



Citizens Responds to Constituent Concerns

TALLAHASSEE — More than 6,100 policyholders and constituents participated in events throughout 2013 as Citizens Property Insurance Corporation representatives responded to numerous requests to provide information and assistance to customers in their own backyards.

In addition, Citizens last year responded to more than 400 constituent concerns, helping legislators quickly address the needs of constituents in their districts and local communities.

Through town hall meetings, open office hours and direct communication with Legislators and district office staff, Citizens resolved scores of concerns raised by Citizens customers and other Floridians. For 2014, Citizens staff already has participated in 10 events, reaching over 1,800 policyholders, homeowners and other interested parties.

“Citizens staff is proud to participate in events where we can connect with our policyholders one-on-one in their communities,” said Christine Ashburn, Vice President of Communications, Legislative and External Affairs. “Our outreach efforts have really taken off over the past few years as we have made a conscious effort to become a reliable, one-stop resource for our policyholders.”

Citizens created its public outreach program in 2006. Housed within the Communications, Legislative and External Affairs Department, the program serves as a central point of contact for scheduling and coordinating external outreach and education efforts. Requesting a speaker to attend an upcoming event is as easy as sending an [email](#).

In addition to coordinating public speaking events, Citizens has developed a comprehensive suite of educational materials including brochures and flyers on hot-topic issues, as well as a library of newsletter articles available for use by agents, trade and homeowner associations to highlight property insurance and hurricane preparedness matters.

All informational brochures are formatted for home printing and are available [online](#) in both English and Spanish. Printed brochures and newsletter articles can be requested by [email](#).

Legislators interested in scheduling local office hours with Citizens staff should contact Candace Bunker, Citizens manager of Legislative and Cabinet Affairs at candace.bunker@citizensfla.com.

March 3, 2014

Events

March 5 @ 9 a.m.
[Information Systems Advisory Committee](#)

March 11 @ 11 a.m.
[Market Accountability Advisory Committee](#)

March 11 @ 1 p.m.
[Audit Committee](#)

March 11 @ 2:30 p.m.
[Depopulation Committee](#)

March 11 @ 4 p.m.
[Finance and Investment Committee](#)

March 12 @ 9 a.m.
[Board of Governors](#)

Spotlight



Agent Services Director:
Carl Rockman

Agent Services Director Joins Citizens

TAMPA – As Citizens’ Director of Agent Services since December, Carl Rockman oversees a team providing communication, education and compliance support to Citizens’ 8,000 agents

A Tampa native and graduate of the University of South Florida, Rockman held a variety of leadership roles at Allstate Insurance Company, where he worked for 25 years.

“Carl’s extensive background in agency management and insurance operations, combined with his leadership skills and knowledge of the Florida market, make him an excellent fit for this position,” said Steve Bitar, Vice President of Consumer and Agent Services. “I’m confident we’ll see great things from him and his team as he leads Agent Services.”

Though relatively new to Citizens, Rockman said he recognizes the dedication of Citizens’ employees and is committed to making a significant contribution to the team.

“I’ve been very impressed by the talented folks I’ve met so far at Citizens,” Rockman said. “I’m hoping to bring in some fresh perspectives and ideas and I’m looking forward to the journey.”

Policies in Force

941,221

as of February 28, 2014
excluding policies taken out
but still serviced

Quick Links

[Newsroom](#)

[Legislative Resources](#)

[Outreach Form](#)

[Online Sunshine](#)

[The Florida Channel](#)

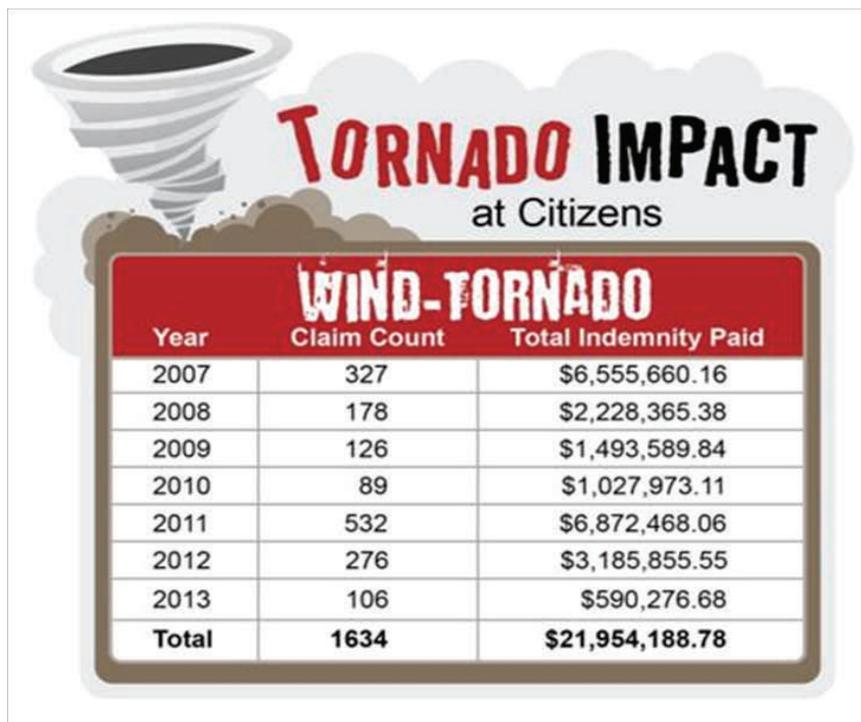
[Board of Governors Materials](#)



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Did You Know...

Florida’s Tornado Season Starts in February?





INSURANCE 101

Citizens often is asked, "Why is my Coverage A more than my mortgage?" That's a very good question.

For homeowners policies, Coverage A covers the cost of replacing a home and reflects the cost of completely rebuilding the home and qualifying attached structures following a total loss. This can be more than the home's appraised, real-estate value because the cost of rebuilding may be more than the cost of purchasing a comparable prebuilt home. This is especially true for homes built with customized features or uncommon materials. Citizens uses an industry-accepted valuation tool to determine a home's replacement cost, but will consider certain [alternative valuation methods](#), as required by law.

Homeowners can help ensure their home is adequately protected by [reviewing their Coverage A](#) amount with their agent regularly and telling their agent when they make renovations or improvements, as these may affect their Coverage A needs.

News Links

[Citizens Execs Push for "Kindler, Gentler" and Smaller Company](#) Tampa Times

[Session Outlook 2014: Insurance](#) The Current

[Did State 'Cherry Pick' data in property insurance report](#) WZVN-TV

[Move to drop high-end condos shelved in push to shed Citizens policies](#) The Current

[State Farm Seeking Homeowner's Policies in Florida Again](#) The Current