



**US/Mexico Sister Cities International Conference**  
**Sheraton Austin Hotel**  
**Austin, Texas**  
**August 5-9, 2009**



**Wednesday, August 5, 2009**

8:00 a.m.-5:00 p.m.	Registration	Sheraton Hotel
4:30 p.m.-5:30 p.m.	International Board Meeting USMSCA Board of Directors will discuss Association business	Sheraton Hotel
6:30 p.m.-8:30 p.m.	Mayor's Welcome Reception <ul style="list-style-type: none"><li>• Mayor-Elect Lee Leffingwell</li><li>• Austin City Council Members</li></ul>	Austin City Hall

**Thursday, August 6, 2009**

8:00 a.m.-5:00 p.m.	Registration	Sheraton Hotel
9:30 a.m.-10:00 a.m.	Welcome Ceremony <ul style="list-style-type: none"><li>• Hope Andrade, Texas Secretary of State</li><li>• Rosalba Ojeda, Consul General de México*</li></ul>	Sheraton Hotel
10:00 a.m.-10:45 a.m.	Business Session Introduction of bidding cities for 2010 conference and candidates running for office	Sheraton Hotel
11:00 a.m.-11:30 a.m.	Lunch Registration	Sheraton Hotel
11:30 a.m.-1:30 p.m.	Lunch-NAFTA at 15: Meeting Challenges and Building upon Victories <ul style="list-style-type: none"><li>• Francisco J. Sanchez, International Trade Administration Undersecretary of Commerce*</li></ul>	Sheraton Hotel
2:00 p.m.-4:00 p.m.	Economic Impact/ Community Involvement Panel of experts discussing US/Mexico trade and new opportunities through sister cities connections. Session will also include a seminar on how to be financially prepared under current economic conditions.	Sheraton Hotel
6:00 p.m.-8:00 p.m.	Greater Austin Hispanic Chamber of Commerce Reception <ul style="list-style-type: none"><li>• U.S. Congressman Lloyd Doggett</li></ul>	Mexican American Cultural Center

## Friday, August 7, 2009

8:00 a.m.-5:00 p.m.	Registration	Sheraton Hotel
9:00 a.m.-4:00 p.m.	“Showcase Your City” Expo* * City organizations, businesses and artisans will showcase their programs and products at table display presentations.	Sheraton Hotel
9:00 a.m.-10:30 a.m.	Education Panel of experts discussing how to expand exchanges through partnerships between communities. Learn what types of special projects may benefit your community.	Sheraton Hotel
10:30 a.m.-12:00 p.m.	Business Session Bidding Cities presentations	Sheraton Hotel
12:00 p.m.-2:00 p.m.	Lunch	Local Restaurants
2:30 p.m.-4:00 p.m.	Cultural Arts Panel discussion on cultural arts. Participants will evaluate cultural arts projects of sister cities committees and an effective way to attract larger audiences.	Sheraton Hotel
2:30 p.m.-4:00 p.m.	Municipal Services Panel representing municipal service organizations and their efforts in public safety and the environment. Participants will present ideas and learn how to implement them within their community.	Sheraton Hotel
6:00 p.m.-8:00 p.m.	Bidding Cities Reception	Sheraton Hotel

## Saturday, August 8, 2009

9:00 a.m.-10:30 a.m.	Business Session Vote on 2010 conference site and election of officers.	Sheraton Hotel
11:15 a.m.-11:30 a.m.	Depart to San Marcos Outlet Mall	San Marcos, Texas
12:00 p.m.-5:00 p.m.	Shopping at San Marcos Outlet Mall	San Marcos, Texas
12:00 p.m.-6:00 p.m.	Free Time	
7:00 p.m.-10:00 p.m.	Gala	Sheraton Hotel

## Sunday, August 9, 2009

9:00 a.m.	International Board Meeting	
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*\*\*There is an additional \$50 charge to participate in the “Showcase Your City Expo”*

*Conference itinerary subject to change. Last revision on June 5, 2009.*