D-IL)
  - Clarissa Martinez De Castro, Director, Immigration and National Campaigns, National Council of la Raza
  - Esther Olavarria, Assistant Secretary for Policy, Department of Homeland Security
  - Demetrios G. Papademetriou, President, Migration Policy Institute
  - Juan Hernandez, President, Hispana - The Organization for Hispanic Advancement
- 10:00 a.m. – 11:00 a.m. **“Tourism, Real Estate & Medical Tourism”**
- Gloria Guevara, Mexico’s Secretary of Tourism (SECTUR)
  - Miguel Gomez Mont, Director General, Fondo Nacional de Fomento al Turismo (FONATUR)
  - Jonathan Edelheit - Chief Executive Officer of the Medical Tourism Association
  - Bruce Greenberg, MAI, SRA, ASA, Valuations Montaña Verde
  - Mike Ronan, Vice President Government Relations-Caribbean, Latin America & Asia, Royal Caribbean International Cruises
  - Ana Andrade, Vice President, Health Net Latino Programs
- 11:30 a.m. -12:45 p.m. **“Transportation, Infrastructure & Energy in North America”**  
Moderator: Martin Rojas, American Trucking Association
- Jordy Herrera Flores, Subsecretario de Planificación Energética y Desarrollo Tecnológico, Secretaría de Energía (SENER)
  - Dennis Stover Executive Vice President, Americas, Uranium One Inc.
  - Donald Felsing, President & CEO, Sempra Energy
  - Juan Manuel Carreon, President, Union Pacific de México
  - Doug Doetsch, Partner, Mayer Brown
- 12:45 p.m. - 2:00 p.m. **Luncheon: Trade & Commerce**  
**Keynote Speaker:** -Gary Locke, Secretary, U.S. Department of Commerce
- 1:45 p.m. - 3:00 p.m. **“US.-Mexico’s Security Cooperation-Beyond the Merida Initiative”**
- Amb. Arturo Valenzuela, Assistant Secretary of State for Western Hemisphere, Affairs, U.S. Department of State
  - Arturo Chavez Chavez, Mexico’s Attorney General (PGR)
  - Genaro García Luna, Mexico’s Public Security Secretary (SSP)
  - John T. Morton, DHS Assistant Secretary for US Immigration and Customs Enforcement



# U.S.-Mexico 2010: Bicentennial Celebration & Good Neighbor Awards Tentative Agenda, *continued* (Invited Speakers)

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 Hilda Solis, U.S. Secretary of Labor  
The Honorable Javier Lozano, Mexico's Secretary of Labor

### **Private Sector:**

William Clay Ford, Jr., Executive Chairman, Ford Motor Company  
Andrés Conesa, Chief Executive Officer, Aeromexico

### **Governor Leadership Award**

The Honorable Armando Reynoso, Governor of the State of Agusalientes

### **Mayor Leadership Award**

The Honorable Antonio Villaraigosa, Mayor, City of Los Angeles, CA

### **Special Recognition**

Jorge Garcés, for his work as Managing Director and CEO of the North American Development Bank

Sander M. Bieber, Former Secretary of the USMCOC Board of Directors

Friday May 14, 2010

Hotel Palomar Washington DC  
2121 P Street, NW, Washington DC, 20037

8:30 a.m. - 9:00 a.m.

## **Continental Breakfast for Board of Directors**

9:00 a.m. – 11:00 a.m.

## **Annual Board of Directors Meeting**

11:00 a.m.

## **Depart for the Pentagon**

The Pentagon  
Room TBA

11:30 a.m. – 1:00 p.m.

## **Visit & Tour of the Pentagon**

Briefing by U.S. Army on War in Afghanistan and Iraq  
(Binational Board Members and Sponsors only)

1:00 p.m.

## **Return to the Hotel**



# U.S.-Mexico 2010: Bicentennial Celebrations & Good Neighbor Awards

## Sponsorships

### Good Neighbor Sponsor

**\$25,000**

- Recognition as Good Neighbor Sponsor in the program / signage /website
- Company Logo included in a sponsor section on USMCOC's website with a link to the sponsor's web page
- 20 tickets to the U.S.- Mexico 2010 Conference on May13th
- 2 Tables of 10 at the U.S.- Mexico 2010 Conference Luncheon on May13th 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
- 8 Invitations to Pentagon Tour & Briefing
- 2 Double Rooms for two nights at the Palomar Hotel Washington D.C.
- 2010 Binational Membership Dues (Value of \$10,000)

### Presidential Sponsor

**\$10,000**

- Recognition as Presidential Sponsor in the program / signage /website
- Company Logo included in a sponsor section on USMCOC's website with a link to the sponsor's web page
- 10 tickets to the U.S.- Mexico 2010 Conference on May13th
- Table of 10 at the U.S.- Mexico 2010 Conference Luncheon on May13th and recognition
- Table of 10 at the Good Neighbor Awards Gala and recognition
- Photo-opportunities throughout program and \*Alliance Magazine and USMCOC website
- 4 Invitations to Pentagon Tour & Briefing
- 1 Double Rooms for two nights at the Palomar Hotel Washington D.C.
- 2010 Binational Membership Dues (Value of \$10,000)

### Ambassadorial Sponsor

**\$5,000**

- Recognition as Ambassadorial Sponsor in the program / signage /website
- Company Logo included in a sponsor section on USMCOC's website with a link to the sponsor's web page
- 5 tickets to the U.S.- Mexico 2010 Conference on May13th
- 5 seats at the U.S.- Mexico 2010 Conference Luncheon on May13th and recognition
- Table of 10 at the Good Neighbor Awards Gala and recognition
- Photo-opportunities throughout program and \*Alliance Magazine and USMCOC website

### Individual Levels

<b>USMCOC Binational Board Members</b>	<b>\$1250</b>
<b>USMCOC Chapter Members</b>	<b>\$1400</b>
<b>Invited Guests and Non-USMCOC Members</b>	<b>\$1500</b>
<b>Spouse</b>	<b>\$500</b>

Individual Levels Include the following activities:

- Good Neighbor Awards Gala on May 13th
- U.S.- Mexico 2010 Conference on May 13th
- 1 Room for 2 nights at the Hotel Palomar Washington D.C. (May 12th & May 13th)
- Individual tickets only for the Gala and Conference are upon request



# U.S.-Mexico 2010: Bicentennial Celebration & Good Neighbor Awards

## 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 May 12<sup>th</sup> and 13<sup>th</sup>, and two nights at the Palomar Hotel.)

#### USMCOC Chapter Member

- US\$1400 / INDIVIDUAL (Includes all activities on May 12<sup>th</sup> and 13<sup>th</sup>, and two nights at the Palomar Hotel.)

#### Invited guests and Non-USMCOC Members

- US\$1500 / INDIVIDUAL (Includes all activities on May 12<sup>th</sup> and 13<sup>th</sup>, and two nights at the Palomar Hotel.)

#### SPOUSE

- US\$500 / INDIVIDUAL (Includes all activities on May 12<sup>th</sup> and 13<sup>th</sup>.)

**Please register no later than  
May 7, 2010**

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 April 26th, 2010. In signing this registration form, registrant acknowledges that registration fees are not refundable if cancellation is made after April 26th or for registrations accepted after the April 26th deadline.

### 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](mailto:gerardo@usmcoc.org)

### HOTEL RESERVATIONS

The Chamber has reserved a block of rooms for the conference and gala attendees for May 12-14, 2010 at The Hotel Palomar Washington, D.C., located at 2121 P Street, NW, Washington DC, 20037. For hotel reservations please email Martha Guevara at: [events@usmcoc.org](mailto:events@usmcoc.org). **The deadline for hotel reservations is Friday, April 30th, 2010.**