

Press Release

FEMA'S NATIONAL FLOOD INSURANCE PROGRAM AWARDS FIRST EVER FLOODSMART AWARD TO FAIRBANKS AGENT MICHELINE PATTERSON OF KEN MURRAY INSURANCE

Washington, D.C., –Micheline Patterson of Ken Murray Insurance in Fairbanks was named the first ever FloodSmart Award winner at the National Flood Conference April 20 -22, 2009 in Boston, Massachusetts. Patterson was acknowledged for her dedication to not only selling flood insurance, but using innovative marketing techniques to help her community to be more flood aware and flood safe.

“Everything Micheline does to promote flood insurance is done not only to increase her agency’s business, but also with the clear goal of educating as many people as she can about the dangers of flooding and the benefits of flood insurance,” said Edward Connor, Acting Federal Insurance Administrator of FEMA’s National Flood Insurance Program. “It is that dedication that brought her to our attention and convinced us that she was the right person to receive the inaugural FloodSmart Award.”

This is the first year that the National Flood Insurance Program (NFIP) recognized an outstanding insurance agent who creates innovative and effective marketing strategies in local communities to raise awareness of the local flood risk and the need for flood insurance. Agents have a number of tools and resources available to them through Agents.FloodSmart.gov, the NFIP secure Web site for insurance agents.

Patterson took advantage of all of the lead generation and advertising tools available to create a comprehensive outreach plan in Fairbanks, AK. She also made use of opportunities unique to Fairbanks to raise awareness including participating in the Red Green River Regatta, rowing down the river to promote flood awareness.

“When people think of areas at risk for flooding Fairbanks, AK is typically not at the top of the list. However I know that the residents in my town need to know about flood risk and flood insurance. I see it as my job as an insurance agent to ensure that my neighbors know what their flood risks are and how they can protect themselves,” said Patterson. “The resources available through the NFIP and Agents.FloodSmart.gov can make it easy for agents to build a winning outreach plan.”

Flood insurance is affordable and available through nearly 90 insurance companies in more than 20,600 participating communities nationwide. Everyone can purchase flood insurance – renters, business owners, and homeowners. The average flood insurance policy is around \$540 a year. And in low- to moderate-risk areas, homeowners can protect their properties with lower-cost Preferred Risk Policies (PRPs) that start at just \$119 a year. Individuals can learn more about their flood risk by visiting www.FloodSmart.gov or calling 1-800-427-2419.

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