



BIG IDEAS. SMALL SETTING.

PRIMA INSTITUTE

The Industry's Premier Risk Management Educational Program

October 21-25, 2019 • San Diego, CA

PRIMA INSTITUTE 2019 (PI 19)

is an innovative educational symposium comprised of fundamental risk management curriculum, outstanding faculty, and excellent networking opportunities.

PI 19 is aimed at new and seasoned risk management professionals who want to learn more about emerging trends and best practices.



Register at institute.primacentral.org

ENHANCE YOUR PUBLIC RISK MANAGEMENT SKILLSET AND JOIN YOUR PEERS AT 2019 PRIMA INSTITUTE!

PI ATTENDEES ENJOY THE FOLLOWING BENEFITS:



- **100, 200 and 300 Level Sessions**

These 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.



- **Educators Who Are Leaders in the Industry**

Receive instruction from subject matter experts and practitioners who utilize 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 allow attendees and faculty members to build valuable professional relationships beyond the classroom.



- **Customized Experience**

Daily themed tracks frame this intense risk management training. Participants are able to attend specific days or each day according to their learning needs.



INFORMATION EXCHANGE

PI begins with introductions, and attendees will learn and share information regarding their public risk management challenges and accomplishments.

THE LANGUAGE OF INSURANCE: TERMS, CONDITIONS AND POLICY MANAGEMENT

Designed to lay the groundwork for understanding the layout of an insurance policy and the unique terms and conditions that surround various types of coverages.

Speaker:

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

CLAIMS, NEGOTIATIONS AND SETTLEMENTS

New risk professionals can be overwhelmed with the number and variety of claims submitted. As the face of your entity where claims are concerned, you need a clear understanding of how to interact with a claimant, what information is necessary for a thorough claim investigation, and the basics of negotiations and settlements.

Speaker:

Terri Evans, *City of Kingsport, TN*

WORKERS' COMPENSATION 101

Workers' compensation is complex and represents the greatest risk in both frequency and severity to all types of organizations. Discuss the purpose and components of workers' compensation benefits such as wage replacement, medical treatment and vocational rehabilitation, and the role of an organization and third-party administrators (TPA) in managing claims. In addition, various initiatives meant to control costs and reduce the financial impact of claims will be deliberated.

Speaker:

Lori Gray, *Prince William County, VA*

CRAM SESSION: RFP DO'S AND DON'TS

The RFP process has a reputation for being tedious, strenuous and frustrating, but this doesn't have to be true. Learn how to make the RFP process, from conception to award, seamless while maximizing the responses you receive and ensuring firms have the best opportunity to respond to RFPs.

Speaker:

Mark Sulek, *Aon Risk Solutions*

SAFETY LEADERSHIP

How engaged are your employees in safety? Do you involve employees, build trust, and create a shared sense of purpose on a daily basis? Learn how to demonstrate positive safety leadership techniques that can help motivate employees and make your workplace safer.

Speaker:

Oscar Goedecke, *Travelers*

TELEMATICS

Telematics is an automation tool that can assist public entities with the safety of their employees, route maximization, reduction in fleet costs, and coordination of efforts with other data-driven processes. Understand this ever-evolving technology and how it can be utilized to coordinate a wide variety of needs throughout the entity.

Speaker:

Steve Hightower, *City of Kingsport, TN*

For more information,
contact Shaunda Ragland,
PRIMA's director,
education & training, at
sragland@primacentral.org
or at 703.253.1261.

#PI19



PUBLIC RISK MANAGEMENT RESOLUTIONS

Attendees will receive a complex risk management issue and work together to create a plan to resolve the issue. On Friday, attendees will share their response to their respective issue.

CONTRACTS AND WAIVERS

An interactive session that provides attendees with a basic understanding of contracts, waivers and certificates of insurance through the use of real-life scenarios covering areas such as service contracts, maintenance contracts and special events contracts.

Speaker:

Amy Larson, *City of Bloomington, MN*

TOTAL WORKER HEALTH - INTEGRATING SAFETY & WELLNESS INTO YOUR RISK MANAGEMENT PROGRAM

Traditional occupational safety and health programs focus on ensuring work is safe, but what if you merged wellness and safety together with an emphasis on your employees' well-being and not just on the work itself? Discuss the concept of "Total Worker Health" and how to incorporate programs to address risk factors and improve overall employee well-being. This session will provide examples of various programs that support this concept and explain the ways in which these programs are becoming intertwined into the safety and wellness of each organization.

Speakers:

Lori Gray, *Prince William County, VA*
Pat Haag, *City of Laurel, MD*

RISK MANAGEMENT FOR PUBLIC FLEET OPERATIONS

In providing uninterrupted services, a public entity's fleet contains a variety of motor vehicles, many of which create unique liability exposures and require special controls and driver training. Walk through the key elements of a fleet risk management program with practical examples to help solve many of the most common causes of loss. Principals of fleet safety and risk management will be presented to assist managers and fleet administrators in making better decisions, policies and procedures to control these identified exposures.

Speaker:

Oscar Goedecke, *Travelers*

CRAM SESSION: 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 the government as it serves and protects. You'll utilize a framework for successful partnerships between event organizers, government, local businesses and the community at large. Discuss your ideas and concerns for special events such as road races, parades, air shows, regattas, petting zoos, beer gardens, farmers markets, and more.

Speaker:

Amy Larson, *City of Bloomington, MN*

POLICE ACTION: MEDIA PORTRAYAL, LAW, & REALITY

An overview of cases of alleged police brutality that received national media coverage, as well as those cases that have gone on to shape our modern law. While the public perception of law enforcement officers is changing, this session will analyze whether that perception has reached our courtrooms by examining jury verdicts in light of these highly publicized issues, as well as rulings by judges.

Speakers:

Michele Molinaro, *Jones, Skelton & Hochuli, PLC*
Joe Popolizio, *Jones, Skelton & Hochuli, PLC*

HONOR THE FALLEN BY TRAINING THE LIVING

Below 100, a program designed to reduce officer fatalities, has identified five key tenets by which we can improve officer safety. Below 100 isn't about statistics, it's about each and 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 your department. Just as importantly, hold accountable those who stray outside what should be common sense. Finally, Below 100 is a challenge that recognizes each officer death as a tragedy. Only by working together can we keep our streets and ourselves safer.

Speaker:

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



PRIMA INSTITUTE 2020 CURRICULUM DEVELOPMENT SESSION
Attendees of PI 19 will provide feedback and participate in building the education curriculum of next year's Institute.

UNDERSTANDING LOSS CONTROL

Effective loss control is an essential step in the risk management process, yet risk managers often attempt to launch loss control and safety programs before substantially defining the “why.” The “why” is knowing the mission of the effort and fully understanding the business philosophy behind that mission. Attendees will examine the need to build a framework for success, identify the people that can help accomplish the mission, and learn how to identify and prioritize to identify root causes of accidents.

Speaker:

Michael Fann, ARM-P, MBA, *Public Entity Partners*

MENTAL ILLNESS AND CRISIS DE-ESCALATION

Crisis response is the most important factor in how the organization is remembered by the public. Recognize the early warning signals of an escalating mental illness and provide workplace programs that help managers intervene before a crisis takes place. Learn how to handle an emergency before, during, and afterward, and how to handle proper communication to the public and staff.

Speaker:

Teresa Bartlett, MD, *Sedgwick Claims Management Services, Inc.*

**PTSD AND WORKERS' COMPENSATION –
ACHIEVING BALANCE BETWEEN ISSUES AND SOLUTIONS**

In 2017 and 2018, 15 states considered expanding workers' compensation benefits to ease the filing of PTSD claims for first responders and the creation of PTSD presumption. The national dialogue around PTSD and first responders continue to grow as states grapple with the clear expansion of first responder PTSD legislation. Address trends in PTSD legislation and possible avenues for cities, counties and states searching for alternatives to avoid the additional financial stress of PTSD presumption within the workers' compensation system.

Speaker:

John Hanson, *Willis Towers Watson*

CRAM SESSION: DRONES – RISK AND INSURANCE

Unmanned Aircraft Systems (UAS), also known as drones, are rapidly growing in popularity in both the civilian and commercial marketplace due to advancements in the technology and relatively low cost to operate. The UAS industry is quickly becoming a multi-billion dollar business, with projections of more than one million commercially operated drones in the United States by 2020. Attendees will learn a brief history of Unmanned Aircraft, a summary of their usage, potential exposures, how to appropriately insure, and risk mitigation solutions.

Speaker:

Bryan Holmgren, *Aon Risk Solutions*

IMPACT OF LEGALIZED MARIJUANA IN THE WORKPLACE

Marijuana will be discussed from the perspective of what it is and its bio-active ingredients, where it is legal and in what form, as well as speculate on the federal governments' perspective. In addition, attendees will explore how marijuana differs from cannabidiol, the various forms, strengths and dosages that are available, and whether it is a good alternative to opioids. This session will also consist of conversation regarding impact and outcome when workers' compensation has been ordered at the state level.

Speaker:

Teresa Bartlett, MD, *Sedgwick Claims Management Services, Inc.*

WORKPLACE VIOLENCE PROGRAM DEVELOPMENT

Employees are being exposed to threats and threatening behavior from current or former employees, partners of employees, clients, visitors and random acts of violence. Attendees will gain an understanding of how to assess and manage threats of workplace violence, recognize warning signs and red flag concerns, and identify practical planning and response protocols for addressing threats of violence, stalking, domestic violence and active shooter in the workplace.

Speaker:

Regan Rychetsky, ABCP, *Insight Workplace Solutions, LLC*

THURSDAY, OCTOBER 24
Day Four • Inclusion – 300 Series

EMPLOYMENT LAW – “YOU SAID WHAT?!?!”

A lighthearted look at real-life statements that could have you on the receiving end of an Equal Employment Opportunity Commission or the Human Rights Commission claim. While this may be a light take on a serious subject, it is imperative that risk professionals understand the implications of these statements and the required training for employees, supervisors and those performing investigations.

Speakers:

Amy Larson, *City of Bloomington, MN*
Terri Evans, *City of Kingsport, TN*

DIVERSITY TODAY – BEING MORE INCLUSIVE TOMORROW

Given current events, this timely session discusses what diversity is today and how managers/employers can be more inclusive. A framework for looking at emerging diversity and inclusion issues will be presented with worst and best practices included in this interactive, participant-centered workshop.

Speaker:

Mauricio Velasquez, MBA, *The Diversity Training Group*

RISK MANAGEMENT RESOLUTION PRESENTATIONS

Attendees will share their response to a complex public risk management issue.

REACHING “HIGH C” – HOW TO GET TOP MANAGEMENT BUY-IN

Every risk manager is challenged to acquire management commitment to mitigate risk, but many supervisors do not recognize the value of implementing operation protocols that eliminate or mitigate risk, and it is often due to ineffective communication. Review elements such as identifying an advocate, developing a clear message and including specific benefits: cost, service, reputation.

Speaker:

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

BECOMING A TRANSFORMATIONAL LEADER

Transform the culture within your organization from crisis management and a constant state of “survival,” to one where your employees are fully engaged in their work and experience fulfillment from their job. Attendees are equipped to create a culture change and improve team members’ performance with the eventual result of a more positive environment that yields high engagement, productivity and retention.

Speaker:

Randy Anderson, CSP, *E3 Professional Trainers*

NEWLY ELECTED OR APPOINTED OFFICIALS: UNDERSTANDING THE CONSEQUENCES OF RISK

Newly elected or appointed officials usually have an opinion regarding what needs to be done differently, but not always how to get it done with maximum benefit. Attendees will discuss operational, financial, reputational risks and opportunities that leadership must understand to avoid unintended consequences and increase their positive impact. This includes showcasing examples of best and worst practices and their results. The format is designed to encourage discussion, war stories, and “well done” efforts are encouraged.

Speaker:

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

CRAM SESSION: FROM HERE TO THERE: SHARED TRANSPORTATION RISK

The explosive growth of ride sharing, bike sharing and electric scooters presents cities with risk benefits and challenges. These new transportation platforms can relieve congestion, reduce carbon emissions and provide easier access to public transportation. However, as with all innovations, new challenges are created; public officials must grapple with integrating these vehicles into their streets, sidewalks and other mobility infrastructure. Concern for demands on infrastructure, pedestrians, the proliferation of “vehicle graveyards” and the susceptibility to passenger injury has led many cities to consider or implement regulations governing e-share vehicles.

Speaker:

Thom P. Rickert, CPCU, ARM-P, ARC, ARe, *Argo Group*

SMART CITIES AND THE INFRASTRUCTURE REVOLUTION

Smart cities recognize the risks and rewards of the “city as a platform,” with the goal of social, economic and environmental sustainability. Digital intelligence is utilized to transform citizen interaction with all levels of government – administration, services, public safety and healthcare. This revolution is not just about connected devices, automated vehicles or infrastructure; it encompasses and integrates hardware with software and data into an intertwined cyber-physical system to make better decisions and deliver improved quality of life to citizens. Discuss the benefits and costs of achieving social, economic and environmental sustainability with smart cities through the community’s enterprise risk management strategy.

Speaker:

Thom P. Rickert, CPCU, ARM-P, ARC, ARe, *Argo Group*

KEY CONSIDERATIONS IN HIGH PROFILE CRITICAL INCIDENTS

In today’s world, incidents within a public entity often end up in the news or social media. Attendees learn to train staff to prepare for the handling of critical incidents, with tips on how to quickly identify circumstances that generate a highly publicized incident and show the processes that help effectively manage these situations. The session will also deliver methods in which to restore the public’s confidence through community engagement, resolution, or public inquiry.

Speaker:

Richard Spiers, CPCU, ARM, ARe, AIC, *Spiers Consulting, LLC*
Samuel C. Hall, Jr., *Law Firm of Crivello Carlson, S.C.*

CRAM SESSION: CULTURE OF CIVILITY

One of the surest predictors of future claims experience is the morale of your organization today. This session highlights the relationship between the organization’s work environment and its future claims by discussing the roles that poor communication skills, personal insecurity and “the rumor mill” play in creating a toxic culture within your organization. Identify evaluation points and action steps designed to enhance the work environment toward a more productive, positive and safer culture.

Speaker:

Michael Fann, ARM-P, MBA, *Public Entity Partners*

ERM WORKSHOP: TOOLS YOU CAN USE TODAY

Implementing a full-scale Enterprise Risk Management (ERM) program may not be the right fit or right time for your organization. However, you can still prepare your organization for ERM and broaden your approach to managing risk by using it. In this extended-length session, we will review examples of effective ERM tools and processes while we practice using them. Then, we will examine whether these processes could advance our risk management programs - regardless of the starting point.

Speaker:

Dorothy Gjerdrum, ARM-P, CIRM, *Arthur J. Gallagher & Co.*

ATTENDEE INFORMATION

REGISTRATION

REGISTRATION FOR ENTIRE PROGRAM

	Before August 31	After August 31
Member*	\$895	\$985
Non-member	\$1,395	\$1,485

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, or one day.

- Monday through Wednesday, October 21–23: Risk Leadership, Risk Methodology and Emerging Trends in Risk
- Wednesday through Friday, October 23–25: Emerging Trends in Risk and Inclusion

	Three Day Rate		Daily Rate
	Before August 31	After August 31	
Member*	\$645	\$735	\$280
Non-member	\$895	\$985	\$355

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

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

HOTEL INFORMATION

PRIMA Institute will be held at:
Hilton San Diego Resort & Spa
1775 East Mission Bay Drive
San Diego, CA 92109

Special rate: \$199 for a standard single/double room (plus taxes)

Reservations must be made by Wednesday, September 25, 2019. 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 619-276-4010 and mention the Public Risk Management Association.

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.

SPECIAL ACCOMMODATION REQUEST

If you require special accommodations, please email meetings@primacentral.org or check the appropriate box during the online registration process.

SOCIAL MEDIA

Join your peers and the excitement before, during or even after #PI19! Connect with your risk management peers and conference attendees through LinkedIn, Facebook, and Twitter.



NETWORKING AT PI 19

Networking is essential to your success as a professional. PI 19 features two networking events.

MONDAY, OCTOBER 21

WELCOME RECEPTION

PI attendees will gather for a casual meet and greet.

WEDNESDAY, OCTOBER 23

SOCIAL HOUR

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

SPONSORS

PI 19 WOULD NOT BE POSSIBLE WITHOUT THE GENEROUS SUPPORT OF OUR SPONSORS.

PLATINUM



GOLD



Insurance | Risk Management | Consulting

SILVER



BRONZE



Register at institute.primacentral.org



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

#PI19



PRIMA INSTITUTE

The Industry's Premier Risk Management Educational Program



PRIMA Institute 2019 (PI 19) is the premier educational program for new and seasoned risk management professionals who want to learn more about emerging trends and best practices. PI 19 is an innovative educational symposium comprised of fundamental risk management curriculum, outstanding faculty and excellent networking opportunities.

October 21–25, 2019
San Diego, CA
institute.primacentral.org

**REGISTER
TODAY!**