

# Associate Membership



**SMART HOME AMERICA** advises and educates federal, state, local, and industry leaders about integrating and implementing proven disaster resilience and property loss mitigation solutions.

Through a coordinated, careful approach, we bring together the right people to develop tactics that enhance the resilience of single-family, multifamily, and commercial properties. The strategies we've developed with public and private sector partners are used to better protect lives, communities, and livelihoods from natural and human-caused disasters.

Our work takes us to State Capitals, Board Rooms, and construction sites. We convene community leaders, community members, and experts to ground-truth what works, what doesn't, and what is needed. This work is necessary and catalyzes change. We're uniquely positioned to translate local knowledge and complex bureaucratic, scientific, and industry jargon to avoid misunderstandings and develop co-beneficial solutions.

“**Smart Home America is essential to successfully unlocking the power of people, businesses, and communities to better protect themselves against natural disasters.**”

**- Peggy Echols**

*Vice President Operations, State Farm®*

Hurricane Katrina changed how our founders looked at construction, insurance, and community resilience. They sought, found, and nurtured solutions like FORTIFIED construction to avoid that level of devastation again. In 2009, when we were founded in Mobile, Alabama, the State had no FORTIFIED designations. Now, Alabama leads the nation in FORTIFIED construction, and Smart Home America works in 14 states, with a growing list of requests for support throughout the country.

**In the past six years, we've been a catalyst for over 36,000 FORTIFIED Home™ designations and over 160 FORTIFIED Commercial™ and Multifamily™ projects.**

Join us in our advocacy and education efforts as we continue to reshape how American and Caribbean communities build and rebuild. Together we will –

- Improve the risk profile of home and business owners to create better insurance access.
- Strengthen workforce and affordable housing to create community-wide economic resilience.
- Prevent damage that leads to community displacement and tax base loss.

For Membership Information

Contact Julie Shiyou-Woodard, President and CEO, Smart Home America  
[julie@smarthomeamerica.org](mailto:julie@smarthomeamerica.org), 251.206.5631.

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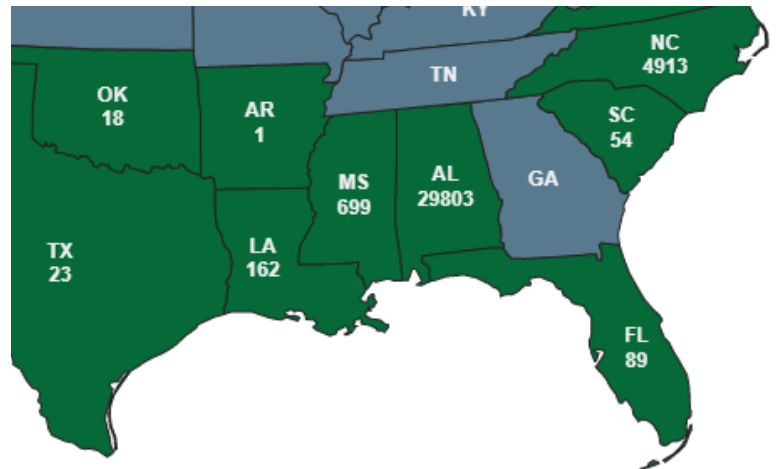
We offer 3 Associate Membership levels:

	15K	10K	5K
Logo and profile on smarthomeamerica.org.	✓	✓	✓
Co-written editorial articles, op-eds, case studies, and etc.	✓	✓	✓
Smart Insider News Brief: timely updates with news from the ground.	✓	✓	✓
Vouchers for on-demand CEU courses.	15	10	5
Co-written editorial articles or Op-Eds.	✓	✓	✓
Live virtual training course(s).			
Curated in-person training for C-Suite staff and other critical departments.			
Ask an Expert: access to SHA staff.			
Legislative, policy, and code technical support.			
Advisory and preparatory support in advance of legislative or regulatory speaking engagements.			
Eligible for a Board seat.			

## What is FORTIFIED Construction?

FORTIFIED is a voluntary construction and re-roofing program designed to strengthen homes, multifamily, and commercial buildings against severe weather such as high winds, hail, hurricanes, and even tornadoes. It is a free resilient construction standard based on decades of scientific research by the Insurance Institute for Business & Home Safety. Third-party verification ensures that the upgraded construction materials and installation methods are used to meet the standards required by the FORTIFIED program.

FORTIFIED Homes, businesses, and multifamily developments have withstood Hurricanes Ida, Sally, Michael, and Dorian with minimal damage. Based on preliminary data, approximately 95% of FORTIFIED structures experienced little to no damage. Homes and businesses built to FORTIFIED standards lower insurance rates for owners in many states.



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