

July 11, 2007

To all participants in the Safe Living Expos:

The Florida Association of Insurance Agents (FAIA); FAIA Young Agents Council (YAC); The Federal Alliance for Safe Homes, Inc. (FLASH); Trusted Choice®; Home Depot USA, Inc.; Florida Department of Financial Services (DFS); National Weather Service (NWS); Ron Sachs Communications, Inc.; County Emergency Management Offices

Thank you for your willingness to be a part of this exciting event. Our plan for FAIA's *Hardening Your Home against Hurricanes: A Trusted Choice Safe Living Expo* is detailed below.

Our mission for the event carries great importance for several reasons. First, we want to promote wind mitigation techniques to harden one's home/business against the risk of loss from hurricanes based on the methods described in §215.5586, F.S. But more to the point, we need to show the community that all of our organizations are here to help and that we are committed to their safety and security. We need to demonstrate that we are available for our clients and neighbors and are there for them in so many ways, both before and after disaster strikes.

This letter attempts to give you a comprehensive view of what we expect to happen at the events. It will keep us all on the same page, so to speak.

FAIA's Young Agents Council will coordinate a statewide campaign, staffing agents at various locations. Each site will have a YAC liaison. This person will be responsible for on-site set-up and breakdown of all materials.

Approximately four members of the Young Agents Council will "man" the booths from 8:00 a.m. to 12:00 p.m. at nine Florida Home Depot locations, listed below. Our best estimate is that at least 10,000–20,000 consumers would be exposed to the Trusted Choice® and FLASH® brands per date. We estimate 250-500 would actually come visit the tents. Additionally, at one location per Saturday, FAIA's Trusted Choice® Catastrophe Response Vehicle will be on site.

FAIA will craft tabletop displays and other visual aids, detailing cost-effective mitigation techniques, which have the added benefit of reducing insurance bills. FLASH® will provide literature (with the Trusted Choice® logo included), pertaining to mitigation techniques. Most Home Depot stores will provide "hands-on" items for customers to view, such as tie-down straps, hurricane clips, etc. At some Home Depot locations, there will be classes inside the store showing customers how to use or install the mitigation items.

One canopy will house FAIA, YAC, & Trusted Choice® volunteers and the second will be for DFS, National Weather Service (NWS), and the county Emergency Management Offices. Agents can talk to the visitors or clients and discuss these tips and how they can lower their insurance rates. If possible, we'll have samples of the amounts of the discounts.

Ron Sachs Communication will handle all PR. There will be print, radio, and television media press before, during, and after the events.

Responsibilities for supplies are listed below. The lists below indicate the quantities needed for each location.

FAIA:

- Two canopies, six tables & chairs (some Home Depot stores may provide)
- Three banners: Trusted Choice®, FAIA, and YAC
- One "in store" banner
- Handouts about insurance and loss prevention
- 20 Trusted Choice® balloons in white, blue, and yellow and a helium tank
- Sponsor & Participant Posters
- 2 Trusted Choice® memo cubes
- 50+ Pens
- Trusted Choice® Buttons
- Disposable camera

Home Depot (varies by store, FAIA provides if HD does not):

- Four easels
- Posting "in store" banner which FAIA provides
- Table set up and diagram for display
- Helium tank for balloons
- Displays of the seven mitigation techniques as defined in §215.5586, F.S.

FLASH®:

Handouts about insurance and loss prevention (Volume 4 issue 1, which will be provided to FAIA in advance for distribution)

Other participants:

- Any catastrophe-related give away items or educational information
- Goodies and giveaways
- Water bottles
- Ice and ice chest

YAC Liaison Teams:

Liaisons will be provided with a pre-paid credit card to make the necessary purchases and to cover the costs associated with the event.

Each team may also have to make several phone calls, trips to the designated Home Depot, location, and a purchasing trip before the event. This can be delegated to the YAC liaison partner or the volunteer group.

On Saturday, the day of the event, set up times will start at 7:00 a.m. sharp. Total break down should be complete by 1:00 p.m. Canopies will be set up either by Home Depot or by the vendor providing the canopy. Canopies should be up by 7:30 a.m.

The FAIA/TC/YAC tent will have the following:

- Large cooler (120 quart)
- 40 pounds of ice
- 100 baby water bottles
- A fish bowl for three \$100 Home Depot gift card giveaway
- Four bags of hard candy
- Basket for candy
- Bag stuffer brochures (¼ sheet, yellow paper) for the Home Depot location—at Home Depot one week before event. (FAIA will provide the flyers via Kinko's.)
- A banner (FAIA provides) needs to be placed in the Home Depot one week before the event
- Agency giveaway

Our second canopy will have three tables available for DFS (My Safe Florida Home), NWS, and County Emergency Management folks to bring their own handouts and goodies for the crowd.

July 14, 2007 Event

Tallahassee Home Depot #254, 850-422-2777

3200 Capital Circle NE

Tallahassee, FL 32308

Manager: Lamar Brogdon, 850-567-3333; Assistant Managers: Larry Parker, Dennis Hall, Shane Wilson

YAC Liaisons: Carrie Stevens, Heather Cox

FAIA: Teri Clow, Lucy Dugger

EMC, City of Tallahassee Fire Department: Robbie Powers

FLDFS: Arthur Youngblood

Red Cross: Chris Floyd,

Rep. Curtis Richardson

Pensacola Home Depot # 6853, 850-478-9493

5309 N Davis Hwy

Pensacola, FL 32503

Manager: Jerry Klemens; Assistant Manager: Joe Russano, 850-699-6882
YAC Liaisons: Kristine Karsten, Reid Rushing
FAIA: Fred Phelps and Troy Simmons
FLDFS: Cliff Long
EMC: John S. Dosh

N Miami Beach Home Depot #251, 305-940-6503

1245 NE 163 Street
North Miami Beach, FL 33162
Manager: Elisia Tummings; Assistant Manager: Jose Colon, Marina Konchak
YAC Liaisons: Javier Fernandez, Sarah Washburn, Michael Alvarez
FAIA: David Thompson

Winter Park Home Depot #6349, 470-644-0461

5351 Diplomat Circle
Orlando, FL 32810
Manager: Ann Marie Orlando; Ernie Jones, Don McTarsney, Patty Blanco, Sarah Bennett, Herb Oakley,
Bill Kellerman, Patty Blario, Karen Parkley
YAC Liaisons: Scott Corkhill
FAIA: Julia Freeman
Agents: Jason Sneed, Ken Collins

Daytona Beach Home Depot #233, 386-257-5114

2455 Int'L Speedway Blvd
Dayton Beach, FL 32114
Manager: Stacey Riley; Assistant Managers: Chris Strang, John McQary, Kevin Robar and Bob Oar
YAC Liaisons: Taura Campbell
FAIA: Melissa Champany
FLDFS: Randall Brown
Agents: Brian Wichlei

July 21, 2007 Event

St. Petersburg Home Depot #257, 727-898-1100

2300 22nd Ave North
St. Petersburg, FL 33713
Manager: Jim Christon; HD Contact: Ramona 727-421-1920; Assistant Managers: Jim Christon; Nancy
Crews, Suzanne Bennett, Jimmy Stevens, Sam Steele, Felicia Folberth, Barry Noden
YAC Liaisons: Lee Ann Dugan, Melissa Freeman, Cindy Webster
FAIA: Jeff Odom, Melissa Champany, Troy Simmons
NFIP: Gary White
FLDFS: Karen Bolin
Agents: Tom Donnelly
Other: City of St. Petersburg, Bay New 9, Pinellas County, Animal Rescue, Progress Energy

Boynton Beach Home Depot #224, 561-364-9600

1500 SW 8th Street
Boynton Beach, FL 33426
Event Contact: Clarence "Buddy" Walck, Rick Mongeau
YAC Liaisons: Brendan Lynch, Connor Lynch
FAIA: Julia Freeman
EMC: Chuck Tiers, Carl L. Larsen
NWS: Rob Molledo
FLDFS: Vicki Williams, Patricia Commander, Jeff Young
Other: FPL, Rachael Ondrus from Rep. Hasner's office

Agents: Lucy Mercado, David Morris, Joan Raines

E. Bradenton Home Depot #6319, 941-358-3360

5475 University Parkway

Bradenton, FL 34201

Manager: Mary Pandazedes c- 941-855-0332; Assistant Manager: Joseph Roberts, David Self, Patty

Lead Generator: Joseph Roberts

YAC Liaisons: Tara Williams, Robert Ludwig, Ray Tirado

FAIA: Jackie Cooke

Agent: Tina Gonzalez, Janice McCann

Other: Rep. Keith Fitzgerald

Davie Home Depot #222, 954-476-9600

2300 S. University Dr

Davie, FL 33324

Manager: Eddie Correa

Fax: 954-476-1673

YAC Liaisons: Bryan Ball, Sydney Turcotte

FAIA: Brian Leibow

FLDFS: Marie Buchanan, Danielle Cusick

Please don't hesitate to call me or Melissa Champany if you have questions. We want this to be a fun, educational, and memorable event for all of the participants and consumers!

Regards,

Lisa H. Harrington, CPCU, CAE, AAM, AAI, AIP
Vice President of Education

LHH