



FEMA

NATIONAL FLOOD INSURANCE PROGRAM
Bureau and Statistical Agent

W-04010

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

FROM: Helen Harrington
Director
Technical Assistance and Communications

DATE: February 27, 2004

SUBJECT: National Flood Conference Contest Deadlines

Attached is information that will help you nominate an insurance agency for the Agency of the Year Award and/or submit your materials for the Public Awareness Materials Contest. Please distribute this information within your organization as appropriate.

The forms and conference information also can be found on our web site at www.fema.gov/nfip/2004conf.shtm.

If you have any questions, please contact your Program Coordinator.

Attachment

cc: Vendors, IBHS, WYO Standards, FIPNC, WYO Marketing Committee,
FEMA Regional Offices, NFIP Regional Offices, Government Technical Monitor

Suggested Routing: Accounting, Claims, Data Processing, Marketing, Underwriting

7700 HUBBLE DRIVE • LANHAM, MD 20706 • (301) 731-5300

COMPUTER SCIENCES CORPORATION, under contract to the FEDERAL EMERGENCY MANAGEMENT AGENCY,
is the Bureau and Statistical Agent for the National Flood Insurance Program



2004 National Flood Conference
NFIP SEATTLE
"Perking up the program" 

The Agency of the Year Award

Each year, three insurance agencies are recognized for their efforts to:

- Achieve superior flood insurance policy growth
- Implement innovative marketing strategies
- Participate in flood awareness activities
- Adhere to established underwriting guidelines

Nominations must include all information requested on the attached form. Anyone may submit a nomination, including but not limited to: WYO companies, insurance trade associations, lenders, claims adjusters, flood zone determination companies, FEMA and NFIP Regional Offices, state and local officials, and other insurance agencies.

All nominations are reviewed by the Selection Committee, which consists of one member each from the Flood Insurance Producers National Committee, the WYO Marketing Committee, and the Flood Insurance Committee of the Institute for Business and Home Safety. After their review, they select the three insurance agencies that most deserve the Agency of the Year Award.

The winning agencies will be announced at the 2004 National Flood Conference Awards Luncheon on Tuesday, May 4. The NFIP will provide lodging and will waive conference registration fees for one representative from each of the winning agencies.

To nominate an agency for the Agency of the Year Award, send your completed forms and any supporting materials to:

NFIP Bureau & Statistical Agent
Attn: Catherine R. King, CMP
7700 Hubble Drive
Lanham, MD 20706

If you are sending supporting material with the application, please include 4 copies.

Deadline: Friday, March 19, 2004

Questions? Call Catherine King at 301-918-1439, or send an e-mail to CatherineR.King@associates.dhs.gov

AGENCY OF THE YEAR CONTEST NOMINATION FORM

To nominate an insurance agency, please provide the following information. If you need more space, attach additional pages and indicate which question you are responding to.

1. Agency _____
Address _____ City _____ State _____ Zip Code _____
Phone No. _____ Fax No. _____
Email address _____
Name and title of person who will accept award _____

2. How much flood insurance is in place (respond to one or both)?

Insurance in Force \$ _____

Policies in Force _____

3. What has been the trend of growth in flood insurance policies over the past year? _____

4. How many people have contributed to the flood insurance sales effort? _____

5. What marketing strategies does the agency implement to increase flood insurance policy sales? _____

6. What activities has the agency participated in to increase awareness of floods? _____

7. Has the agency adhered to established underwriting guidelines (give examples, if possible)?

8. Other information about the agency that you believe qualifies them to win the Agency of the Year Award. _____

9. Attach samples, if possible, of the agency's efforts (e.g., marketing materials, advertisements, letters, programs from conventions/conferences, trade show listings of exhibitors, etc.).

Submitted by:

Name _____ Title _____

Organization _____

Address _____ City _____ State _____ Zip Code _____

Phone No. _____

Fax No. _____

E-mail Address _____

Send your nomination to:

NFIP Bureau & Statistical Agent

Attn: Catherine R. King, CMP

7700 Hubble Dr.

Lanham, MD 20706

Deadline for nominations is Friday, March 19, 2004.



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Public Awareness Materials Contest

Do you have materials that help consumers, insurance agents, and others understand the risk of floods and the need for flood insurance? If your answer is yes, fill out the form below and send it along with your materials to enter the Public Awareness Materials Contest!

All materials submitted will be displayed at the 2004 National Flood Conference. Attendees can view the entries and vote on their favorite item in each category. The voting will be done in the Exhibit Hall. Winners will be announced at the 2004 National Flood Conference Awards Luncheon on Tuesday, May 4.

PUBLIC AWARENESS MATERIALS CONTEST SUBMISSION FORM

Category of item (check one). *Only one item in each category per company will be accepted!*

- Best Printed Marketing Material (brochure, flyer, stuffer, etc.)
- Best Advertising Material (tv, radio, newspaper, magazine, billboard, direct mail, etc.)
- Best Training Material
- Best Website

Title or description of item: _____

Submitted by: _____
Name Title

Company: _____

Address: _____
Street City State ZIP Code

Phone No.: _____ Fax No.: _____

E-mail Address: _____

Include one form for each entry (form may be photocopied). Entries must be original materials; photocopies cannot be accepted. We do not provide audio/visual equipment. If you would like to arrange for your own, please call Catherine King at 301-918-1439 for details. Entries will not be returned.

Deadline: Friday, April 16, 2004

Send your entries to:

NFIP
Public Awareness Materials Contest
Attn: Kevin Brown
7700 Hubble Drive
Lanham, MD 20706