



FEMA

W-10099

December 15, 2010

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

FROM: NFIP Clearinghouse

SUBJECT: 2011 CRS Award for Excellence Nominations

The National Flood Insurance Program (NFIP) has decided to establish an award to recognize individuals who have actively advanced the vision of the NFIP and the Community Rating System (CRS). The CRS is a program within the NFIP that provides guidelines for participating communities that want to continually improve their community's safety and resilience with respect to flooding and other natural disasters.

While all CRS communities are taking steps that improve their flood safety and resilience, certain communities stand out. As in all serious endeavors, outstanding results do not just happen. They are due to the efforts of specific individuals, who through their knowledge, commitment and passion, have made their communities safer. The NFIP hopes to annually recognize such individuals through the presentation of the "CRS Award for Excellence" during the annual National Flood Conferences (NFC). The presentation of the 2011 award is planned for the NFC scheduled for May 1-4, 2011.

We are asking your organization and its members to help us identify worthy individuals. In particular we are looking for nominees who have provided leadership in the area of alerting residents to the dangers of flooding and promoting the purchase of flood insurance through the NFIP. Such an individual could be an insurance or real estate professional, local official, floodplain manager, or other community leader.

The nominee should be:

- Actively involved in a CRS community and knowledgeable about the potential risk of local flooding.
- Active in promoting the use of flood insurance as a key tool in helping individuals prepare for the contingency of flood damage to their properties.
- Active in encouraging community leaders to continually improve the community's safety and resilience related to flooding and other disasters.

- Recognizable as having noteworthy achievements in the area of alerting residents and businesses to potential flood dangers and promoting the purchase of flood insurance.

If you or your members know of any such individuals, please help us recognize their achievements. Fill out the attached form and mail or fax it as directed thereon. Please return the form no later than February 11, 2011.

Thank you for your consideration of this request. The NFIP appreciates your assistance in helping us to recognize leaders whose efforts have made communities more alert and resistant to the dangers of natural disasters.

Attachment

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Suggested Routing: All Departments

**2011 CRS Award for Excellence  
Nomination Form**

Please attach additional pages if more space is needed. Other materials in support of the nominee are welcome but not required. Four copies of any extra pages or materials should be submitted with this form to the address below.

1. Name of CRS Award Nominee: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email Address (optional): \_\_\_\_\_  
Person who will accept award (including title): \_\_\_\_\_

2. Please describe the flood insurance marketing activities the nominee has performed.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Describe any tangible results derived from these activities. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Describe any flood mitigation or damage avoidance outreach the nominee has conducted. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Describe collaboration with other local government, Federal and/or State Agencies that may have occurred.  
\_\_\_\_\_  
\_\_\_\_\_

6. Identify the CRS communities involved. \_\_\_\_\_

7. Include the names and titles of any local government community officials that were involved with these activities. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Submitted by (Name): \_\_\_\_\_ Company/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email Address (optional): \_\_\_\_\_

**Submit to:**  
CRS Coordinator, Room 968, Federal Insurance and Mitigation Administration, FEMA  
1800 South Bell Street, Arlington, VA 20598-3030  
Or by FAX to (202) 646-3074 or email to [bill.lesser@dhs.gov](mailto:bill.lesser@dhs.gov).  
For additional information call (202) 646 - 2807

Deadline for nominations is February 11, 2011.