



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-03042

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators and
NFIP Servicing Agent

FROM: WYO Clearinghouse

DATE: August 11, 2003

SUBJECT: FEMA Name Retained

Attached is a memorandum from Michael Brown, Undersecretary of the Emergency Preparedness and Response Directorate, announcing the continued use of the name FEMA to identify the agency within the U.S. Department of Homeland Security.

Please disseminate this information within your organization as appropriate.

cc: Vendors, IBHS, WYO Standards, FIPNC, WYO Marketing Committee,
Government Technical Monitor

Suggested Routing: Marketing, Underwriting



Federal Emergency Management Agency

Washington, D.C. 20472

August 4, 2003

MEMORANDUM FOR: All FEMA Employees

FROM: Michael Brown
Under Secretary
Emergency Preparedness and Response

SUBJECT: Retaining the FEMA name

It is with great pride that I announce today that we will be retaining the name Federal Emergency Management Agency and the acronym FEMA to identify us within the Department of Homeland Security (DHS). This decision, on the part of DHS Secretary Tom Ridge and other DHS officials, clearly shows the respect our new colleagues have for us and our work on behalf of the American people. As part of DHS, we will continue to meet our mission while working to help the entire department show that it merits the trust given to it by President Bush and the country.

Effective immediately, please use Federal Emergency Management Agency to refer to the agency, our employees and our work. The FEMA acronym will be used on all letterhead, business cards, signage and other products in conjunction with the DHS seal, as outlined in the DHS seal and signature guidelines. Specific usage guidance on the seal will be distributed shortly. The new DHS seal will unify and rally all DHS employees and make it easier for public and private stakeholders to understand what we do.

Retaining the FEMA name will assure the public that we remain ready to assist them before, during and after any disaster they might face – natural or manmade. Its use, in conjunction with the DHS seal, allows FEMA's past successes and future contributions to come together in a visible, tangible way.

Being a part of the new Department of Homeland Security is not only a privilege, but an incredible opportunity for us to team up with our new partners to make this country safer from all hazards, including terrorism. As we continue our work as FEMA, I encourage each and every one of you to look for new opportunities to work with our colleagues in the department to better secure the homeland. That is our obligation, our commitment, and our duty to this Nation.