



Association of State Floodplain Managers, Inc.

575 D'Onofrio Dr, Suite 200, Madison, WI 53719

Phone: 608-828-3000 | Email: asfpm@floods.org | Website: www.floods.org

Executive Office Administration Report Ingrid Danler, CFM, Associate Director Operations June 2013

Executive Summary: *FY'13 was a successful year that moved the Association into the new generation of both Executive Leadership and physical surroundings. As a mission-driven organization, we knew that commitments to our mission necessitated a change in our culture, in our office space, and most importantly, in our technology. We are confident that these changes will accomplish the needs of our membership, our CFM's and all of our partners.*

The narratives listed below are arranged under our operational structure:

1. Membership Services
2. Executive Office Services
3. Conference and Event Services
4. Science Services
5. National Policy Services

This report covers the first three, with the last two in stand-alone reports. The person listed by each activity is the team leader for that program.

1. Membership Services:

A. Certified Floodplain Manager (CFM®) Program – Anita Larson

As is the annual trend, this program continues to grow since the initial certifying exam was conducted in 1999. The exam has been offered 101 times in FY'13 Nationwide, and we currently have over 8,100 CFMs in the nation. As of May 1, 2013, we have 5,091 ASFPM CFM's and through our six accredited States--Arkansas, Illinois, New Mexico, North Carolina, Oklahoma, and Texas—we add an additional 3,074 State CFM's. ASFPM continues to administer the Illinois and North Carolina Certification Programs.

The Certification Board of Regents (CBOR) is an active group that meets regularly and implements the recommendations of the Reliability and Validity Study (R&V). Moving to an exam that eliminated the true/false questions was completed and implemented first in January 1, 2012, with a second release on January 1, 2013, and intended further releases in the next two years until all true/false are eliminated. CBOR is also actively working on increasing the exam question pool, expanding the question base to include NAI/NBF concepts, and moving to two unique exams. Formal requests have been made to the ASFPM Policy Committees, as well as to the general membership via The Insider, to request questions starts for consideration.

ASFPM continues promoting access to training, for continuing education credits, through our members, CFMs, and Chapters. ASFPM continually updates the online event calendar which is

searchable by location, course number, and title, and managed by our training coordinator, Kait Laufenberg.

B. Chapters & States – Kait Laufenberg

In FY'13, ASFPM conducted four "All Chapters" Conference calls/web meetings to discuss issues such as the State Symposia, CRS 2012 Coordinators Manual Changes, Outreach, Nonprofit Tax Issues, Insurance, Chapter Committee Development, nonprofit legal compliance / reporting, nonprofit Board 101, the Biggert-Waters NFIP Reform Act of 2012, low-cost IT resources for nonprofits, impacts of sequestration, inaugural "chapters day" at the 2013 conference, and other useful items. ASFPM has continued hosting quarterly conference calls with State Floodplain Managers and Mitigation Officers following a model similar to the bi-monthly chapter calls. Regular communications continue as Chapter & State Alerts regarding multiple policy issues, opportunities for continuing education, grants, and non-profit administration resources. The ASFPM board voted to raise Chapter fees beginning in 2014 upon recommendation from the Chapters Ad Hoc Committee, to move toward a greater cost-share between chapters and ASFPM. Currently, chapter fees cover approximately 20% of the cost to provide services. The fee increase will help move toward a 50% cost-share. , ASFPM will recognize the first chapter to receive the Outstanding Chapter Award this year at the Awards luncheon in Hartford. The New Jersey Floodplain Management Association is this year's award recipient.

Two Chapters joined ASFPM in the last year! The Utah Floodplain and Stormwater Management Association, and the Northwest Regional Floodplain Management Association both joined as ASFPM Chapters in FY'13 bringing ASFPM Chapter members to a total of 35 ASFPM Chapters, covering 39 states. At present, only one state association remains in Pennsylvania that has not yet applied for chapter status.

The 2013 Chapter Meeting will be held at the conference in Hartford on Wednesday, June 12th, from 1:30pm – 3:00pm to discuss Chapter interests, issues, and needs.

C. Membership – Kevin Currie

This past year has been an active year for our membership. Our member base grew again this year, which can be attributed to our Certified Floodplain Manager Program, annual conference, workshops, and training opportunities. ASFPM represents a diverse and eclectic mix of public and private sector professionals involved in floodplain management, and we would like to extend our sincere gratitude to all of those members that donated thousands of hours of their time in an effort to help ASFPM achieve our goals.

This year, we have continued to implement and upgrade our member services to better fit the needs of our membership, and will continue to improve member services and facilitate member involvement.

D. Newsletters, Online Outreach, Editing - Katrien Werner

We are sad to report the departure of Katrien Werner at the end of June 2013, as she pursues Higher Educational opportunities, however, over the past year she has been able to help us establish templates for many of our current outreach and social media. ASFPM's social media campaign continues to grow on Facebook and LinkedIn. ASFPM is encouraging users to further get involved on key issues - fostering a forum in which members can easily engage in discussion by weighing in with their questions and experiences. Our discussion pages on LinkedIn currently have a base of over 1,700 members.

Monthly newsletters remain a valuable tool and we have made changes in how they are delivered and to whom. News and Views will continue to be distributed to our broader database which contains many of our partners whether or not they have an individual membership. This target group is currently over 10,000 emails and is delivered electronically, with a goal to discontinue hard copy mailing altogether in 2013. The Insider will continue to be our premier members-only newsletter. It features ASFPM activities, opportunities for members, upcoming training, CFM program information, and the greatly read, legislative updates.

ASFPM is committed to providing the vast majority of our publications free of charge on our website as part of our efforts to promote mass distribution and increase understanding of key issues. Work presses onward with making the ASFPM website and publication page more user-friendly. The ASFPM library has also seen growth in its inventory and database structure, and improvements continue with the intent to make more materials available online as ASFPM works with the Natural Hazards Center at the University of Colorado.

E. Communication/Outreach - Diane Brown

Requests throughout the nation and internationally continue to come into the Executive Office, both from professionals and individuals seeking information on how to reduce flood losses or establish contacts in their area to get help. Diane coordinates with our Federal Agency partners, and the numerous related non-profit associations, media and press members, and alliance groups on shared issues and concerns. Of note this year is building a database of partners, media and others for easy distribution.

2. Executive Office Services:

A. Policy Committees – Ingrid Danler

The Policy Committees saw an addition of another committee in November 2012, with the addition of Higher Education. This takes the Policy Committee count to 14, each with two persons that serve as Co-Chairs. Individually, all fourteen committees have active conference calls, meetings, and produce papers and other materials for Board or general distribution. The Executive Office serves as administration for those committees' calls and meetings.

In August 2012, the annual ASFPM Committee Co-Chair Retreat was held in Madison where the annual review and revisions to the annual Goals and Objectives was prepared and validated by each committee's workplan for FY'13. The committees identified topics for white papers they will be working on this coming year. All of the Policy Committee Annual reports for FY'13 are available on the ASFPM website.

B. Financial Management – Debi Frick

While we had to release our Financial Manager, Bob Geenen, the Executive Office continued to proceed with its ambitious plan, which began in FY'12 fiscal year to accommodate the growth of the Association and the reporting needs for fiscal information. This involved moving to a Project Management platform that is compatible with the new accounting software platform. The entire migration was built on matching general ledger, project tracking/labels, and revenues/expenses into a cost- center based capable reporting mechanism. That structure has been built and data is being allocated to that structure daily based on previous financial history and allocations. For FY'14, the budget has been built in the new structure and future reporting will occur on that structure.

C. Foundation – Diane Brown/Larry Larson

ASFPM continues to provide substantial support to the Foundation's activities and meetings. Coordination of this program is largely managed by Diane Brown and Larry Larson, with financial support and reporting through the ASFPM finance office. Please review President Scott Edelman's report at the Foundation booth in the Exhibit Hall or on the ASFPM Foundation website at: <http://www.floods.org/Foundation/default.asp>.

D. Website/IT – Jason Schneeberger

Website and IT activities occur within the Executive Office Services and Science Services. As such, duties and purchases are tracked separately, financially, however are often collaborated and shared in practice. FY'13 was an especially expensive year in regards to hardware expenditures due to the office relocation and move requirements. Many systems required upgrades or outright replacement, and several servers were added to accommodate Science Service's needs, as well as to support the current database and QuickBooks and Tenrox platforms. The Association continues to develop a five-year IT Strategic Plan and continues to seek out grants and other revenue sources to offset the IT expenses. IT will continue to be an investment for our Association as a means to communicate and share information most effectively with our leadership and membership. With the never ending cuts at software and hardware providers it is increasingly difficult to procure software and equipment through grants and corporate giving programs. In FY12 we received over 40k in software from Microsoft in which that source may not exist in FY13 due to cutbacks at Microsoft. We continue to look at the redesign ideas for the floods.org site with the expectations to start planning in FY13. Currently, we maintain 15 websites hosted in house and elsewhere and 19 servers in our server facility and an offsite facility.

3. Conference and Event Services:
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A. Conferences – Chad Ross/Diane Brown

ASFPM's 2013 Annual Conference is being held in Hartford, CT, with relatively low attendance numbers mostly due to the Federal Sequester. The Connecticut Department of Energy & Environmental Protection and the Rhode Island Flood Mitigation Association will serve as co-hosts and Steve McMaster of Ideation, Inc. will serve as Program Chair.

Future annual conference locations have been determined through 2017:

- 2014, Seattle, WA
- 2015, Atlanta, GA
- 2016, Grand Rapids, MI
- 2017, Kansas City, MO

4. Science Services: *see separate report
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5. National Policy Services: *see separate report
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