



FEMA

W-08028

May 1, 2008

MEMORANDUM FOR: Write Your Own (WYO) Principal Coordinators
and the NFIP Servicing Agent

FROM: WYO Clearinghouse

SUBJECT: IBHS Speaks Out on Floodplain Management

Please see the following announcement from the Institute of Business and Home Safety (IBHS) about their editorial on lessons learned from flood damage.

The Institute for Business & Home Safety is pleased to share with you this link to the editorial page in today's [*St. Louis Post-Dispatch*](#). This opinion piece is the first fruit from our outreach to environmental groups, as we attempt to find common ground around resiliency and to help promote the National Flood Insurance Program. We encourage you to share the piece with colleagues and friends. It stands as an example of how IBHS is working to promote the industry's mission to reduce property losses.

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Suggested Routing: Marketing, Underwriting