



Hyatt Regency Atlanta Georgia
October 25 – 27, 2017

Wednesday, October 25, 2017	
8:00 a.m. – 2:00 p.m.	FLASH Board of Directors Meetings (Invitation only) Wednesday, October 25, 8:00 a.m. – 11:30 a.m. (Voting Director’s Business Meeting) Wednesday, October 25, 11:30 a.m. – 2:00 p.m. (Programmatic Meeting)
2:00 p.m. – 4:00 p.m.	Conference Kickstarter Sessions <ul style="list-style-type: none"> • <i>Resilient Building Roundtable</i> hosted by the FLASH Education Committee – Lower Level 2, Embassy E & F • <i>Risk Communication Roundtable</i> hosted by the FLASH Outreach Committee Lower Level 2, Embassy A & B (Seating is limited for these “Kickstarter” sessions, so be sure to pre-register online.)
2:00 p.m. – 8:00 p.m.	Registration Desk Open – International Tower Lobby
5:30 p.m. – 7:30 p.m.	Opening Night Networking Event – International Ballroom North
Thursday, October 26, 2017	
7:00 a.m. – 5:00 p.m.	Registration Desk Open – International Tower Lobby
7:00 a.m. – 8:00 a.m.	Continental Breakfast with the Exhibitors – International Foyer
8:00 a.m. – 5:30 p.m.	General Session – International Ballroom South
8:00 a.m. – 8:15 a.m.	Welcome and Executive Report – Leslie Chapman-Henderson*, President/CEO, FLASH Leslie will open the conference with a welcome to attendees and a year in review of events and milestones in the disaster safety movement. Her address will set the tone for the two days by offering a roadmap on how the meeting can drive meaningful change through new partnerships, knowledge exchange, and innovative collaboration.
8:15 a.m. – 8:35 a.m.	Keynote Speaker – Dave Shull CEO, The Weather Channel Television Network The news media plays a crucial role in bringing information to the public during times of disaster, but are we making resilience newsworthy when the skies are blue? Mr. Shull will share his perspective on this question as leader of the award-winning network, provide insights on the many innovative ways TWC is embracing the rapidly-changing news media environment, and highlight the role of National Media Partner for <i>#HurricaneStrong</i> .
8:35 a.m. – 8:40 a.m.	Outstanding Dedication and Public Service Award Presentation

<p>8:40 a.m. – 9:25 a.m.</p>	<p>Big Science: <i>How are we innovating resilience through research and science?</i></p> <p>This presentation will explore how the research, science, and a new level of collaboration are facilitating more resilient communities. The expert panelists will showcase the world class academic NHERI initiative, provide a status report on the landmark Earthquake Early Warning System, and detail how building science research is driving public policy and more.</p> <p>Moderator/Panelist – Forrest J. Masters*, Ph.D., P.E., Associate Dean for Research and Facilities, University of Florida</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Dr. Forrest Masters* – <i>How the Natural Hazards Engineering Research Infrastructure (NHERI) is bringing America’s Universities together.</i> 2. Anne D. Cope, Ph.D., P.E., Senior Vice President of Research and Engineering, Insurance Institute for Business and Home Safety – <i>Innovative Building Science Research Leading to Real World Applications</i> 3. Thomas L. Pratt, Ph.D., Research Geophysicist USGS – <i>The Latest on the Earthquake Front, including Early Warning Systems and much more.</i>
<p>9:25 a.m. – 10:20 a.m.</p>	<p>Big Money: <i>Making the Economic Case for Code-Plus Construction</i></p> <p>This panel will explore the economics of resilience from many angles, including a GAO resilience study with wide-ranging insights and a proposed, enhanced alignment of insurance and risk reduction. Experts will detail tools and protocols that deliver evidence that disaster mitigation has a provable cost benefit as well as measurable return-on-investment. Each presentation will provide compelling findings that may be used to help motivate individuals and communities to take action to drive resilience.</p> <p>Moderator: Arthur Parks*, CPCU, CLU, P&C Underwriting Director, State Farm Insurance Companies</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Amanda Parker, Senior Analyst, Government Accountability Office – <i>Evaluating and Encouraging Integrated Disaster Resilience Action</i> 2. Ed Laatsch, Director, Safety, Planning & Building Science Division FIMA Risk Management Directorate, FEMA – <i>An update on FEMA studies underway to measure past and future impacts of disaster resilience</i> 3. Carolyn Kousky, Director of Policy Research and Engagement, Wharton Risk Center– <i>Harnessing Insurance to Advance Mitigation - Linking Disaster Insurance with Risk Reduction</i> 4. Sebastian Awondo, Ph.D., Associate Researcher, Alabama Center for Insurance Information & Research at the University of Alabama – <i>Measuring the Value of FORTIFIED Home™ Construction on Home Resale</i>
<p>10:20 a.m. – 10:35 a.m.</p>	<p>Morning Refreshment Break with the Exhibitors – International Foyer</p>

<p>10:35 a.m. – 11:00 a.m.</p>	<p>Introduced by Cecil Pearce* President, Florida Insurance Council</p> <p>Keynote Speaker – Leo Abruzzese, Global Director of Public Policy for The Economist Intelligence Unit (EIU) – <i>The new “Flood Economics”</i></p> <p>Mr. Abruzzese oversees analysis, research, and modelling for the Economist Intelligence Unit (EIU). His presentation will showcase detailed community case studies and state-level mitigation data analysis that examine the economic as well as the broader benefits for investing in flood mitigation. The EIU is the research and analysis division of The Economist Group, a sister company to The Economist newspaper. Created in 1946, the EIU has 70 years of experience in developing timely, reliable, and impartial analysis of economic, policy, and development strategies.</p>
<p>11:00 a.m. – 11:45 a.m.</p>	<p>Big Policy Part I – <i>Building Blocks of Codes & Standards</i></p> <p>Building codes and standards are essential elements of the broader, integrated system of how we construct safe, strong, and durable structures. This expert panel will highlight how codes inform to catastrophe modeling, how federal agencies leverage insights from codes to drive resilience, and how construction technologies like Arc Fault Circuit Interrupters have enhanced fire safety in U.S. homes for decades.</p> <p>Moderator: Audrey Rierson, J.D., Senior Policy Analyst, FLASH</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Karthik Ramanathan, Ph.D., Senior Engineer & Manager, AIR Worldwide – <i>Role of Building Codes in Catastrophe Models</i> 2. Jack Jordan, Senior Technology Researcher, State Farm Mutual Automobile Insurance Company– <i>The Evolution of ArcFault Circuit Interrupters in the National Electrical Code</i> 3. John Ingargiola, Lead Physical Scientist, PTS Building Science Program Area Manager, Building Science Branch FEMA – <i>How FEMA Leverages Building Codes and Standards to Advance Resiliency</i>
<p>11:45 a.m. – 1:05 p.m.</p>	<p>Emcee – Leslie Chapman-Henderson*</p> <p>Luncheon Program – Keynote Speakers</p> <p>Wendy Spencer***, President, Leadership Florida – Former CEO, Corporation for National and Community Service (CNCS) – During her time as a member of the FLASH Board of Directors, Wendy led the effort to forge an enhanced relationship between the FLASH partnership and the many voluntary and service organizations active in disasters. Her presentation will highlight past successes as well as her continued effort as an ambassador for the culture of preparedness through outreach to leaders throughout the public and private sector.</p> <p>W. Craig Fugate***, Former Administrator, Federal Emergency Management Agency (FEMA) – Throughout his career in emergency management, Craig has served as a thought leader and trusted voice for building code policy improvement and resilience overall with invaluable contributions to the FLASH Partnership. His presentation will highlight his</p>

experience in emergency management and observations on future disaster resilience and outlook for success of the movement.

Recognition Ceremony – The Board of Directors presents partner recognition, including the new 2017 “Class” of FLASH Leadership Partners, including:

- **W. Craig Fugate, Former FEMA Administrator**
- **Dr. Rick Knabb***, *The Weather Channel***
- **Wendy Spencer, President, Leadership Florida**

1:05 p.m. – 1:50 p.m.

Big Policy Part II – *The U.S. Building Code Landscape*

Building codes are the foundation for disaster resilience, but are they adopted and enforced across the U.S. on a uniform basis? This expert panel will feature analysis of national building code adoption trends, a status report on challenging trends and current opportunities in key states, and a case study on Texas residential building codes as a potential path for collaboration with essential stakeholders.

Moderator/Panelist: Dale K. Thomure, CBO, CFM, Hazard Mitigation Manager, ISO

Panelists:

1. **Sara C. Yerkes**, SVP Governmental Relations, International Code Council – *Status Report from the Coalition for Current Safety Codes on adoption trends and state activity.*
2. **Dale K. Thomure** – CBO, CFM, Hazard Mitigation Manager, ISO, *Analysis of trends in building code adoption from the ISO National Building Code Assessment Report and ongoing field analysis.*
3. **Audrey K. Rierson**, J.D., Senior Policy Analyst – FLASH. *Case study of residential building codes in Texas and potential implications of recent legislation.*

<p>1:50 p.m. – 2:45 p.m.</p>	<p>Big Weather – How Will Hurricane Harvey Redefine Our Approach to Flooding?</p> <p>This timely panel will explore flooding in Hurricane Harvey and reflect on lessons-leaders, including successful community risk awareness and outreach efforts that have driven effective hazard mitigation, storm surge mitigation system research, trends in non-structural flood risk adaptive measures, and issues surrounding floodplain design.</p> <p>Moderator – Mark Taylor**, President MDT & Associates, Vice President of Business Development at WeatherBELL Analytics, LLC</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Bill Read, former director, National Hurricane Center – <i>Storm Surge Resilience for Houston/Galveston Region and firsthand observations from Hurricane Harvey</i> 2. Ed Laatsch, Director, Safety, Planning & Building Science Division FIMA Risk Management Directorate, FEMA – <i>Effective Mitigation Outreach Awareness and Action Through Local, State, Federal and Private Sector Collaboration (High Water Mark Campaign)</i> 3. Randall Behm, Chief, Flood Risk and Floodplain Management, US Army Corps of Engineers – <i>Current Trends in Non-Structural Flood Risk Adaptive Measures</i> 4. Tom Little, Smart Vent – <i>Floodplain Design, Construction and Flood Insurance Impacts</i>
<p>2:45 p.m. – 3:00 p.m.</p>	<p>Afternoon Refreshment Break – Grab some refreshments and join one of our facilitated breakout sessions led by experts in these fields.</p>
<p>3:00 p.m. – 3:45 p.m.</p>	<p>Breakout Sessions – Experts in these hazard fields will facilitate discussions around design questions, balancing technical and communications considerations for earthquake, flood, high wind, hurricanes & tornadoes, and wildfire.</p> <p><u>Earthquake – Embassy A</u> Discussion Leaders:</p> <ol style="list-style-type: none"> 1. Mark Benthien, Director of Communication, Education, and Outreach Southern California Earthquake Center; Global Coordinator, Great ShakeOut Earthquake Drills; and Executive Director, Earthquake Country Alliance 2. Janiele Maffei, Chief Mitigation Officer at California Earthquake Authority <p><u>Flood – Embassy B</u> Discussion Leaders:</p> <ol style="list-style-type: none"> 1. Ed Laatsch, Director, Safety, Planning & Building Science Division FIMA Risk Management Directorate, FEMA 2. Mike Rimoldi, SVP Education and Technical Programs, FLASH <p><u>High Wind, Hurricane & Tornado – Embassy E</u> Discussion Leaders:</p> <ol style="list-style-type: none"> 1. David Prevatt, Ph.D., Associate Professor of Civil & Coastal Engineering, School of Sustainable Infrastructure and Environment, University of Florida

Thursday, October 26, 2017 (Continued)

	<p>2. David Roueche, Ph.D., Assistant Professor, Auburn University</p> <p><u>Wildfire – Embassy F</u> Discussion Leaders:</p> <ol style="list-style-type: none"> 1. Faith Berry, Associate Project Manager, NFPA Wildfire Division 2. Jamie Morrison, Producer NBC News
<p>4:00 p.m. – 4:15 p.m.</p>	<p>Breakout Session Reports to Conference Attendees</p> <p>Melanie Tydrich*, Senior Channel Manager, Residential Products, Kohler Co.</p>
<p>4:15 p.m. – 4:45 p.m.</p>	<p>Big Help – Interview Spotlight with Michael Lingerfelt**, FAIA, LEED® AP, President of Architecture and Design, Lingerfelt International and Marcus Tillman Coleman Jr., Acting Deputy Director DHS Center for Faith-based & Neighborhood Partnerships</p> <p>Interviewer – Jamie Morrison, Producer, NBC News</p> <p>This spotlight will share lessons from the AIA Disaster Assistance Program’s decade of nationwide work to illustrate the changing landscape of natural hazards, important pitfalls, and mitigation opportunities to create resilience. It will also explore recommendations and strategies to improve engagement with faith-based and community organizations.</p>
<p>4:45 p.m. – 5:15 p.m.</p>	<p>Big Picture – Focus on Resilience Action Around the Globe</p> <p>Join us for a look across the world for disaster-resilience insights. Aris Papadopoulos will present projected future impacts of the Sendai Framework, endorsed by the UN General Assembly, and Dr. Daniel Smith will provide an overview of parallels of research-based tropical cyclone mitigation in Australia and the U.S.</p> <p>Moderator – Thomas E. Woods*, CPCU, AVP, P&C Underwriting, USAA</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Aris Papadopoulos, Chair, Resilience Action Fund – <i>How the Sendai Framework will Affect Future Resilience for Businesses and Consumers</i> 2. Daniel Smith, Ph.D., Research Fellow, James Cook University – <i>Parallels in Tropical Cyclone Mitigation Research for Australia and the US</i>
<p>5:15 p.m. – 5:30 p.m.</p>	<p>Big News - Announcements from the FLASH Board of Directors Executive Committee Members Cecil Pearce* and Thomas Woods*</p>
	<p>Big Dinner - Dine Around - Join your colleagues in a “Dine Around” in downtown Atlanta on Thursday evening. The conference team is selecting several restaurants choices for groups to come together for a good meal, networking, and professional conversations; so stay tuned for more information. Attendees will be responsible for the cost of their own meals, and signup will be available as part of onsite conference registration.</p>

Friday, October 27, 2017

7:00 a.m.	Registration Open – International Tower Lobby
7:00 a.m. - 8:00 a.m.	Breakfast with the General – International Ballroom
8:00 a.m. – 8:20 a.m.	<p>Introduced by Robert Andrews*, Vice President and Chief Field Operations Officer, Verisk Insurance Solutions</p> <p>Keynote Speaker - Lt. General Russel L. Honoré, Ret. USArmy</p> <p>Big Voices – Join us for a disaster safety wake-up call from one of the acknowledged leaders of our movement and author of the new book, <i>“We Have to Stop Doing Stupid.”</i></p>
8:20 a.m. – 8:50 a.m.	<p>Big Business: <i>What are the best practices for resilience in the workplace?</i></p> <p>Helping businesses and organizations increase resilience and “bounce back” potential post-disaster is a top priority, but it is sometimes complicated to accomplish. During this panel, Christi Collins will present the new FEMA Ready Business program developed with FLASH, including free, streamlined toolkits and workshops. Next, Heidi Rosofsky will deliver a critical reminder for conference attendees to incorporate special considerations into all planning. She will discuss building community resilience through inclusive messaging for those with a disability, access, or functional needs to help ensure that you consider the unique needs of your employees.</p> <p>Moderator: Phil Burton*, Vice President, Simpson Strong Tie Co., Inc.</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Christi Collins, Operations Branch Chief, Individual and Community Preparedness, FEMA – <i>Ready Business & QuakeSmart</i> 2. Heidi Rosofsky, Disabilities, Access & Functional Needs Specialist, Global Vision Consortium – <i>Building DAFN Community Resilience Through Inclusive Messaging Strategies</i>
8:50 a.m. – 9:10 a.m.	<p>Big Innovation: <i>Building with: New and Emerging Products, Techniques, and Technologies</i></p> <p>Light wood-frame construction is one of the most popular methods of home construction in the U.S., and the industry is evolving and innovating to reflect disaster resilience research and experience. This panel of experts will address different aspects of wood-frame construction, including strong connections and tornado and seismic performance.</p> <p>Moderator: Kurt Koch*, Vice President of Product Engineering & Innovation, Huber Engineered Woods</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Annie Kao, Senior Field Engineer, Simpson Strong-Tie Co., Inc. – <i>Innovative Connections for Stronger Homes</i> 2. Mary Uher, Engineered Wood Specialist, APA – The Engineered Wood Association – <i>After the Storm - Lessons Learned about Building for Tornado Resistance</i>

Friday, October 27, 2017 (Continued)

<p align="center">9:10 a.m. – 9:35 a.m.</p>	<p>Big Trends: <i>Are tiny homes part of the new normal for housing?</i></p> <p>The Tiny House movement has gained popularity among tiny homeowners and dwellers as not just a place to live, but a lifestyle as well. Will Johnston and Kim Bucciero will share their experiences with Tiny House Atlanta and insights into the movement that is making a big impact on housing policy.</p> <p>Interviewer: Jamie Morrison, Producer, NBC News</p> <p>Panelists:</p> <ol style="list-style-type: none"> Will Johnston, Founder and Executive Director, Tiny House Atlanta Kim Bucciero, Tiny House Atlanta
<p align="center">9:35 a.m. – 9:50 a.m.</p>	<p align="center">Morning Refreshment Break with the Exhibitors – International Foyer</p>
<p align="center">9:50 a.m. – 10:35 a.m.</p>	<p>Big Idea: <i>Building Resilient Homes – Breezy Point Demonstration Build</i></p> <p>This panel will provide an update of status and findings from the creation of a resilient home from the devastation of Superstorm Sandy. Learn about the construction materials and methods that are being used in the project and how rebuilding can make a community stronger for many years to come.</p> <p>Moderator: Mike Rimoldi, SVP Education & Technical Programs, FLASH</p> <p>Panelists:</p> <ol style="list-style-type: none"> Illya Azaroff, Director of Design, +lab architect PLLC Jamie Farny, Director, Building Marketing Portland Cement Association Kevin Davis, Director of Sales, Quad-Lock Building Systems, Ltd. Joel May, Program Manager, Disaster Durable Solutions, BASF Performance Materials, Construction
<p align="center">10:35 a.m. – 10:50 a.m.</p>	<p>Big Vision: <i>The mission of the Risk Management Directorate of FEMA</i></p> <p>“We are a catalyst for a safer nation.” This presentation will present an update on this vision as well as the new strategic direction of RMD and how it ties in with the overall FIMA mission to increase the capabilities necessary to reduce loss of life and property by lessening the impact of disasters.”</p> <p>Ed Laatsch, Director, Safety, Planning & Building Science Division FIMA Risk Management Directorate, FEMA</p>
<p align="center">10:50 a.m. – 11:35 a.m.</p>	<p>Big Metrics: <i>Do we have the right tools to measure and drive community resilience?</i></p> <p>This panel will examine existing tools to measure and drive community resilience. This includes the NIST Community Resilience Planning Guide and its application to four community case studies, the Streamlined Hazard Mitigation Cost Assessment Framework, which enables a demonstration of the benefits of mitigation across geographic areas, building demographics, and resilience modeling and incorporation into local planning. Dr. Noori of MIT will share the latest Streamlined Hazard Mitigation Cost Assessment Framework, and Lawrence Frank will share a new simulation tool for risk management.</p>

Friday, October 27, 2017 (Continued)

	<p>Last but not least, Laurie Schoeman will present case studies regarding increased resilience in low-income communities.</p> <p>Moderator/Panelist: Rachel Minnery, Senior Director, Sustainable Development Policy, American institute of Architects</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Rachel Minnery, – <i>Coordinated Community Resilience: Using the NIST Community Resilience Planning Guide as a Tool</i> 2. Mehdi Noori, Postdoctoral Associate, Massachusetts Institute of Technology – <i>Streamlined Hazard Mitigation Cost Assessment Framework for Residential Buildings</i> 3. Lawrence Frank, MRP, CFM, Resilience Program Manager, Atkins North America – <i>Future Proofing Cities – Simulation Tool for Risk Management</i> 4. Laurie Schoeman, National Program Director, Resilience, Enterprise Community Partners – <i>Resilience - An Investment to Protect and Strengthen Our Communities (Low Income)</i>
<p>11:35 a.m. – 12:05 p.m.</p>	<p>Introduced by Bill Read, former National Hurricane Center Director</p> <p>Keynote Speaker – Dr. Rick Knabb, Hurricane Expert & Tropical Program Manager, The Weather Channel</p> <p><i>Big History and Big Message: What did we learn from Hurricanes Harvey, Irma, and Maria and what are the implications for how we partner with traditional and new media to convey the story of disaster resilience?</i></p>
<p>12:05 p.m. – 12:35 p.m.</p>	<p>Call to Action and Closing Remarks Leslie Chapman Henderson*, President/CEO, FLASH</p>

***Member, FLASH Board of Directors**

****Member, FLASH Board of Advisors**

*****FLASH Leadership Partner**