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*For Immediate Release*

## **Experts Share Latest in Government Mitigation Policy and Programs at 2011 Annual Meeting of Federal Alliance for Safe Homes®**

**LAKE BUENA VISTA, FL (October 28, 2011)** – Recent government policies and programs having the biggest impact on the disaster safety movement were discussed today during a panel discussion at the 2011 Annual Meeting of the [Federal Alliance for Safe Homes® \(FLASH\)](#) being held Oct. 26-28 at Disney's Boardwalk Inn, Lake Buena Vista, FL.

Those participating in the panel discussion, *What's Hot in Mitigation*, included Steven Cooper, Deputy Regional Director of the National Weather Service (NWS) Southern Region; Matt Fuchs, Senior Policy Advisor, US Department of Homeland Security (DHS); and Mark Washko, Manager, Government Affairs, BASF Corporation.

The panel was moderated by Stephen Weinstein, Chairman of the RenaissanceRe Risk Sciences Foundation.

Deputy Director Cooper spoke of the *Weather-Ready Nation* campaign to save lives and improve preparedness during extreme weather conditions.

"Why build a weather-ready nation?" Cooper asked. "This past year, we've had 10 billion-dollar weather events – hurricanes, tornadoes, drought, wildfires, flooding and blizzards. A weather-ready nation will enhance community resilience; empower Americans to make faster, smarter and life-saving decisions; transform response to extreme weather; and save more lives and livelihoods."

Fuchs discussed the new White House focus on disaster mitigation. "We want to focus on natural disaster resiliency and preparedness for both homes and communities," said Fuchs.

Washko gave his company's perspective on new federal directives on mitigation, how legislation in Congress could bring about additional changes, and how BASF and the marketplace are addressing the increased focus on mitigation in general.

"Sustainability is important to BASF," Washko said. "For us, sustainability means aligning economic success with environmental and social responsibility."

With the theme *Disaster Safety: One Movement, Many Voices*, the 2011 FLASH Annual Meeting convened more than 100 of the nation's leading experts in disaster safety, property loss mitigation and weather outcomes.

In a variety of presentations, panel discussions and demonstrations, meeting attendees are hearing and seeing the latest in innovative disaster safety and mitigation products, programs and impacts natural and manmade disasters have had on the U.S. economy and population at large. Prominent speakers include academics, builders, educators, emergency managers, engineers, researchers and scientists.

## About FLASH

Federal Alliance for Safe Homes® (FLASH), a 501(c)3 nonprofit organization, is the country's leading consumer advocate for strengthening homes and safeguarding families from natural and manmade disasters. FLASH collaborates with more than 100 innovative and diverse partners that share its vision of making America a more disaster-resistant nation including: BASF, Federal Emergency Management Agency, Florida Division of Emergency Management, The Home Depot®, International Code Council, Kohler Power Systems, National Weather Service, RenaissanceRe, Simpson Strong-Tie®, State Farm®, USAA® and WeatherPredict Consulting Inc. In 2008, FLASH opened the interactive weather experience [StormStruck: A Tale of Two Homes®](#) in Lake Buena Vista, FL. Learn more about FLASH and gain access to its free consumer resources by visiting [www.flash.org](http://www.flash.org) or calling (877) 221-SAFE (7233). Also, get timely safety tips to ensure that you and your family are always well protected from natural and manmade disasters by subscribing to the FLASH blog – [Protect Your Home in a FLASH](#).

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