



Leslie Chapman-Henderson President and CEO

Leslie Chapman-Henderson has championed the disaster safety movement through the creation of FLASH and its groundbreaking awareness initiatives for homebuilders, homeowners, and design professionals. The FLASH partnership includes more than 100 innovative and diverse organizations that share a vision of making America a more disaster-resilient nation.

Ms. Chapman-Henderson's experience and expertise span both creative and technical initiatives from delivery of the award-winning, 4-D "edu-tainment" experience, StormStruck: A Tale of Two Homes® at Epcot® at the Walt Disney World® Resort to development of Blueprint for Safety®, a comprehensive education program on disaster resilience. In 2014, FLASH unveiled a state-of-the-art mobile app, *FLASH Wx Alerts* that combines weather alerts with life-saving information in two languages.

A recent collaboration with NOAA/NWS included the launch of *#HurricaneStrong*, the new national resilience initiative to save lives and homes through collaboration with leading organizations in the disaster safety movement. The collaboration offers empowering hurricane safety and mitigation information for families and practitioners alike through business summits, digital channels, home improvement store workshops, kids programming, media outreach, school lesson plans, special events, and a social media campaign featuring a *#HurricaneStrong* "Pose".

She has served as co-chair of the legislatively-created My Safe Florida Home Advisory Council, as a board trustee for Florida International University – International Hurricane Research Center, an advisory council member for the Florida State University Catastrophic Storm Risk Management Center, consumer representative and chair for the Florida Hurricane Catastrophe Fund Advisory Council, guest lecturer at Florida State University and the University of Florida – School of Construction, and as a Florida representative to the Federal Communications Commission WARN Committee.

Additional past service includes trustee for the Florida Fire and Emergency Services Foundation; consumer representative to the Louisiana Uniform Building Code Task Force; designation by Cable News Network as a member of the *CNN New Guard of the South* – an elite group of leaders from academic, business, entertainment, government, nonprofit, philanthropy, and sports fields.

She has delivered keynote addresses for diverse audiences including Fortune 500 companies, academic institutions, national associations, major conventions like South by Southwest Interactive (SXSWi), and more. In 2013, she spoke at the United Nations on a panel entitled "Resilient Design – To Build or Not to Build?". Ms. Chapman-Henderson has appeared in hundreds of media interviews including television and radio appearances on *AccuWeather*, *CNN*, *FOX News*, *Good Morning America*, *MSNBC*, *The Weather Channel*, nationally-syndicated programs such as *This New House*, *Home Again with Bob Vila* and a one-hour, PBS special entitled, *Blueprint for Safety – Disaster-Resistant Homes*. She is also one of the first in the movement to recognize social media as an invaluable way to engage consumers in the disaster safety conversation.

She and FLASH have received myriad awards including: 2015 National VOAD Partner of the Year Award, 2014 National Hurricane Conference Outstanding Achievement Award, 2011 National VOAD Partner of the Year Award, 2011 Governor's Hurricane Conference Governor's Award, 2009 Governor's Hurricane Conference Corporate Award for StormStruck®, 2008 National Hurricane Conference Outstanding Achievement in Mitigation Award, 2008 Governor's Hurricane Conference Corporate Award, 2006 Texas Silver Spur Award for Public Education Excellence, 2006 Governor's Hurricane Conference Public Information/Education Award, and many more.