



For Immediate Release
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As Peak Hurricane Season Nears, New Orleans Conference on Extreme Weather Will discuss How Gulf Coast Can Better Prepare for Katrina-Like Hurricane

Conference Set for July 24th & 25th at New Orleans Hilton Riverside Hotel

NEW ORLEANS – New Orleans Mayor Mitch Landrieu, leading scientists, policy makers, emergency responders, construction experts and conservationists will discuss how the Gulf Coast can better prepare for another Katrina-like hurricane at the New Orleans Hilton Riverside Hotel on July 24-25, 2012. The conference begins tomorrow at 11:45 am and runs until 5:45 pm and resumes on Wednesday, July 25th at 8:45 am and concludes at 2:45 pm.

The conference, [*Gulf Coast: Preparing for Extreme Weather*](#), will provide the more than 200 attendees a unique opportunity to participate in workshops fostering dialogue and generating solutions to better protect homeowners and businesses from the threat of extreme weather.

The conference will also showcase the results of a dozen community meetings across the Gulf Coast that addressed the findings of the *Gulf Coast Adaptation Study*. Completed in October 2010, the study was commissioned by Entergy and America's Wetlands Foundation. The study's goal was to develop a comprehensive, objective and consistent fact base to quantify climate risks in the U.S. Gulf Coast and inform economically sensible approaches for addressing this risk.

"Hurricane Katrina taught us that we must be better prepared for nature's wrath so that we can improve how we protect lives, homes and businesses," said Craig Tillman, Director of the RenaissanceRe Risk Sciences Foundation. "The *Gulf Coast: Preparing for Extreme Weather* Conference will examine climate change along with successful as well as failed disaster preparedness policies and explore mitigation measures that will provide better protection the next time a major hurricane strikes."

Jeff Williams, director of climate consulting for Entergy, said, "Our company does well when our customers do well, and that's why we are reaching out to customers and stakeholders to work with them in helping build more resilient communities."

Featured Speakers at the conference will include:

- New Orleans Mayor Mitch Landrieu
- Representative Cedric Richmond: Louisiana's 2nd Congressional District
- William Aaron: Chairman of the Board, New Orleans Chamber of Commerce
- Jerome Zeringue: Executive Director, Gulf of Mexico Alliance, Louisiana Office of Coastal Protection and Restoration

- Leslie Chapman Henderson: President/CEO, Federal Alliance for Safe Homes (FLASH)
- Julie Rochman: President and CEO, Insurance Institute for Business & Home Safety (IBHS)
- Larry Schweiger: CEO, National Wildlife Federation
- Jeff Williams, Director, Climate Consulting, Entergy

Topics to be discussed at the conference include: how past severe weather events affected the Gulf economically, ecologically and structurally; homeowner mitigation; and unique challenges, best practices and lessons learned. Sponsors of the conference include Renaissance Re Risk Sciences Foundation, Entergy, National Wildlife Federation, Weather Predict Consulting Inc, America's Wetlands Foundation and the University of New Orleans Center for Hazards Assessment Response and Technology.

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