



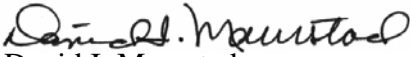
FEMA

W-08051

August 18, 2008

MEMORANDUM FOR: Write Your Own (WYO) Company Principal Coordinators
National Flood Insurance Program (NFIP) Servicing Agent

FROM:


David I. Maurstad
Federal Insurance Administrator
National Flood Insurance Program

SUBJECT:

Midwest Flood Follow Up Activities

I plan to communicate to the NFIP stakeholders and consumers the critical need for all homeowners, renters and businesses to be insured against flood damage. The low number of people insured in the recent Midwest floods was a deplorable situation that occurs too frequently across the United States. This recent event prompted the following actions:

- Publication of a letter (page dominant size ad) in the August 25 or 26 edition, Main News section of USA Today newspaper;
- Publication of a letter to insurance agents in prominent insurance industry trade publications;
- Press release and/or fact sheets to Midwestern daily newspapers; and
- Advertisements in Time Magazine (September 1 issue) and Parade Magazine (Midwest markets, September 7 issue).

In addition, a mass mailing to the leaders of Federal, State, private sector, and non-governmental organizations will be designed as a call to action to increase the number of people insured against flood losses.

I would appreciate your support for these activities, and the ongoing FloodSmart efforts to increase awareness of flood risks and the benefits of flood insurance. If you have questions, please contact Harriette Kinberg, Chief, Industry and Public Relations Branch, via email: Harriette.Kinberg@dhs.gov or phone: (703) 605-0424.

cc. Flood Insurance Producers National Committee, FEMA Regional Mitigation Directors, FEMA Regional Insurance Liaisons