



Commemorating Two Decades of Disaster Safety  
Wyndham Grand Clearwater Beach, FL

November 7 - 9, 2018

**Wednesday, November 7, 2018**

8:00 a.m. – 12:45 p.m.	<b>Federal Alliance for Safe Homes (FLASH)<sup>®</sup> Board of Directors Meeting</b> (Invitation only for advisors, directors, and invited guests)
1:00 p.m. – 3:00 p.m.	<b>FLASH Council Meetings</b> (Invitation only for council members and invited guests) <ul style="list-style-type: none"> <li>• Consumer Outreach Council</li> <li>• Partnership Council</li> <li>• Products, Services, and Technology Council</li> <li>• Resilience Policy Council</li> </ul>
3:00 p.m. – 5:00 p.m.	<b>NDRC Kickstarter Sessions</b>  <u><b>Kickstarter One</b></u> – <i>FLASH Back/FLASH Forward</i> , “Where Old Meets New...Building Innovation: Driving or Derailing Disaster Resilience?”  <b>Facilitator: Mike Rimoldi, MPA, CFM, CBO, SVP – Education and Technical Programs, FLASH</b>  This two-hour facilitated dialogue will begin with a brief lookback to building during the past two decades as well as an overview of trends in home construction, including artificial intelligence, augmented reality, 3D printed houses, modular, robots/co-bots, drones, and more. Join us to learn about the changing landscape and contribute as we explore design questions, including: <ol style="list-style-type: none"> <li>1. What are the most promising products and technologies available to advance disaster-resilient construction?</li> <li>2. What are the challenges?</li> <li>3. How are building codes and standards keeping pace with new technologies?</li> <li>4. What factors will drive/impede progress?</li> <li>5. What is the role for disaster safety and resilience stakeholders?</li> </ol>
3:00 p.m. – 5:00 p.m.	<u><b>Kickstarter Two</b></u> – <i>FLASH Back/FLASH Forward</i> , “Where Old Meets New...How is the Risk Communication Landscape Evolving and Changing to Meet the Future?”

	<p><b>Co-Facilitators:</b> Joe Tankersley, President – Unique Visions/FLASH Board Advisor, John Zarrella, JZ Media/FLASH Board Advisor, and Mark Taylor, Vice President of Business Development – WeatherBELL Analytics/FLASH Board Advisor</p> <p>This two-hour facilitated dialogue will begin with a brief lookback at risk communication strategies during the past two decades with emerging best practices to define opportunities for success. Join us to learn about the changing landscape and contribute as we explore design questions, including:</p> <ol style="list-style-type: none"> <li>1. <b>Who are our priority target audiences and how are we reaching them today?</b></li> <li>2. <b>How do we measure successful risk communication?</b></li> <li>3. <b>How should we prioritize our risk communication in the future?</b></li> <li>4. <b>How can a more unified disaster safety movement advance messaging?</b></li> <li>5. <b>What is the best role for disaster safety stakeholders?</b></li> </ol>
2:00 p.m. – 7:30 p.m.	Registration Desk Open
5:00 p.m. – 6:00 p.m.	FLASH Board of Directors VIP Reception (Invitation Only)
6:00 p.m. – 7:30 p.m.	Opening Night Networking Reception
<b>Thursday, November 8, 2018</b>	
7:00 a.m. – 5:00 p.m.	Registration Desk Open
7:00 a.m. – 8:00 a.m.	<p><b>Buffet Breakfast with the Exhibitors</b></p> <p>Join us for the first day breakfast buffet where you can connect with the exhibitors, build relationships, and explore new products and technology. Get your NDRC card stamped and qualify for the grand prize.</p>
8:00 a.m. – 5:00 p.m.	<b>General Session</b>
<p><b>Big Picture – Keynote and Executive Report</b></p> <p><b>Leslie Chapman-Henderson, President and CEO, FLASH</b></p> <p>The FLASH Partnership came together in the aftermath of Hurricane Andrew with the mission of strengthening homes and safeguarding families from disasters. Leslie Chapman-Henderson will open the NDRC with a lookback over the last two decades of the disaster safety and resilience movement along with an update on signature programs, initiatives, and collaboration opportunities ahead.</p> <p>During her address, Leslie will unveil a new awareness campaign created with findings from risk communication research conducted before and after the devastating 2017 disaster season, as well as the road map for how partners can help drive resilience for the future.</p>	

### ***Big News – Keynote Presentation***

**Dave Shull, CEO – *The Weather Channel***

**Introduced by: Arthur Parks, P&C Underwriting Director, CPCU, CLU – State Farm Insurance Companies/FLASH Board Director**

Back by popular demand, this award-winning leader in network television is charting the course for the future of weather reporting and augmented, immersed - mixed reality, and more. Learn what happens behind the camera as the world-class meteorologists and scientists of *The Weather Channel* gather, analyze, and report on weather and natural phenomena around the globe.

### ***Big History – Interview Session with the Founding & Legacy Partners***

**Moderator: Bryan Koon, Vice President of Homeland Security and Emergency Management – IEM/FLASH Board Director**

Bryan will lead a dialogue with a delegation of new and legacy members of the disaster safety and resilience movement to explore changes in the way we prepare, respond, adjust insurance claims, model economic impacts, and much more. “What are our most persistent challenges?” “How are we making progress?” This dialogue will offer audience participation.

### ***FLASH Moment – Products, Services, and Technology Council***

**Chair: Erika Peterman, VP Performance Materials North America – BASF Corporation/FLASH Board Director**

### ***Big Perspective – 2017 Season Lookback***

By now, it is well established that 2017 was a year for the disaster record-books. The 2017 hurricane season delivered 17 named storms, with 10 forming hurricanes. For the first time in recorded history, three category 4 hurricanes hit the U.S. Harvey set a new tropical rainfall record with over 60 inches in Texas. Irma maintained a record-breaking category 5 strength for 37 hours. The 2017 California wildfires were the deadliest wildfire disaster in state history. Even Ireland had a hurricane. This panel will provide insights on 2017, “the record of all record years.”

**Moderator: Kurt Koch, Vice President, Product Engineering & Innovation – Huber Engineered Woods/FLASH Board Director**

1. **Bill Read**, Meteorologist and Former Director – National Hurricane Center
2. **Heath Hockenberry**, National Fire Weather Program Manager, National Weather Service
3. **Lt. Col. Kaitlyn Woods**, Hurricane Hunter - 53rd Weather Reconnaissance Squadron, Chief Meteorologist, USAF\*

### ***Refreshment Mixer with the Exhibitors***

## ***Big Advice – FEMA Mitigation Assessment Team & Recovery Advisories Report***

This presentation will provide a summary of lessons learned from the 2017 Hurricanes with respect to building performance as well as illustrate the impact code adoption and enforcement had on reducing damage. The update of Puerto Rico and USVI's building code to the latest I-Code (2018 IRC, IBC, and IEBC) will also be discussed.

**Moderator: Mike Rimoldi, MPA, CFM, CBO, SVP – Education and Technical Programs, FLASH**

1. **Dan Bass**, Architect, Safety, Planning, & Building Science Division FIMA Risk Management Directorate – FEMA
2. **Edward M. Laatsch, P.E.**, Director – Safety, Planning, & Building Science Division, FIMA Risk Management Directorate – FEMA

## ***Big Service – Keynote Presentation***

**Jeff Lindner, Meteorologist – Harris County Flood Control District**

**Introduced by: Erika Peterman, VP Performance Materials North America – BASF Corporation/FLASH Board Director**

Meteorologist Jeff Lindner of the Harris County Flood Control District was so instrumental in guiding citizens through Harvey that Mayor Sylvester Turner declared May 2 as “Jeff Lindner Day” in Houston. His steady, straight advice to citizens as the flood waters rose empowered informed decision-making on whether to evacuate, and how to survive what has been described as “biblical flooding.” A grateful public set up a GoFundMe account to finance a vacation for Jeff who promptly donated the funds to help flood victims.

This humble hero will join us to share his journey as he witnessed, messaged, and helped Houstonians endure the most catastrophic flooding in Harris County history.

## ***NDRC Luncheon Program & Recognition Ceremony***

**“Celebrating Partners in Prevention” Co-Hosted by Thomas Woods, CPCU - AVP, P&C Underwriting – USAA/FLASH Board Director and Cecil Pearce, President – Florida Insurance Council/FLASH Board Director**

***FLASH Moment - Partnership Council***

**Chair: Bryan Koon, Vice President of Homeland Security and Emergency Management – IEM/FLASH Board Director**

This luncheon program will feature a recognition ceremony that brings together the FLASH Partnership with new and emerging voices for disaster safety and resilience movement.

The program will showcase contributions that have inspired and driven success for two decades and highlight future opportunities as well. Whether you're just joining the movement, or you're a longstanding member, don't miss this opportunity to meet and network with this powerful group of experts, leaders, practitioners, and scientists who drive better ways to build, prepare, and survive in the face of natural disasters.

### ***Big Weather Safety – Keynote Speaker***

**Ken Graham, Director – National Hurricane Center**

**Introduced by: Steven Cooper, Director, Southern Region – National Weather Service/FLASH Board Advisor**

Ken is a longstanding supporter of the movement and the mission of strengthening homes and safeguarding families. Before becoming National Hurricane Center Director, Ken served as the meteorologist-in-charge of the National Weather Service's New Orleans/Baton Rouge office beginning in 2008. His leadership supported decision-making for Hurricanes Gustav, Ike, Isaac, and the 2017 hurricane season. Additionally, Ken helped authorities make critical decisions in the aftermath of the Deepwater Horizon oil spill in 2010. Ken will share leadership perspective on his new role as director as well as insights on the 2018 hurricane season.

### ***Breakout Panel – Big Science & Engineering***

**This multi-peril panel will explore how engineering, research, and science are facilitating more resilient communities.**

**Speaker/Moderator: Dr. Forrest Masters, P.E.**, Associate Dean of Research & Facilities – University of Florida/FLASH Board Director

- 1. Dr. Forrest Masters, P.E.**, Associate Dean of Research & Facilities – University of Florida/FLASH Board Director – *Hurricanes Harvey & Irma Wind Research*
- 2. Dr. Anne Cope**, Senior Vice President Research and Chief Engineer, Insurance Institute for Business and Home Safety – *Wildfire Ignition: Leveraging Scientific Research to be Better Prepared in CA*
- 3. Dr. Mehdi Noori**, Post-Doctoral Associate, – MIT – *Application of Artificial Intelligence to Evaluate the Resilience of a Regional Building Stock: Development of a Hazard Mitigation Cost Assessment Framework*
- 4. Dr. David O. Prevatt, PE**, Associate Professor, Department of Civil and Coastal Engineering, University of Florida – *Tornado Research*
- 5. Evan Reis**, Executive Director and Co-Founder – US Resiliency Council\*

### ***Breakout Panel – Big Policy***

#### **How New Laws and Policies are Aligning Leadership Decision-Making and Post-Disaster Resources at the Federal, State, and Local Level**

**Moderator: Dale Thomure, Hazard Mitigation Manager – ISO**

This year has seen new legislation and policies to advance disaster resilience after years of catastrophes and prolonged recovery periods. This panel will explore emerging policies as well as new initiatives to provide cost-benefit analysis of codes that make the case for resilience. Additionally, a case study from Mexico regarding support for stronger building codes will provide insights relevant in the U.S. as well as abroad.

1. **Leslie Chapman-Henderson**, President and CEO and **Mike Rimoldi**, MPA, CFM, CBO, SVP – Education and Technical Programs, FLASH – *Building Code Awareness Project*
2. **John Ingargiola**, Lead Physical Scientist – Safety, Planning, & Building Science Division, FIMA Risk Management Directorate – FEMA
3. **Sara Yerkes**, SVP, Government Relations – International Code Council
4. **Dr. Richard Olson**, Director, International Hurricane Research Center – FIU, *Public/Political Support for Stronger Codes? Lessons from 2017-2018 Mexico City Survey Data*
5. **Hank Hodde**, Planning and Policy Manager – Smart Home America – *Collaborating after Catastrophe: Building Resilience in the Texas Coastal Bend/BRA2C2E Framework*

### ***Breakout Panel – Big Practice***

What initiatives and tools are successfully driving community level resilience? How can we help prepare communities across the U.S., all with unique risks and diverse needs? This panel will explore different strategies and frameworks that leverage experience and technology to better prepare communities across the country for different perils.

**Moderators: James McGowan, Director of Development, Greater Baton Rouge Food Bank/FLASH Board Director and Joe Tankersley, President – Unique Visions/FLASH Board Advisor**

1. **Mark Benthien**, Director for Communication, Education, and Outreach, USC – Southern California Earthquake Center – *Great ShakeOut Earthquake Drills: Application of the Collective Impact Framework*
2. **Kimberly Loehr**, Communications Director – Lightning Protection Institute – *Build & Protect Initiative for Lightning Safe Communities*
3. **Paul Martin, Esq.**, Regional Vice President, Southwest Region State Affairs – NAMIC – *Creating Demand for Resilient Building: How Do We Make Strong Homes the Next iPhone?*
4. **Dr. Rick Knabb**, Hurricane Expert and Tropical Program Manager – *The Weather Channel/FLASH Leadership Partner – #HurricaneStrong Campaign*
5. **Rob Galbraith**, Director of Underwriting Research – USAA\*

### **Refreshment Mixer with the Exhibitors**

**Big Perspective – Keynote Interview**

**Aris Papadopoulos, Founder/Chair – Resilience Action Fund**

FLASH Board Advisor and former CNN Correspondent John Zarrella will interview Aris who will bring an international perspective on the global effort to promote disaster resilience through his work with the UN International Strategy on Disaster Reduction. As founder of his nonprofit Resilience Action Fund, he is working to create greater transparency and education for resilience in the built environment. Aris will discuss and share highlights from his new documentary, “Built to Last.”

**FLASH Moment – Resilience Policy Council**

**Chair: Robert L. Andrews**, Vice President & Chief Field Operations Officer – Verisk Insurance Solutions/FLASH Board Director

**Big Service – Keynote Interview**

**Ada Monzón, Meteorologist, AMS Fellow, CBM - WIPR-TV and President – EcoExploratorio**

**Interview by: Dr. Rick Knabb, Hurricane Expert and Tropical Program Manager – The Weather Channel/FLASH Leadership Partner**

Ada Monzón is the trusted voice of meteorology in Puerto Rico, and her service during the 2017 hurricane season provided lifesaving information to the Commonwealth. She closely followed Irma as it passed through the Caribbean, and then helped the population prepare and remain informed and calm throughout Hurricane Maria – one of the deadliest and costliest natural disasters on record. Ada is the first female American Meteorological Society (AMS) Fellow and Certified Broadcast Meteorologist in Puerto Rico, and is the 2018 National Weatherperson of the Year.

**Daily Wrap up and Closing Remarks**

**Big Dinner – Clearwater Beach “Dine Around” Experience**

Sign up and join your fellow NDRC attendees on Thursday evening for a casual and delicious meal at one of the many local restaurants within walking distance of the conference hotel. Attendees will be responsible for the cost of their own meals, and signup will be available onsite at the registration desk.

**Friday, November 9, 2018**

<b>7:30 a.m.</b>	<b>Registration Desk Open</b>
<b>7:30 a.m. – 8:30 a.m.</b>	<b>Buffet Breakfast with the Exhibitors</b> Join us for the second day breakfast buffet where you can connect with the exhibitors, build relationships, and explore new products and technology. Get your NDRC card stamped and quality for the grand prize.

8:30 a.m. – 12:30 p.m.	<p><b>General Session</b></p> <p><b>Keynote Presentation: Roy E. Wright, President &amp; Chief Executive Officer – Insurance Institute for Business &amp; Home Safety*</b></p> <p><b>Introduced by: Thomas Woods, CPCU – AVP, P&amp;C Underwriting – USAA/FLASH Board Director</b></p> <p><b><i>Big Research – Understanding How to Better Motivate Homeowners</i></b></p> <p>As disaster safety stakeholders know, risk awareness is only the first element of the formula that leads to sound decision-making ahead of a disaster. This panel of experts will share insights from research into how we best motivate behaviors that strengthen homes and safeguard families. This session will include presentations on new research from the 2017 Coastal Homeowner Survey of 662 respondents residing in FEMA A and V flood zones in one of the most frequently exposed U.S. coastal communities, New Hanover County, North Carolina. We will also hear from our academic partners from James Cook University in Queensland, Australia.</p> <p><b>Moderator: Alpa Swinger, Senior Director, Market Development – Portland Cement Association/FLASH Board Director</b></p> <ol style="list-style-type: none"> <li><b>1. Dr. Anne Cope, P.E.</b>, Senior Vice President Research and Chief Engineer – Insurance Institute for Business and Home Safety – <i>Homeowner Risk Reduction in Coastal Communities: New Insights into Individual Motivations and Potential Incentives - 2017 Coastal Homeowner Survey</i></li> <li><b>2. Dr. Debra Javeline</b>, Associate Professor, Department of Political Science – University of Notre Dame</li> <li><b>3. Dr. Tracy Kijewski-Correa</b>, Linbeck Associate Professor and co-Director of the Integration Lab, Department of Civil and Environmental Engineering and Earth Sciences &amp; Keough School of Global Affairs – University of Notre Dame</li> <li><b>4. Dr. Daniel Smith</b>, Research Fellow – James Cook University – <i>Outcomes of collaborative international research to stimulate hurricane mitigation among homeowners</i></li> <li><b>5. Mitchell Scovell</b>, BPsych, Ph.D. Candidate – James Cook University – <i>Hurricane Mitigation Personas: What Drives Specific People to Upgrade their Homes</i></li> </ol> <p><b><i>Big Challenge – Feature Interview</i></b></p> <p><b>Eric Cote, Project Director – Powered for Patients</b> <b>Speaker – TBA</b></p> <p>Former CNN correspondent and board advisor John Zarrella will interview Eric Cote, Project Director – <i>Powered for Patients</i> and an executive from Cummins Power Generation to discuss the challenges and solutions from widespread power outages during and after disasters. Eric will share insights about his initiative to better connect hospitals and health providers with utility provides, and Cummins will speak to existing and emerging solutions and technology in power generation for residential and commercial structures.</p> <p><b><i>FLASH Moment - Consumer Outreach Council</i></b> <b>Chair: Lisa Onopa</b>, Director, OP Account Management – Walt Disney Parks and Resort US/FLASH Board Director</p>
------------------------	--



<b>Refreshment Mixer with the Exhibitors</b>	
<b>Keynote Presentation, TBA</b>	
<b>Big Money – Meeting the Challenge for Financing Mega Disasters</b>	
<p>The 2017 Tubbs, Atlas, and Thomas fires in central and southern California each exceeded \$1 billion in losses. Insurance claims from 2017 California wildfires have reached \$11.8 billion, the most expensive series of wildfires in California history. Hurricanes Harvey, Irma, and Maria caused approximately \$265 billion in damage, with each hurricane joining Katrina and Sandy as the new top five costliest U.S. hurricanes on record. This panel will discuss the economics and impact from these storms on how we model and finance future disasters.</p>	
<b>1. Speakers – TBA</b>	
<b>Keynote Presentation, TBA</b>	
<b>Introduced by: Edward Laatsch, P.E., Director – Safety, Planning, &amp; Building Science Division, FIMA Risk Management Directorate, FEMA</b>	
<b>Call to Action and Closing Remarks</b>	
<b>Leslie Chapman Henderson, President/CEO, FLASH</b>	
<b>1:00 p.m.</b>	<b>Bus Departs for the Airport – Advance Reservation Required</b>

*\*Invited*