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
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 ______________________________________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.
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

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