



In this issue:

- > Fall Speaker Series Set for Oct. 24 *page 1*
- > We're Still in Peak Hurricane Season *page 1*
- > Risk Management Students Gain Experience *page 2*
- > Storm Center Faculty Among FSU's 'Hurricane Experts' *page 2*
- > Check Out These Cool Weather Web Sites *page 2*

Storm Center Brief

Hurricane Simulation, Risk Management Innovation Headline Oct. 24 Speaker Series

The Storm Center is pleased to have the following speakers for our second Speaker Series of 2008:

Dr. Forrest Masters, Assistant Professor of Civil and Coastal Engineering, University of Florida
The aftermath of US landfalling hurricanes has shown the devastating effects of wind and wind-driven rain on homes and other structures. University of Florida Civil Engineer and Assistant Professor Forrest Masters will discuss cutting-edge research underway that can help us understand how wind and water damage occurs by simulating in a laboratory the actual dynamics of hurricane-force wind and wind-



Prof. Masters, pictured here, is studying how hurricanes damage homes and commercial buildings.


driven rain on low-rise residential construction. Prof. Masters will discuss UF's 2800 hp hurricane simulator as well as the Florida Coastal Monitoring Program.

Mr. Steve Wilder, Vice President of Risk Management, The Walt Disney Company
In 2005 The Walt Disney Company was facing rising property insur-

ance costs for their Florida properties. Steve Wilder, Vice President of Risk Management for The Walt Disney Company and Florida State University College of Business Alum (M.S. in Risk Management) believed the company's properties were more hurricane-resistant than rates reflected and set out to prove it. Learn about the intensive project he headed, which resulted in lower rates for the company and is an example of why Mr. Wilder has often been recognized for his creative use of insurance programs to transfer risk.

The Fall Speaker Series will be on Oct. 24 from 1:30-3pm in the Starry Conference Room of the Florida State University College of Business.

Please RSVP for the Oct. 24 Speaker Series by Oct. 10 by calling 850-645-8388 or emailing stormrisk@cob.fsu.edu



FLORIDA CATASTROPHIC STORM RISK MANAGEMENT CENTER
The College of Business • FLORIDA STATE UNIVERSITY

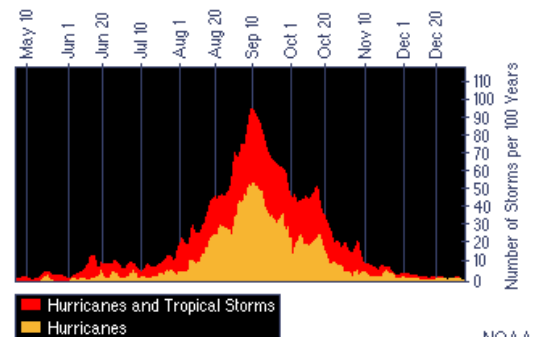
Florida Catastrophic Storm Risk Management Center
The College of Business
Florida State University
314 Rovetta Business Annex
P.O. Box 3061110
Tallahassee, FL 32306-1110

Phone: 850-645-8388
Fax: 850-645-8391
Email: stormrisk@cob.fsu.edu
Web site: www.stormrisk.org

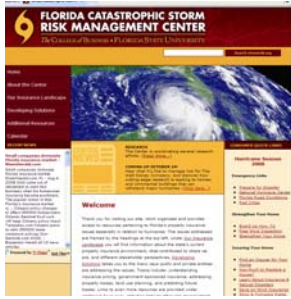
Don't Be Complacent – We're Still in Peak Hurricane Season

While the official Atlantic hurricane season is from June 1 to Nov. 30, deadly hurricanes can occur anytime in the hurricane season. As seen in the graph, peak season is from mid-August to late October.

Two disastrous storms that occurred in 2005 are recent reminders of the potential power of October hurricanes. The first was Hurricane Stan (Oct. 1-5), which caused disastrous flooding across Central America and Mexico and an estimated 2,000 deaths. Later in the month Hurricane Wilma (Oct. 15-25), an extremely intense hurricane, devastated the north-eastern Yucatan Peninsula before killing five people



and inflicting extensive damage in southern Florida when it made landfall there as a Category 3.



Learn about property insurance, protecting your home, and much more at: www.stormrisk.org



A list of all FSU "hurricane experts" is at www.fsu.edu under the News & Public Affairs News Release Archive — scroll down to May.

Risk Management/Insurance Students Gain Real-World Experience

Two Florida State University College of Business graduate students are gaining real-world experience by working with Storm Center faculty researchers as graduate research assistants.

Brad Karl is pursuing a Master's degree in Risk Management/Insurance. Brad has a Bachelor's degree with a double major in Risk Man-



agement/Insurance and Finance from Florida State University. Brad has completed internships with Walt Disney World, The Florida Association of Insurance Agents and Arthur J. Gallagher Risk Management Services, Inc.

David Pooser is pursuing a Ph.D. in Risk Management/Insurance. David has a Bachelor's degree in Risk Management/



Insurance from Florida State University, and was the first recipient of the University Associate Certified Risk Manager designation. He has worked in both the nonprofit and legal sectors.

Brad and David are both working with Storm Center Director Pat Maroney and Risk Management/Insurance faculty on research that seeks to better understand the issue of insurance subsidies in Florida.

Storm Center Faculty Among FSU's "Hurricane Experts"

Reporters nationwide tap Florida State University faculty as sources for hurricane-related stories. In addition to Storm Center Director **Pat Maroney**, other FSU 'hurricane experts' affiliated with the Center include:

Earl J. "Jay" Baker, associate professor, geography. Baker, a founding member of the National Hurricane Conference, is an expert on human response to hurricanes. He studies how people respond to warnings and evacuation orders and how emergency

managers use forecasts to implement evacuation plans.

Randy E. Dumm, associate professor, risk and insurance. Dumm is an expert on the impact of hurricane losses on insurance prices and availability in Florida and how modeling is used to determine the pricing of the hurricane component of residential property insurance. He chairs the Florida Commission on Hurricane Loss Projection Methodology.

James Elsner, professor, geography. An expert on hurricanes and

statistical models for long-range prediction, Elsner researches: developing the science and technology for modeling the catastrophic storm risk along the US coastline; and the relationship of hurricanes to climate factors including global warming.

Robert Hart, assistant professor, meteorology. Hart's research focuses on hurricane predictability, both track and intensity; the role of hurricanes in climate; and the impact of hurricanes on the higher latitudes.

Interested in Weather? Check Out These Cool Websites

Hurricane Climate

This site seeks to "improve understanding and prediction of hurricane risk in the face of climate variability and climate change."

<http://mailer.fsu.edu/~jelsner/www/>

National Hurricane Center Season Archive:

Learn the details of past hurricane seasons.

www.nhc.noaa.gov/pastall.shtml

NOAA Weather Radio Online

Hear current conditions in your area and receive all hazards alerts.

www.weather.gov/nwr/sstreamaudio.htm

Real Time Weather Data

Get extreme detail on the weather conditions in your area and across the nation.

www.rap.ucar.edu/weather