

# Elmer Budd's Wild Wired West **WOUNDUP**

We hope everybody enjoys it!



Monday  
May 8

THE DAILY NEWSLETTER OF THE 2000 NATIONAL FLOOD CONFERENCE

## Early Meetings Launch Conference

At three different meetings held yesterday, NFIP stakeholders discussed the Program's most recent marketing initiatives as well as a number of issues impacting insurance agents and Write Your Own (WYO) companies.

Members of FISCAA (Flood Insurance Servicing Companies Association of America, Inc.) were briefed about work undertaken by their association as well as by FIA to provide flood insurance information to Internet users.

FIA's Cover America awareness campaign was discussed at this meeting and at the meeting of the WYO Marketing Committee that followed. This material will be covered in detail at the "Using New Tools and Technology to Market Flood Insurance" workshops scheduled for Tuesday afternoon and Wednesday morning.

### TODAY'S HIGHLIGHTS

**Exhibit Hall Open**  
7:00-8:30 a.m.

**Opening General Session**  
8:30 - 10:00 a.m.

**Technical/Educational Workshops 1-7**  
10:15 - 11:30

**Lunch -- On Your Own/ Exhibit Hall Open**  
11:30 - 1:30 p.m.

**Technical/Educational Workshops 8-14**  
1:30 - 2:45 p.m.

**Technical/Educational Workshops 15-21**  
3:00-4:15 p.m.

**Exhibit Hall Open**  
4:15-5:30 p.m.



Howdy, NFIP partners...

and welcome to the Wild, Wired, West!

I'm certain that the conference ahead—packed with information about emerging technologies—will be useful for all of us. There are more than 40 workshops to choose from on topics ranging from coverage to mitigation. And, in addition to a Technology Panel discussion tomorrow morning, several of this year's workshops focus on e-commerce and the new tools and technology being developed to market flood insurance. You can even take a tour through IIAA's Virtual University, where you'll hear first-hand about this technology-driven training program. Or step into another form of reality on Tuesday afternoon and sit in the courtroom of the Mock Summary Judgment Hearing presided over by the Honorable David C. Norton.

Please take every opportunity while you are here to ask the hard questions, to make connections with each other, and to stop me or any of my staff to tell us what is on your mind. I hope that these next few days will be fruitful for every one of you and that you will enjoy your visit to my home state.

Jo Ann Howard  
Administrator - Federal Insurance Administration



## ND Flood Summit Follow-up Meeting

In 1997, early spring warming combined with heavy ice build-up caused the Red River of the North to overflow its banks in North Dakota, South Dakota, and Minnesota. Residents in all three states and in Canada experienced heavy flood losses. A Flood Summit was held in North Dakota in August 1997 to explore

flood risks, mitigation, and the causes for under-insurance. All three annual follow-up Flood Summit meetings held since then have focused on improving communication with the insurance and lending industries.

This year's Flood Summit follow-up meeting opened with a report by Larry Maslowski from the North Dakota Insurance Commissioner's Office about FEMA's International Flood Mitigation Initiative, a multijurisdictional approach to developing consensus on mitigation issues. Highlights also were provided of FIA's marketing activities for 1999-2000. The meeting closed with several participants describing their successes and challenges in changing risk perceptions among consumers and insurance agents.

## Carr, Howard, Pryor, and Van Dusen Win Pre-Conference Golf Tournament

A sell-out crowd joined Federal Insurance Administrator Jo Ann Howard when she teed off on Sunday, May 7, at the pre-conference golf tournament sponsored by National Con-Serve, Inc. (NCSI) and several others. The tournament was held at the Circle C Golf Club set on 160 acres of Austin's Texas Hill Country.



The winners of this year's tournament were (left to right) Alan Pryor (NCSI), Chuck Carr (Deloitte Touche), Dennis Van Dusen (NCSI) and Jay Howard. And, for the second year in a row, the same fearless foursome came in last. No names available.

## Pilot Family Brings Back the Shrimp

For the 16<sup>th</sup> year, the Pilot family opened the National Flood Conference with a gala Sunday evening reception that gave returning conferees the chance to greet old friends and provided an opportunity for newcomers to make contacts with other NFIP stakeholders.

"It has become a tradition to offer the shrimp and salmon since we started giving the reception in 1984," says Grace Pilot. "They were my husband's favorite dishes, and so after he passed away in 1991, the kids wanted to keep up the tradition he'd started."



(Left to right) Jeanna Pilot, Rodney Pilot, Grace Pilot, and Daphne Pilot Fondé welcome conference attendees to their Sunday evening reception.

## Public Awareness Materials Contest Voting Tomorrow

Dozens of Write Your Own insurance companies and other NFIP stakeholders produce an array of public awareness materials designed to inform consumers about flood risks and flood insurance. Each year we give conference attendees the opportunity to vote for their favorite public awareness items. Winners of this contest are presented with awards at the conference awards dinner on Tuesday evening.

This year, voting will take place during the Tuesday morning General Session. Each attendee will vote electronically as samples of contest submissions are displayed on three large video screens at the front of the conference hall. Be sure to visit the Public Awareness Materials Contest booth located next to the registration area to see—close up—what items will be voted on.

