Executive Summary: Steady and solid, has been our operations imperative in FY17, with enhancements being done to our base programs, and movement towards meeting the needs of our members, CFMs and grantors as our number one priority. Innovation is not only introducing new things, but enhancing successful products, so we have begun an effort to brand ourselves overall, from our webinar series, to the CFM program, to conference. Membership continues to increase in no small part due to a focus to personally reach out, and our CFMs are increasing nationwide. Science Services also rebranded themselves, and as of Jan. 1 are now the Flood Science Center, which we believe will align us better with what we do and how we represent ourselves. Our operations structure remains solid with commendable audits and refining base processes, HR and other benefit changes, in line with a constantly moving national scenery. We are well prepared, operationally, to move into FY18.

The narratives listed below are arranged under our operational structure:
   A. Membership, Certification and Outreach Services
   B. Executive Office and Leadership Services
   C. Conference and Event Services
   D. Training and Webinar Services
   E. Flood Science Center (formerly Science Services)
   F. National Policy Services

This report covers the first four, with the last two in stand-alone reports. The person listed by each activity is the team leader for that program.

A. Membership and Outreach Services:

1) Membership – Jim Dunham
Membership continues its steady growth. Online membership continues to increase with more than 50% of our renewals being entered in this manner and new memberships entered via online about 15% of the new members. New this year we have added an Administrator Form for any administrator who takes on the task of renewing several members (or just one) of their organization’s employees that are members of ASFPM. By filling out this form, we will add to our database an organization’s administrator and they will be getting a reminder when ASFPM memberships are available for renewal so their members will not miss any of the benefits associated with the ASFPM memberships. We are also looking into offering new membership benefits in FY18, such as a card, which is often requested. The growth of our member base can be attributed to our Certified Floodplain Manager program, annual conference, workshops and
training opportunities. Our corporate and agency partnerships have dropped and we will be doing some research on what we can offer to make the partnerships more attractive.

2) **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 was offered nationwide 112 times in 2016, and we currently have more than 9,800 CFMs in the nation, which includes those in our six accredited states—Arkansas, Illinois, New Mexico, North Carolina, Oklahoma and Texas. ASFPM continues to administer the Illinois and North Carolina Certification Programs. The EO continues to administer the CFM program, including all exam administration, database management, renewals, CEC submittals review and credits and fee collection.

   The EO also provides all administrative support for CBOR, manages the Cooperative Agreement that supports the CFM program and the regents, and implements the policies of CBOR and the board. The regents meet three times a year in person and every other month by phone. Current projects include revisions to policies, governance issues, training gaps and core competencies.

3) **Chapters & States – Kait Laufenberg**
   In FY17, ASFPM held three “All Chapters” Conference calls/web meetings to discuss issues such as the State Flood Risk Symposia, chapter events at ASFPM conference, chapter newsletters, insurance, year-end checklists and filings, chapter lobbying issues, membership recruitment and retention, and other useful items. ASFPM continues to host quarterly conference calls with state floodplain managers and mitigation officers following a model similar to the quarterly chapter calls. Regular communications continue as chapter and state alerts regarding multiple policy issues, opportunities for continuing education, grants and non-profit administration resources. At this year’s conference, ASFPM will recognize the fifth chapter to receive the Outstanding Chapter Award this year at the awards luncheon in Kansas City. The Florida Floodplain Managers Association is this year’s award recipient.

   The 2017 chapter meeting will be held at the conference in Kansas City May 3, from 1:30–3:30 p.m. to discuss chapter interests, issues and needs.

4) **Public and Media Relations, Technical Editor and Social Media - Michele Mihalovich**
   ASFPM’s social media sites continue to grow. The Facebook page, which had 538 “likes” when Michele first started, is now at 1,288 (as of 4/25/17) and has a weekly reach of 5,000. What has changed this past year is more engagement from people who follow us. More people are commenting, liking and sharing posts, and treating the page as a community. The ASFPM Twitter page has reached 2,762 followers (with an avg. 53.1K impressions in a 28-day period. When Michele started, the page had a meager 145 followers.

   ASFPM’s LinkedIn page hit a milestone this year, growing from 2,853 members last year to 3,154. It is interesting that what used to be “the” place for our members to go for thoughtful and technical discussions on floodplain management, seems to have moved to Facebook.

   In 2016, ASFPM added a Google+ page, and a YouTube channel. The G+ page was more of a strategic decision, as it ensures that ASFPM turns up more in Google searches. The YouTube channel has made it much more user friendly for anyone wanting to watch our videos, and currently has had 17,331 views.

   Monthly newsletters remain a valuable tool and we have made changes to the overall look
and content. “News & Views” will continue to be distributed to our broader database, which contains many of our partners, whether or not they have an individual membership. This target group is currently at more than 18,400 and is delivered to via email, with an average 30 percent “open” rate. “The Insider” continues to be our premier members-only newsletter. It features ASFPM activities, opportunities for members, upcoming training, CFM program information, and legislative updates, and has an average 38 percent “open” rate. Michele had incorporated more feature-like stories, and new columns suggested by board members, in both publications with valuable information floodplain managers can use in their own communities.

5) Outreach and Partnerships - Diane Brown
Requests throughout the nation and internationally continue to come into the executive office, from professionals and individuals seeking information on how to reduce flood losses or establish contacts in their area to get help. ASFPM coordinates with our federal agency partners, numerous related non-profit associations, media and press members, and alliance groups on shared issues and concerns.

B. Executive Office Services:

1) Operations – Ingrid Wadsworth
Movement continues in evolving the basic infrastructure elements of the association towards greater efficiency, which includes digitizing essential business records, and identifying policies in need of update or those now necessary due to changing laws. Formalizing processes such as hiring, benefits management and payroll, as well as revising the Policy and Procedures Manual and the Financial Procedures Manual have all begun and will continue in 2018 to a digital as well as hard copy format. Refining processes such as elections, CFM renewals and banking/electronic payments will also continue into the next calendar year.

2) Financial Management – Suzanne Gillingham
FY17 has been a year of building on the changes of the last few years. Our partnerships with our new audit firm, new banking partner and our new insurance company are going well and their expertise has helped ASFPM to improve our internal processes. This in effect helps all departments grow.

I am continuing to update policies and procedures and the overall Financial Policy and Procedure Manual. I’m hoping to have this completed by the end of this fiscal year or shortly thereafter. Another goal is to digitize old paper financial records that need to be kept permanently. This activity will carry over into the next fiscal year and will happen as time permits.

3) IT/Website – Jason Schneeberger
IT and website activities occur within the EO and Flood Science Center. As such, duties and purchases are tracked separately, financially, however are often collaborated and shared in practice. FY16 was a year which we had a large amount of equipment maintenance on our aging equipment. The association continues to seek out grants and purchase IT equipment direct from wholesalers to offset the IT expenses. For FY17 the association has received software licensing from Microsoft totaling $119,288.00 up from 84,236.00 in FY16. As we have been informed in the past, this program is in jeopardy due to cutbacks at Microsoft, however again this year we have been informed the licensing will be available to ASFPM in FY17 thru the Consumer Affairs Department at MS with the possible expansion to hardware components. 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. We are currently working with Flood Science Center to revamp the association’s website with the expectations to start the first phase in FY17. Currently we maintain 10 websites hosted in house and elsewhere. Hosting is down again this year due to chapters moving to hosting alternatives. We continue to support the 18 servers in our in house server facility and an offsite facility. This month we will be moving the servers at the offsite location into the onsite server facility at the EO. We will also be consolidating the file storage onto multiple Network Storage Devices to reduce ongoing maintenance costs needed on the aging equipment.

4) **Policy Committees – Ingrid Wadsworth**

Policy Committees do the heavy lifting in 14 different committees and are organized in four Pods—mitigation, training/outreach, technical and watershed. Each have 3-4 committees organized under each of them and all committees track their work and resources via their “workplans,” which are available on each committee’s page on the ASFPM website. Much of the work of discussion and white papers comes through the committees, as well online lunch-n-learns and regular calls. The Policy Committees serve to implement the board’s annual Goals & Objectives, and are supported by the executive office. Each committee also prepares an annual report [http://www.floods.org/index.asp?menuid=835](http://www.floods.org/index.asp?menuid=835), and will be having morning and afternoon sessions Monday at the conference to go over accomplishments, gather issues to work on for FY18 and to invite participation.

5) **Foundation – Diane Brown/Suzanne Gillingham/Larry Larson**

The ASFPM Foundation was created in 1996 to focus attention on sound public policy and promote the resolution of issues critical to sustainable flood risk management. ASFPM continues to provide support to the foundation via staff members Diane Brown, Suzanne Gillingham and Larry Larson.

Our second annual Larry A. Larson Speaker Series was conducted Oct. 6 at the NOAA Center for Weather and Climate Prediction in College Park MD, to create opportunities for interaction among the nation’s thought leaders on flood risk reduction policy that will support community resilience. The featured speaker was Dr. Don Boesch, Professor and President of the University of Maryland Center for Environmental Science and Vice Chancellor for Environmental Sustainability for the University System of Maryland. The third event will be held July 9, 2017 in conjunction with the annual Natural Hazards Workshop in Broomfield, Colorado. The panel will feature Dr. Dennis Mileti, Professor Emeritus of Sociology, University of Colorado Boulder and Director Emeritus of the Natural Hazards Center, who will highlight observations of how community factors such as connectedness, political climate, resources and catalysts can impact floodplain management and community resilience. The foundation also co-sponsored another very successful Flood Risk Management States’ Symposia this spring in Oklahoma. And planning for the 6th Gilbert F. White Flood Risk Forum is underway for October 2018. Stay tuned for the topic, date and location!

Last fall, the ASFPM Foundation launched “The Margaret A. Davidson Visionary Award”, intended for those rare individuals who have been extraordinarily visionary in how we address and strive to change flood risk issues throughout our nation. It was created in honor of the lifetime achievements of the inimitable Margaret Davidson, NOAA Coastal Services Center, in recognition of her great groundbreaking accomplishments.
The foundation continues to provide opportunities for college students to submit papers on research projects they are doing. Three students are selected from all the abstracts submitted to attend the conference as our guest and present their papers. They also receive cash awards based on the judges placement! This also allows them to network with over a thousand professionals to further their career.

C. Conference and Event Services:

1) Conferences – Jenny Seffrood
We continue to keep a very watchful eye on the annual conference budget. 2016 and beyond have been contracted with convention centers, which incur additional charges not typical or expected at hotel properties. It is imperative that we continue to make sure conference fees and exhibitor/sponsor opportunities are covering the costs of the conference and meeting budget targets while maintaining the quality of the conference. It is a delicate balance.

Future annual conference locations have been determined through 2020, and we are currently finalizing the contract for 2020. The following years’ conferences are: 2018, Phoenix, AZ; 2019, Cleveland, OH and 2020, Ft. Worth, TX.

Additional conferences included the successful 2017 Coastal GeoTools (February 2017) and the National Floodproofing and Mitigation Conference (August 2017). 2017 will prove to be a very busy year in the conference and event services department.

D. Training and Webinar Services:

A. Webinars – Kait Laufenberg
ASFPM webinars offered in FY17 served 3,335 registrants, 2,399 attendees, including hundreds of non-members, and grossed just under $20,000 in revenue for the association from ASFPM’s paid webinar series, and billed for two webinars (see Flood Science Center report) for the free Planning Information Exchange webinars ASFPM co-hosts with APA under cooperative agreement with FEMA. Each paid ASFPM webinar series webinar grosses an average of $3,999 for the association. ASFPM also co-hosted the free Natural Floodplain Functions Alliance webinars with the Association of State Wetland Managers. Webinar topics included: Implementation and Impacts of Flood Insurance Reform Legislation, Funding for Floodplain Restoration, State Resiliency Initiatives, Finding that Base Flood Elevation, Structural Elevation (Raising Buildings) for Flood Hazard Mitigation, Using Tolerable Risk Guidelines to Communicate and Manage Flood Risk, Comprehensive Local Planning, and Post-Disaster Temporary Housing: Urban Housing Considerations with ASFPM subject matter experts as presenters.

Summary of Webinar Evaluations:
- 96% of attendees said they would attend another ASFPM webinar
- 96% rated the webinar a 4 or higher on a 5 point scale
- 95% rated the presenter a 4 or higher on a 5 point scale
- 88% rated the webinar software a 4 or higher on a 5 point scale

ASFPM will continue to offer regular webinar topics on a variety of “hot topics” led by nationally-recognized experts.
B. **G273 Course Deployment – Kait Laufenberg**

ASFPM was asked to field deploy FEMA’s 273 course as a “G” course (no FEMA instructor required) in all 10 FEMA Regions under our Cooperative Agreement. In FY17 ASFPM deployed eight G273 courses in the following states: MA (2), NE, NM, PA, SD, TX and WI. These courses collectively served 236 attendees, and resulted in 69 new CFMs.

In FY17, eight courses were held serving 251 registrants, and resulting in 69 new CFMs:

<table>
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<th>G273 Courses Offered</th>
<th>Number of Classes</th>
<th>Registered</th>
<th>Attended</th>
<th>Took Exam</th>
<th>New CFMs</th>
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<td>Q4 – 2016</td>
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<td>94</td>
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<td>17</td>
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FEMA has been pleased with the results to date, and ASFPM anticipates continuation of this project under our Cooperative Agreement.

E. **Flood Science Center Services: *see separate report**

F. **National Policy Services: *see separate report**