Executive Office Administration Report
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Executive Summary: This FY’12 fiscal year can be marked by a single word: change. To undertake any change to existing structure and culture is difficult, and we at the ASFPM Executive Office took on many. Along with the realization that we had outgrown some of our everyday business practices, we experienced a significant change in staffing in both replacements and new positions. Often with new staff, come new ideas and changes in processes. We have reassessed many processes and procedures at the Association and intend to continue to evaluate best practice as we move forward in a transition year to a new Executive Director. As a mission-driven organization, we will continue to center our operations on our mission to mitigate and reduce flood loss and to promote the beneficial functions of floodplains. We constantly strive to create and share information and services that will benefit our members and grow our programs and services.

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

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 110 times in FY’12 nationwide, and we currently have over 7,800 CFMs in the nation (an increase of 10% over last year). The six accredited States--Arkansas, Illinois, New Mexico, North Carolina, Oklahoma, and Texas--are using the National CFM Exam and switched to the upgraded exam on January 1, 2012. 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 January 1, 2012. CBOR is also actively working on increasing the exam question pool, expanding the question base to include NBF concepts, and moving to two unique exams. A new project in FY’12 was partnering with Aurora College to demo a “Market demand” for a FPM higher education degree, which is ongoing, as well as completing Goals & Objective items such as core competencies. CBOR is chaired by Tom Morey, CFM, and the only member change in
FY’12 was the replacement of George Riedel, of the Executive Office, by Ingrid Danler. CBOR President Tom Morey’s report is both in this Board Book as well as the ASFPM website.

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 — Kait Laufenberg
In FY’12 conducted five Chapter Conference calls to discuss issues such as the State Symposia, CRS 2012 Coordinators Manual Changes, Outreach, Trademarks and Copyright, Nonprofit Tax Issues, Insurance, Work with ASFPM Committees, Nonprofit legal compliance / reporting, Nonprofit Board 101, elimination of PDF Funding, and other useful items. ASFPM also began 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 Alerts regarding multiple policy issues, opportunities for continuing education, grants, and non-profit administration resources. ASFPM Chapter Directors helped draft and ultimately approve the addition of a new ASFPM Award, the Outstanding Chapter Award, which will be announced at this year’s Chapter Meeting in San Antonio.

Three Chapters have joined ASFPM in the last year! The Iowa Floodplain and Stormwater Management Association, Kansas Association for Floodplain Management, and Tennessee Association of Floodplain Management all joined as ASFPM Chapters in FY’12 bringing ASFPM Chapter members to a total of 33 ASFPM Chapters.

The 2012 Chapter Meeting will be held at the conference in San Antonio on Thursday, May 24th, from 2:30 p.m. to 4:30 p.m. to discuss Chapter interests, issues, and needs.

C. Membership — Kevin Currie
Despite the economic grindstone, ASFPM continues to experience growth, in great part attributable to the Certified Floodplain Manager Program, annual conference, workshops and training opportunities. Our membership includes state and local floodplain managers and a broad representation of federal agency staff, private industry, academia, research, and related organizations. Between our National and Chapter members, we now have over 14,000 members.

During the past year, we have continued to implement and upgrade improvements to better serve the membership. We improved online conference registration for ASFPM members and improved the membership directories to incorporate live data. ASFPM is committed to improving services to members and streamlining operations.

D. Newsletters, Online Outreach, Editing - Katrien Werner
With the addition of Katrien Werner, last September, as Technical Writer and Editor, many communications and outreach duties have been reassigned. The Association continues to build upon our communication and outreach activities to our members, our partners, the public, and the media -- improving upon our previous distribution methods, as well as incorporating new methods by which to reach our target audience. With the new ASFPM social media campaign and the increased use and development of ASFPM 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. Additionally, the 2012 Annual Conference will mark the launch of
ASFPM’s first use of Twitter as another means by which to reach attendees. An ASFPM blog is also in the works.

Monthly newsletters remain a valuable way by which to share important information, and are continually being updated to incorporate changes in available technology. News and Views is distributed to a broader audience - publicly available on the website in a print-ready format and directly emailed to an approximate 14,000 professionals around the world. The Insider is released in odd-numbered months and serves as the members-only benefit. It features ASFPM activities, opportunities for members, upcoming training, CFM program information, and more. 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. 2011 ASFPM Conference Proceedings have been completed and are available to participants in the Louisville conference.

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.

2. Executive Office Services:

A. Policy Committees – Ingrid Danler/ Kevin Currie

The Policy Committees are the heavy lifters of the ASFPM volunteers. Individually, all thirteen committees have active conference calls, meetings, and produce papers and other materials for Board or general distribution. These committees attempt to hold committee conference calls every other month. The Executive Office serves as administration for those committees’ calls and meetings. As a whole, the Committee Co-Chairs have been conducting conference calls approximately every other month, led by Vice-Chair Bill Nechamen and the POD Facilitators. We are grateful to welcome Kevin Currie, to our staff, to assist with this task.

In August 2011, the annual ASFPM Committee Co-Chair Retreat was held in Madison where we reviewed and revised Goals and Objectives, and prepared and validated each committee’s workplan for FY’12. The committees identified topics for white papers they will be working on this coming year. All of the Policy Committee Annual reports for FY’12 are available on the ASFPM website.

B. Financial Management – Bob Geenen

ASFPM proceeded with an ambitious plan in the 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. We
expect that over the next year, the long-term financial workgroup and the Treasurer will work with staff on migrating the FY’14 budget into a new formatted structure.

C. Foundation – Diane Brown
ASFPM continues to provide support to the Foundation's activities and meetings. Coordination of this program is largely managed by Diane Brown, 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’12 was an especially expensive year in regards to hardware and upgrades. 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 is developing 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.

3. Conference and Event Services:

A. Conferences – Chad Ross/Diane Brown
ASFPM’s 2012 Annual Conference is being held in San Antonio, Texas, with almost record registration. The Texas Floodplain Management Association will be the Local Host and Steve McMaster will be the Program Chair.

In November, ASFPM hosted the National Floodproofing Conference in Sacramento, CA. While the attendance was low, the feedback on the quality of the conference was extraordinarily positive. This conference has helped us re-align how to design and carryout future conferences.

Future annual conference locations, through 2017, have been determined, with Grand Rapids, Michigan being selected for 2016 and Kansas City, Missouri being selected for 2017.

2013 – Hartford, CT
2014 – Seattle, WA
2015 – Atlanta, GA
2016 – Grand Rapids, MI
2017 – Kansas City, MO

4. Science Services: *see separate report

5. National Policy Services: *see separate report