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**PRIMA INSTITUTE**

The Industry's Premier Risk Management Educational Program

October 9-13, 2017  
San Antonio, TX  
[institute.primacentral.org](http://institute.primacentral.org)

# ENHANCE YOUR ABILITY TO BE A LEADER IN THE FIELD OF PUBLIC RISK MANAGEMENT. ATTEND PRIMA INSTITUTE 2017!

## PI ATTENDEES ENJOY THE FOLLOWING BENEFITS:



### 100, 200 AND 300 LEVEL SESSIONS

The 100, 200 and 300 level sessions provide an excellent platform for attendees to learn and build their risk management skillset. The curriculum becomes increasingly rigorous, as attendees matriculate through PI. The level of difficulty coincides with the session number; the higher the number, the more intense the curriculum.



### EDUCATORS WHO ARE LEADERS IN THE INDUSTRY

PI attendees receive instruction from subject matter experts. Faculty members use innovative teaching styles to engage and further develop PI attendees.



### COLLABORATIVE LEARNING

Classroom instruction and interactive group learning give attendees an opportunity to flourish in a holistic educational experience. Casual networking events during PI allow attendees and faculty members to build valuable professional relationships beyond the classroom.



### CUSTOMIZED EXPERIENCE

PI consists of daily themed tracks that formulate this intense risk management training. Participants are able to attend one day or each day according to their learning needs. PI is best experienced in its totality. Each session is formatted to give attendees a clear understanding of the obstacles faced by risk management professionals and the innovative strategies used to resolve the issues.



PI attendees begin each day engaged in an interactive information exchange with their peers! Take advantage of this excellent networking opportunity, join us at PI 17!

### RISK MANAGEMENT SPEED DATING

PI will begin with risk management speed dating. This activity is designed to create an exchange in which attendees learn and share information regarding the diverse challenges risk management professionals face daily.

### BUILDING A ROBUST INSURANCE PROGRAM

Risk management is a very complex concept and achieving success is a goal for any risk manager. This session is designed to provide guidance and ideas to assist the risk management practitioner in enhancing their insurance program to drive better results within their organization.

#### Speakers:

Lori Gray, *Prince William County, VA*

Carleen Patterson, *ARM-P, CIC, CRM, Aon Risk Solutions*

### UNDERSTANDING RISK AND SELLING IT

This session serves as an introduction to the "Tip of the Risk Management Iceberg." You will learn how to increase your risk management capacity, identify key risk influencers within your organization and develop risk communication strategies. What do you do with all of this new information? How do you make it work in your entity? How do you get all of your colleagues on board? To make your program a success everyone must buy in—from the newest laborer to the most seasoned elected official.

#### Speakers:

Dave Randall, *Safety National Casualty Corporation*

### MANAGING INDEMNITY RELATIONSHIPS FOR COMMUNITY SPECIAL EVENTS

Community special events serve several functions within a municipality. They enrich the lives of a community, attract interest in local businesses, increase sales tax revenue and sometimes tax the patience of government as it serves and protects. This session will provide a framework for successful partnerships between event organizers, government, local businesses and the community at large. Up for discussion will be road races, parades, air shows, regattas, petting zoos, beer gardens, farmers markets, as well as ideas and concerns shared by the attendees.

#### Speakers:

Amy Larson, Esq., *City of Bloomington, MN*

Marilyn Rivers, *CPCU, ARM, AIC, City of Saratoga Springs, NY*

### CONTRACT MECHANICS

This will be an interactive session that provides attendees with a basic understanding of contracts, waivers and certificates of insurance. The presenter will use examples of real life scenarios covering areas such as service contracts, maintenance contracts and special events contracts.

#### Speakers:

Amy Larson, Esq., *City of Bloomington, MN*

### LOSS PREVENTION AND MITIGATION STRATEGIES

Loss prevention is a significant tool that's invaluable to any organization that is involved in risk management. Knowing and understanding appropriate loss prevention and mitigation strategies can literally mean the difference between life and death. A number of areas can benefit from using innovative and thoughtful loss prevention techniques. Almost as important as the techniques used, however, is the ability to communicate the importance and value of these techniques to a broad audience.

#### Speakers:

Stephen Dzury, *Berkley Public Entity Managers, LLC,*

*a W.R. Berkley Company*

Rich Vincelette, *Berkley Public Entity Managers, LLC,*

*a W.R. Berkley Company*



# TUESDAY, OCTOBER 10

## Day Two • Risk Methodology

### RISK MANAGEMENT TRIALS AND TRIBULATIONS

Share your success stories and learn innovative methods to approach the difficulties you are experiencing!

### CLAIM MANAGEMENT BEST PRACTICES

Best practices are a critical component of any claims organization. They serve as the operating plan and set of standards that the organization should use daily when conducting their operations and what they should be measured against when being audited. The best practices should be well documented, periodically reviewed and updated, and should be the driver of organizational excellence. When created and executed properly, they can result in better claim outcomes, lower claim costs, and a reduction in organization reputational issues.

#### Speakers:

Stephen Dzury, *Berkley Public Entity Managers, LLC, a W.R. Berkley Company*  
Richard Vincelette, *Berkley Public Entity Managers, LLC, a W.R. Berkley Company*

### ACCIDENT ANALYSIS: RESPOND, EVALUATE & ACT

There are a number of reasons why accident investigations can be ineffective. These reasons include lack of training, not understanding how to gather and analyze data, not understanding the accident investigation process itself or assigning fault rather than understanding the cause. It is important to implement accident analysis in an effort to REACT (Respond, Evaluate and ACT).

#### Speaker:

Oscar Goedecke, *CSP, Travelers*

### THE MECHANICS OF SAFETY COMMITTEE LEADERSHIP

Public risk management is a profession that manages the dynamics of an ever changing workforce, economy and community. Obtaining consensus in risk leadership may be found in the successful relationships forged in risk and safety committee structures. It requires human intellectual capital and a multidisciplinary approach to manage risk through partnerships. It's the give and take of risk that make the challenges rewarding. It's imperative to explore safety committee capacity to manage risk and reach a consensus on what safety means to your community.

#### Speaker:

Marilyn Rivers, *CPCU, ARM, AIC, City of Saratoga Springs, NY*

### ENERGIZING AND INVIGORATING SAFETY

How do you involve employees, build trust and create a shared sense of purpose? What you do and say sends a clear message to employees about your attitude toward their safety, whether or not the message was intended. The goal of this session is to help you demonstrate positive "safety leadership techniques" that can help motivate employees and make your workplace safer.

#### Speaker:


Oscar Goedecke, *CSP, Travelers*

### THE PUBLIC RELATIONS OF RISK

Today's operating environment faces a public that, though very sophisticated, often places rationality aside when making decisions. This session focuses on what risk managers should be thinking about when a negative event happens in the community. For instance, how will this look on the 5:00 news? If the answer to the previous question is "bad," then it is a disaster waiting to happen. Your entity must build trust and confidence in order to influence public attitudes while reducing media power.

#### Speakers:

Lori Gray, *Prince William County, VA*  
Carleen Patterson, *ARM-P, CIC, CRM, Aon Risk Solutions*



For more information,  
contact PRIMA's education  
and training team at  
[education@primacentral.org](mailto:education@primacentral.org)

# WEDNESDAY, OCTOBER 11

## Day Three • A Social Experiment in Litigation

This day is dedicated to the evolving management of “An Incident in the Life of a Public Risk Manager.” The day will start with the presentation of a civil rights case involving a law enforcement incident followed by the necessary steps taken in order to investigate, mitigate and communicate in defense of our public entities. This is a group role play learning activity wherein everyone will participate as community members, human resources, public officials, risk management, law enforcement and the press.

### Speakers:

John Aspland, Esq., *FitzGerald Morris Baker Firth, P.C.*  
Charles Leitch, *JD, Patterson, Buchanan, Fobes & Leitch, Inc., P.S.*

### AN INCIDENT IN THE LIFE OF A PUBLIC RISK MANAGER

This session presents the case we will be working with throughout the day. It will involve civil liberties, social media, and the technology that benefits and burdens us each day. A set of facts will be provided for all of us to work through as we begin the review and reporting requirements necessary to obtain coverage and defense for our potential claim and its litigation. More importantly, we will explore the public and private relationships that come into play as incidents occur within a community. Trust, integrity and truth are concepts spoken of and taken to task in any public incident. The exploration of the management of all three concepts materially impacts the integrity of our individual and collective public risk programs.

### CASE PREP 1.0

During this session, public risk professionals will take a journey involving internal investigation, compilation of documentation, and the gathering of facts versus fiction and hysteria. Participants will work through a case that has materially affected a community. Federal, state and local authorities are at your doorstep. The

press is knocking down your door. Preparing for the defense of a lifetime will require all your skill and attention. Learn what it takes to coordinate the onslaught of information coming at you from social media, the press, your government, the community and the claimant. Risk management is not a contact sport, but instead is measured in preparation, documentation and perseverance. Let's strategize!

### DEPOSITION PREP 2.0

This session is a continuation of the group case study. A series of government employees will be called to give testimony as to what has transpired during the litigation at hand. What preparation is needed to facilitate a sound defense for your organization? How do you separate truth from fiction? What assistance will you need in order to understand the implications of the event itself? When is the right time for your legal counsel to engage with you and your witnesses?

### MOCK TRIAL

In this session, each of the participants will take part in the grand finale of our case reality. Our legal teams will present our facts and ask for our perception of the realities of our community as we work through the intricacies of the materiality of the case, its defendants, the plaintiffs, and public perception as a whole both locally and nationally. The role of social media, elected officials, community prejudice, insurance coverage, and other internal and external socioeconomic factors will also be explored. What role should public risk professionals play in a case file? How are successful conclusions reached? What defines a successful conclusion for our present and future totality of risk?

# FRIDAY, OCTOBER 13

## Day Five • Workplace Issues

### MENTAL HEALTH ISSUES IN THE WORKPLACE

Many employers' workers' compensation, disability and leave management programs reside in separate silos. With risk management, human resources, legal and the employee's supervisor often managing separate elements of an employee absence, a non-integrated approach can lead to confusion, increased costs and reduced outcomes. In this session, the presenter will discuss the advantages of creating an integrated disability management program so that employers are consistent with how they address work absences, regardless of the cause.

### Speaker:

Kimberly George, *Sedgwick Claims Management Services, Inc.*

### WORKPLACE DRUG POLICIES AND PROGRAMMING

An impaired workforce is now a safety and productivity concern, especially when considering the legalization of recreational marijuana, medical marijuana, and opioid utilization. When can an employer lawfully test for drugs? How are drug policies evolving? Has the recent election and new administration impacted

workplace drug testing? This session will explore the challenging topics with regards to an impaired workforce and drug testing.

### Speaker:

Kimberly George, *Sedgwick Claims Management Services, Inc.*

### BELOW 100

Below 100 has identified five key tenets by which officer safety can be improved. Below 100 isn't about statistics but rather about every officer, trainer and supervisor taking individual and collective responsibility for the decisions and actions that contribute to safety. For those in a leadership position, Below 100 means supporting a culture of safety throughout the department. Leaders must make doing the right thing so ingrained in their personnel that it becomes the norm and not the exception. Finally, Below 100 is a challenge that recognizes each officer's death as a tragedy. This session teaches attendees that by working together—and only by working together—we can keep our streets and ourselves safer.

### Speaker:

Kurt Braatz, MPA, CJM, SPHR, *Arizona Counties Insurance Pool*

# THURSDAY, OCTOBER 12

## Day Four • Safety

### RISK MANAGEMENT TRIALS AND TRIBULATIONS

Share your success stories and learn innovative methods to approach the difficulties you are experiencing!

### LAW ENFORCEMENT BASICS FOR PUBLIC RISK MANAGERS

The culture of police departments and the nature of police work present some unique challenges in the area of risk management. Risk managers from outside the ranks of the department can sometime find it difficult to implement effective risk management strategies. In this session, you will learn how to identify some challenges and solutions for personnel who are responsible for helping police departments manage risk.

**Speaker:**

Greg Veitch, *Saratoga Springs, NY Police Department*

### WHEN DISASTER STRIKES: EMERGENCY MANAGEMENT SAFETY FOR PUBLIC ENTITIES

Public entities are on the front line when disaster strikes. Whether it's a man-made disaster or a catastrophic event from Mother Nature, public entities must restore order and resume critical services to the community it serves. Safety for public entity first responders and deployed personnel is essential. This session will cover emergency management safety in relation to preparedness, mobilization and demobilization of personnel and assets.

**Speaker:**

Regan J. Rychetsky, ABCP, *York Pooling, York Risk Services Group*

### SCHOOL SAFETY STRATEGIES

This session will identify unique vulnerabilities to school staff and identify risk strategies to mitigate those vulnerabilities. Some exposures typically include slips and falls, student assault, work-alone procedures, school vehicle accidents and active shooter procedures

and security. The session will also include a school safety assessment that should be conducted annually as well as recommendations regarding implementing policies to mitigate risks.

**Speaker:**

Daniel Hurley, CSP, ARM-P, *City of Chesapeake, VA*

### BODY-WORN CAMERA SYSTEMS: RISK AND REWARD

As the use of body-worn camera systems continues to increase, the risks and benefits of their use are becoming more apparent. As a result, police departments should keep in mind the unintended consequences of implementing this technology. This session will help attendees develop strong policies and procedures to ensure that risks are minimized and benefits are maximized when using body worn camera systems.

**Speaker:**

Greg Veitch, *Saratoga Springs, NY Police Department*

### BUILDING A SECURITY PROGRAM FOR YOUR ENTITY

Public entities are often the target of individuals with intent to do harm. Public entity office personnel and public entity operations have been subjected to violence, civil unrest, intentional business disruptions and other mayhem often resulting in casualties and/or disruption of essential services. This session will provide guidance for both development and enhancement of your security incident program.

**Speaker:**

Regan J. Rychetsky, ABCP, *York Pooling, York Risk Services Group*

### WORKPLACE VIOLENCE POLICY DEVELOPMENT

If a disgruntled former employee made threats at your facility, what would your employees do? Are they ready to take action if a gunman enters and starts shooting? Workplace violence (WV) is an internal threat—one that many employers have failed to address. How can an organization plan for such an attack? By waiting until a violent event occurs rather than proactively preparing for it, the “worst case scenario” may very well be the result. WV prevention, preparation, and response require a team approach. This session offers tips for developing a preemptive approach to preventing workplace violence.

**Speaker:**

Robert C. Prior, MS, CSP, ARM-P, *Aon Global Risk Consulting*

### WORKPLACE VIOLENCE PROGRAMMING

The National Institute for Occupational Safety & Health (NIOSH) defines workplace violence as “violent acts (including physical assaults and threats of assaults) directed toward persons at work or on duty.” It can be directed at or engaged in by co-workers, strangers, customers, or those who share a personal relationship. In this session, participants will be given worksheets to facilitate the development and/or enhancement of workplace violence programming for their own public entity. Attendees will also be given the opportunity to learn from each other and capitalize on their strengths to arrive at the best solution.

**Speakers:**

Marilyn Rivers, CPCU, ARM, AIC, *City of Saratoga Springs, NY*  
Amy Larson, Esq., *City of Bloomington, MN*

# ATTENDEE INFORMATION

## REGISTRATION

### REGISTRATION FOR ENTIRE PROGRAM

	Before August 31	After August 31
Member*	\$875	\$985
Non-member	\$1,375	\$1,485

If you are unable to attend the entire program, you may register for one or multiple days.

### A LA CARTE PRICING

Can't get away from the office for a full week? Pay a la carte pricing and attend three out of five days.

- Monday, October 9 through Wednesday, October 11 attend sessions regarding Insurance and Risk Management, Risk Methodology and A Social Experiment in Litigation.
- Wednesday, October 11 through Friday, October 13 attend sessions regarding A Social Experiment in Litigation, Safety and Workplace Issues.

	Before August 31	After August 31
Member*	\$625	\$735
Non-member	\$875	\$985

### ATTEND PI FOR A DAY

	Daily Rate
Member*	\$260
Non-member	\$335

\*Full-time students will receive the PRIMA member rate, with valid student ID.

Your registration fee includes continental breakfast, breaks and lunch daily in addition to the Monday and Wednesday networking events.

### HOTEL INFORMATION

PRIMA Institute will be held at The Sheraton Gunter Hotel  
205 East Houston Street • San Antonio, TX 78205-1801  
Ph. 888.627.9001

All attendees will receive a special rate of \$159 single/double. Reservations must be made by Friday, September 8, 2017, in order to guarantee this rate. Reservations made after this date can only be honored on a space available basis. To make your hotel reservations, call the toll-free reservations line at 888.627.9001 and identify yourself as part of the Public Risk Management Association group.

PRIMA has contracted special rates for this conference. Hotel rooms booked outside the PRIMA block may hinder our ability to continue to bring PRIMA Institute attendees the best possible conference experience.

### GROUND TRANSPORTATION

To get to and from the airport, there are a number of options from taxi services to Super Shuttle. For more information on getting around San Antonio, please visit <http://visitsanantonio.com> or <http://www.sanantonio.gov/SAT>.

## NETWORKING AT PI 17

Networking is essential to your success as a professional. PI 17 features two off-site networking events.

### MONDAY, OCTOBER 9 • WELCOME RECEPTION

Gather with other PI attendees for a casual meet and greet.

### WEDNESDAY, OCTOBER 11 • SOCIAL HOUR

PI participants will take part in a fun-filled social hour.

### SPECIAL ACCOMMODATION REQUEST

If you require special accommodations, please contact Monique Gilliam, PRIMA's manager, meetings and conferences, at 703.253.1263, before September 8, 2017, or check the appropriate box during the online registration process.

### SOCIAL MEDIA

Join your peers and the excitement before, during or even after PI 17! Take a moment to learn how you can connect with your risk management peers and conference attendees through Facebook, Twitter and LinkedIn. Start making connections today!



- Join the PRIMA group on LinkedIn to connect with PI faculty and other fellow attendees.
- Get regular updates from your peers by following us on Twitter! Our official Twitter handle is PRIMAcentral and our Twitter hashtag for this event is #Institute17. Use our hashtag to connect with your fellow risk managers, shout-out faculty members or post something you learned that everyone should know!
- Like us on Facebook to get updates on PI 17 events and more! Go to [www.facebook.com/primacentral](http://www.facebook.com/primacentral) today.

## SPONSORS

Thank you to our 2017 Sponsors!  
PI would not be possible without their generous support!

### PLATINUM



### SILVER



### BRONZE



**REGISTRATION IS OPEN!**

Visit [institute.primacentral.org](http://institute.primacentral.org) to register.



Public Risk Management Association  
700 S. Washington St., Suite 218  
Alexandria, VA 22314

# PRIMA INSTITUTE

The Industry's Premier Risk Management Educational Program



PRIMA Institute 2017 (PI 17) is the premier educational program for new and seasoned risk management professionals who want to learn more about emerging trends and best practices. PI 17 is an innovative educational symposium comprised of fundamental risk management curriculum, outstanding faculty and excellent networking opportunities.

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