



Hello,

Another hurricane season is coming and the time to prepare is now! Everyone should be thinking about how to keep their families and properties safe from disaster. This is the right time for you to advise clients on the value of flood insurance. In New York, there are various flood hazards (e.g., coastal flooding, flash floods and hurricanes). The state is at high risk and has a low number of Policies in Force, which creates a business opportunity for you. As insurance agents, you can help reduce suffering after a flood and protect the lives people have built.

Join FEMA on **June 22, 2022, at 10am ET** to hear from industry leaders on how they are navigating changes to flood insurance under Risk Rating 2.0: Equity in Action, a major update to the National Flood Insurance Program. Learn effective strategies for communicating the importance of flood insurance and risk to clients and overcoming challenges to expand your book of business.

Register for the free webinar today using this [LINK!](#)

Panelists include:

- [Tyler Ardron](#), Vice President, Risk Reduction Plus Group
- [Joe Rossi](#), President/CEO, Joe Flood Insurance Brokerage
- [Bruce Bender](#), Senior Vice President, Bender Consulting Services, LLC

See below for complete bios.

You do not want to miss out on the valuable insights our expert speakers will provide. Together, we can build more prepared, protected, and resilient communities in New York.

Questions, comments, or requests for additional resources? Reach out to thomas.song@fema.dhs.gov.

FEMA civil rights notice for members of the public: *The meeting/training site is required to be fully accessible to people with disabilities and the electronic version of meeting or training materials will be accessible to people with disabilities. If you need a reasonable accommodation (sign language interpreters, Braille, CART, etc.), please make your request at least 48 hours*

before the event. Last minute requests will be accepted but may not be possible to fulfill. Send an e-mail to thomas.song@fema.dhs.gov.

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Panelist profiles:

E. Tyler Ardron is a Certified Floodplain Manager and a Licensed Insurance Broker. As the Vice President of [Risk Reduction Plus Group](#), he leads a team of flood insurance experts that focus on reducing flood insurance costs for property owners utilizing FEMA mitigation techniques and proper rating strategies. Over the past 8 years, Tyler worked closely with communities in and out of the Community Rating System program to educate residents on flood insurance. In addition, he helped develop the Flood Risk Evaluator as a tool to clean up non-compliance issues that lead to insurance increases. Tyler also offers all other lines of property insurance.



Joe Rossi is the President and CEO of [Joe Flood Insurance Brokerage](#) (JFIB), a tech-based flood wholesale insurance company. JFIB provides innovative flood insurance solutions with industry leading technology and ease of use. Joe is also the Founder and Executive Director of the Massachusetts Coastal Coalition, a regional and national nonprofit which educates, advocates, and informs stakeholders on all flood hazards. He is also Co-Chair of the National Flood Association's Legislative Committee, a Board Member on the Independent Insurance Agent and Brokers Association's Flood Insurance Task Force, and a member of the Flood Insurance Producers National Committee.



Bruce Bender is a Senior Vice President with [Bender Consulting Services, LLC](#). He has been providing community engagement/outreach services and flood insurance expertise since 2002. Bruce has supported FEMA's NFIP national marketing programs and national mapping programs. At the local level, he assists counties and communities with their community engagement and outreach efforts. Bruce has participated in numerous flood insurance-related research studies and been an expert witness in court for flood insurance. He has managed an insurance agency and one of FEMA's largest WYO programs. He is currently a Co-Chair of the Association of State Floodplain Managers Flood Insurance Committee...and still has a flood insurance policy.

