



GENERAL INFORMATION

Date: October 21-22, 2024
Location: Little Rock Marriott
3 Statehouse Plaza | Little Rock, AR 72201
Website: www.centralusquakesummit.org

AGENDA

Monday, October 21, 2024 (Riverview Room)

5:00PM Welcome Reception

Tuesday, October 22, 2024 (Salon A/B)

7:00AM Registration & Breakfast (provided)

8:00AM Welcome & Introductions

8:30AM Overview of Arkansas Earthquake Risk & Insurance Market

Which areas of Arkansas are most seismically active and what are the potential risks and impacts that communities may face from a major earthquake? What are the regional earthquake risks, and how are Arkansans protecting themselves financially through earthquake insurance?

Presenters: Scott Ausbrooks (Arkansas Geological Survey); Brian Blake (Central U.S. Earthquake Consortium); Ben Tschepikow (Argenia)

9:45AM Networking Break

10:00AM Panel Session: Coordination for Effective Risk Management Strategies

What stakeholders play a role in risk management? How can coordination and collaboration before disasters lead to better resilience strategies and improved outcomes following an event?

Panelists: Alan McClain (Arkansas Department of Insurance), A.J. Gary (Arkansas Division of Emergency Management), Martha Kopper (Arkansas Governor's Earthquake Advisory Council), TBD (FEMA Region 6)

11:00AM Consumer Messaging & Risk Awareness Research

Do people living in the New Madrid Seismic Zone understand their risk? What are some possible reasons why people choose not to purchase insurance for earthquakes? What does an effective earthquake messaging campaign look like for the CUSEC region to be rolled out in October 2024?

Presenters: Lori Croy (Missouri Department of Commerce and Insurance), Dr. Brenda Rourke (National Association of Insurance Commissioners—NAIC), Dr. Jeffrey Czajkowski, (NAIC)

12:00PM Lunch (provided)

1:00PM Talking with Consumers about Earthquake Risk & Insurance

Homeowner and renter decisions about earthquake insurance coverage and earthquake preparedness including mitigation are informed by how well they understand their earthquake risk and options. Local insurance producers and agents play a critical role in conveying information on earthquake risk to consumers. What best practices exist in the communication of earthquake risk information to consumers? What barriers exist for consumers to access and understand this information? What do future earthquake information needs and consumer-oriented tools look like?

Presenters: Drew Higginbotham (Independent Insurance Agents of Arkansas), Mike Alexander (Argenia), Kevin McKenzie (Farm Bureau Mutual Insurance Company of Arkansas)

2:15PM Catastrophic Risk Insurance Coverage Protection Gaps

Significant insurance coverage gaps for low probability, high impact risks such as earthquake and flood are well-documented in the United States and globally. What can the U.S. earthquake community learn from the protection gap challenges the U.S. flood insurance community has/is addressing? What lessons can the U.S. earthquake community learn from the protection gap challenges being addressed in different parts of the world? Are there lessons to be learned from the commercial insurance sector that are applicable to homeowners and renters?

Presenters: Harold Magistrale (FM Global) and Gilbert L. Giron (FEMA Region 6)

3:00PM Networking Break

3:15PM Panel Session: Addressing Earthquake Risks in Arkansas Moving Forward

How do local government officials address earthquake risks and what challenges are faced in communicating hazard and risk and implementing resilience strategies? What statewide efforts are being undertaken by emergency managers to plan for damaging earthquakes and support whole community preparedness?

Panelists: Hilda Booth (Arkansas Division of Emergency Management), Anthony Coy (Craighead County Emergency Management), Mark Whitmore, (Association of Arkansas Counties), TBD (FEMA Region 6)

4:00PM Wrap-Up & Concluding Remarks

The 2024 Earthquake Insurance Summit is presented in partnership by the following organizations:

- National Association of Insurance Commissioners
- Arkansas Department of Insurance
- Arkansas Division of Emergency Management
- Arkansas Governor’s Earthquake Advisory Council
- Central U.S. Earthquake Consortium
- Federal Emergency Management Agency