



# DISASTER SAFETY

one movement, many voices



## 2011 Annual Meeting Agenda

October 26 - 28, 2011 • Disney's Boardwalk Inn • Lake Buena Vista, Florida

**Title Sponsor: RenaissanceRe Risk Sciences Foundation, Inc.**

### Wednesday, October 26, 2011

**2:00 – 5:30 p.m. Annual Meeting Registration Open**

**4:00 – 5:30 p.m. Optional Tour of StormStruck: A Tale of Two Homes®**

If you haven't yet enjoyed this award-winning initiative, don't miss out. StormStruck is the number one "edu-tainment" experience in Epcot's INNOVENTIONS and brings disaster safety education and inspiration to hundreds of thousands of guests annually. Thanks to fun and learning at StormStruck, families leave ready to make their homes safer from storms and knowledgeable about how to do it.

### Leadership Dinner & Tribute to StormStruck: A Tale of Two Homes®

**6:00 – 9:30 p.m.**

Join us at the Atlantic Dance Hall for a pleasurable evening of great food and lively celebration as we pay tribute to the unprecedented three-year success of StormStruck: A Tale of Two Homes®. The evening is hosted by the FLASH Corporate Board of Directors and Leadership Partners.

### Thursday, October 27, 2011

**8:00 a.m. – 5:00 p.m. Registration Open**

**8:00 – 9:00 a.m. Continental Breakfast**

**9:00 – 10:00 a.m. Opening General Session**

- **Welcome Speaker: Wendy Spencer, CEO, Governor's Commission on**

## **Volunteerism and Community Service & FLASH Corporate Board Member**

- **Partnership Ceremony**

Join Leslie Chapman-Henderson, the FLASH Corporate Board of Directors and Leadership Partners as they introduce and recognize those that have most recently joined our dedicated alliance.

- **Impact Report: Craig W. Tillman, President, WeatherPredict Consulting Inc. & FLASH Corporate Board Member**

WeatherPredict's team of advanced scientists not only anticipates the occurrence and outcome of weather events, but gathers and provides intelligence on perils that have come and gone. Hear Mr. Tillman's stunning report on the global economic, human and structural impact of natural disasters and severe weather over the past several months.

- **Join the Conversation: Bruce McCullen, Federal Alliance for Safe Homes, Inc. (FLASH)**

In keeping with the theme of this year's annual meeting: "Disaster Safety: one movement, many voices," all attendees are encouraged to join the conversation, exchange ideas and actively network with panelists and one another. To get the conversation started, Mr. McCullen will set the tone for two days of enlightening and informative "Conversation Sessions" that will focus on the "state of" disaster safety and mitigation on a variety of fronts.

**10:00 a.m. – 11:15 a.m.**

### **Conversation Session 1: Outreach Program Roundup**

**Moderator: Bruce McCullen, Federal Alliance for Safe Homes, Inc. (FLASH)**

Floods, wildfires, hurricanes and earthquakes. Hear how some of the "major players" in disaster preparedness are providing better resources than ever to educate families about disaster safety and mitigation.

- **Mark Benthien, Earthquake Country Alliance:** Mr. Benthien joins us on the heels of the Great ShakeOut drills on October 20th in California, Nevada, Oregon, Idaho, Guam, and British Columbia. He'll share those results, plans for the February 2012 Central United States ShakeOut to commemorate the bicentennial of the 1812 New Madrid earthquake, and ShakeOuts being planned for Japan and Utah. He will also share plans for other ShakeOuts including Puerto Rico, Hawaii, Alaska, and New Zealand.
- **Jim Cowen, Ogilvy Washington, FloodSmart:** Mr. Cowen shares updates on the FloodSmart campaign, the highly successful integrated consumer awareness and education program originally launched by the National Flood Insurance Program (NFIP) in 2004. FloodSmart alerts property owners to their flood risk and encourages them to protect their property and ensure their financial security with flood insurance.
- **Claudette Fetterman, Federal Emergency Management Agency (FEMA):** FEMA works closely with stakeholders and grassroots groups across the country

on earthquake mitigation and preparedness. Ms. Fetterman will discuss how the National Earthquake Hazard Reduction Program (NEHRP) is working to make Americans more resilient against earthquakes.

- **Trenise Lyons, Federal Alliance for Safe Homes, Inc. (FLASH):** The Great Hurricane Blowout yielded extraordinary results in 2011. Ms. Lyons recaps unprecedented consumer outreach and hurricane emergency kit building results, and introduces FLASH’s exciting new plans for year two of the Great Weather Party.
- **Monica Phillips, Savannah River National Lab (SRNL), Wildfire GUI:** Soon homeowners will be able to evaluate their own wildfire risk and learn how to mitigate hazards using SRNL’s new graphical user interface wildfire risk assessment tool. Ms. Phillips will demonstrate the soon-to-be-released tool that SRNL developed from the enhanced Structure Ignition Assessment Model (SIAM).

### Morning Break

11:15 – 11:30 a.m.

**11:30 a.m. Thursday Morning Session Keynote**

**Introduction: Rod Matthews, CPCU, P&C Operations Vice President – State Farm Insurance Companies & FLASH Corporate Board Member**

**Keynote Speaker: Craig Fugate, Administrator, Federal Emergency Management Agency**

### Lunch & Innovations in Product Technologies Showcase

**Introduced by Phil Burton, Vice President, Simpson Strong-Tie & FLASH Corporate Board Member**

12:15 – 1:45 p.m.

FLASH is thrilled to bring to its annual meeting the first-ever Product Technologies Showcase featuring the latest and greatest in disaster mitigation and safety products for homes and businesses such as exciting new designs in tornado safe rooms, resilient BASF wall systems and innovative Kohler® generators. After lunch, take a leisurely stroll through the Showcase where you’ll see live product demonstrations and have easy access to vendors. The Showcase is proudly produced by *Storm & Security Protection* magazine and sponsored by the International Hurricane Protection Association (IHPA).

**1:45 – 3:00 p.m. Conversation Session 2: Innovations in Communication and Outreach Technologies**

**Moderator: Tim Smail, Federal Alliance for Safe Homes, Inc. (FLASH)**

You may not be using social media, but the rest of the world is! Statistics show that MOST people get their news from the Internet, and the majority gets it either forwarded through e-mail or from posts on social networking sites. Learn social media “best practices” from some of the best in business, government, not-for-profit and news that have pioneered its use to successfully communicate with their audiences.

- **Tom Ferries, USAA:** USAA is recognized as a pioneer in leveraging online

channels to create exceptional customer interactions. Tom will provide some examples of USAA's philosophy in action. This conversation will leave you with no doubts about how USAA maintains top customer and employee satisfaction rankings each year from J.D. Power & Associates, Fortune, Computer World and more.

- **Kevin Smith, Salvation Army:** Social media has transformed how people communicate in times of crisis. Mr. Smith will share how the Salvation Army consistently seeks ways to engage the public as "partners" in response and recovery by monitoring trends and identifying those the community is truly "listening" to. He'll discuss how reaching partners through social media will transform efficiency and capability, but that building social media trust is critical.
- **MaryAnn Tierney, FEMA Region III:** With nearly 66,000 followers on Twitter and 46,000 who "like them" on Facebook, FEMA knows a thing or two about how to apply social media tactics to emergency management. After this "conversation," you'll "like" FEMA too.

### Break with Exhibitors

3:00 – 3:30 p.m.

### 3:30 – 4:45 p.m. **Conversation Session 3: Campus Report – Latest Academic & Research Advancements**

**Moderator: Pat Maroney, Catastrophic Risk Management Center, Florida State University**

Some of the top researchers and engineers in the U.S. gather to share their most recent findings and how they influence structural design and mitigation practices.

- **Jay Baker, Department of Geography, Florida State University:** Dr. Baker will discuss how individuals and households prepare for and respond to hurricane threats. Specific responses include preparations to cope with post-storm conditions, short-term actions to reduce damage, long-term mitigation investments, and evacuation behavior. Related subjects will include the roles of perceived vulnerability, information sources, and demographics.
- **Forrest Masters, PhD, PE, Department of Civil and Coastal Engineering, University of Florida:** The aftermath of U.S. land falling hurricanes has shown the devastating effects of wind and wind-driven rain on homes and other structures. Dr. Masters will discuss state-of-the-art research underway that can help us understand how wind and water damage occurs by simulating in a laboratory the actual dynamics of hurricane-force wind and wind-driven rain on low-rise buildings.
- **Dr. Tim Reinhold, Insurance Institute for Business & Home Safety (IBHS):** Named as an *Engineering News-Record* Top 25 Newsmaker in 2010 for creating the IBHS Research Center, Dr. Reinhold is well respected for helping to build stronger, safer, more resilient structures of all kinds. Hear how his latest test

demonstrations are influencing residential and commercial structural design and construction for decades to come.

- **Paul Tertell, Federal Emergency Management Agency:** Tornadoes that ripped across the U.S. this year left behind paths of destruction, but gave engineers plenty of research data to work with in order to mitigate the damages. Mr. Tertell discusses FEMA Mitigation Assessment Team post-disaster studies and provides a vivid picture of why they're so valuable when it comes to mitigation.

**4:45 – 4:50 p.m. Thursday Wrap Up**

**Melanie Tydrich, Senior Channel Manager – Residential Products, Kohler, Co. & FLASH Corporate Board Member**

**Innovations in Product Technologies Showcase Closes for the Day**

**5:30 p.m.**

**Networking Dinner – Disney's Animal Kingdom®**

**7:00 – 9:00 p.m.**

Don't miss this unique opportunity to meet and mix with the "lions" of the disaster safety and mitigation industry at Disney Animal Kingdom's Flame Tree Gardens.

**Buses Depart for Animal Kingdom at 6:30 p.m.**

## **Friday, October 28, 2011**

**8:00 a.m. – 12:00  
p.m.**

**Annual Meeting Registration Open**

**8:00 – 9:00 a.m.**

**Continental Breakfast and Exhibit Hall Open**

**9:00 – 9:30 a.m.**

**Friday Morning Session Keynote**

**Introduction: George Drew, AVP, USAA & FLASH Corporate Board Member**

**Friday Morning Keynote Speaker: Dr. Elizabeth Hausler, Founder, Build Change**

Dr. Hausler was deservedly awarded the \$100,000 2011 Lemelson-MIT Award for Sustainability for designing disaster-resistant buildings in China, Haiti and Indonesia. She'll share with us how Build Change, during reconstruction efforts, works with residents from around the world to improve the safety of new homes. It also works with local governments to ensure that building rules take disasters into account. Through the efforts of Build Change, Dr. Hausler has helped build almost 18,500 homes and trained more than 4,000 construction professionals around the world.

**9:30 – 10:45 a.m. Conversation Session #4: What's Hot in Mitigation Policy?**

**Moderator: Stephen Weinstein, RenaissanceRe Holdings, Ltd. & FLASH Corporate Board Member**

This session will focus on the latest in mitigation policy, legislation and programs originating from all levels of government and how they are impacting the movement.

- **Steven Cooper, National Weather Service (NWS):** Unfortunately 2011 has been a year of extremes in weather from drought to massive floods including the horrific violent tornadoes concentrated in Alabama and Missouri this past spring. The National Weather Service is undertaking an effort to increase its capacity in Impact Decision Support Services. The *Weather Ready Nation* campaign is an effort to increase NWS' work with Core Partners to save lives and reduce loss of property and to emphasize everyone has a part to be better prepared.
- **Matt Fuchs, Department of Homeland Security (DHS):** With a new focus on disaster mitigation through resiliency coming from the White House, Mr. Fuchs will discuss the DHS Policy Directorate Resilient Star Initiative.
- **Mark Washko, BASF:** Hear Mr. Washko talk about BASF's perspective on new federal directives on mitigation, how Congressional legislation (e.g., proposed NFIP reforms) could bring about additional changes, and how this increased focus on mitigation is being addressed by BASF and the marketplace in general. He will also address how energy efficiency and sustainability considerations are becoming more commonplace in decision making.

**Break with Exhibitors**

**10:45 – 11:15 a.m.**

**11:15 – 11:45 a.m. Keynote Speaker**

**Introduction: Michael Sievers, Business Manager, BASF & FLASH Corporate Board Member**

**Bill Read, Director, National Hurricane Center (NHC)**

With only one month remaining in the 2011 hurricane season, NHC Director Bill Read provides an update on the activity we've seen so far. He'll also discuss NHC's plans to expand its forecasts from five to seven days, and provide interactive storm surge risk maps to help people better understand their vulnerabilities.

**11:45 a.m. - 12:15** **President/CEO Report**

**p.m.** Leslie Chapman-Henderson, President/CEO, Federal Alliance for Safe Homes, Inc. (FLASH)

**12:15 – 1:45 p.m.** **Closing Luncheon and Keynote**

**Introduction: Cecil Pearce, President, Florida Insurance Council & FLASH  
Corporate Board Member**

**Luncheon Keynote Speaker: Dr. Rick Knabb, The Weather Channel,  
Hurricane Expert and Tropical Program Manager**

*RenaissanceRe*

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