



THE PUBLIC RISK MANAGEMENT
ASSOCIATION'S

CHAPTER
OPERATIONS MANUAL

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About This Manual

"Chapters serve a vital role in achieving PRIMA's core purpose"

Developing and maintaining a successful Chapter is exciting and fulfilling. This Manual strives to identify the steps necessary to establish a Chapter, identify and develop leaders, and provide excellence to your Chapter members.

This manual is written for Chapter leaders and other Chapter officers of the Public Risk Management Association (PRIMA). Its purpose is to give guidance to Chapter officers so they may better serve and represent PRIMA and PRIMA members. The Chapter Relations Committee assists in creating strong and supportive working relationships between affiliated Chapters and PRIMA. The success of Chapters is vital to the success of PRIMA's core purpose. The Committee is comprised of both seasoned and new Chapter leaders to provide a broad perspective to best serve the needs of diverse Chapters. The goal of this manual is to provide guidelines and samples to be a resource for Chapters.

The manual is divided into four sub-manuals for easy reference; an Introduction to PRIMA, Chapter Organization and Logistics, Chapter Meetings and Events and Opportunities within PRIMA. Together they cover the purpose, goals and structure of the Public Risk Management Association and discuss the Chapter's role as an affiliate organization as well as provide suggestions on Chapter organization and program planning.

An electronic version of this manual is available to all members at www.primacentral.org under the Chapter Resources link. Upon notification of a new incoming Chapter president or upon revision of this manual, PRIMA will provide one hard copy of the manual to the Chapter president.

This manual is a living document that may be updated and expanded upon based on the contributions and suggestions of Chapter leaders. One of the most valuable tools for other Chapter leaders is samples and descriptions of your Chapter programs. Use the form on the following page to forward your ideas and suggestions to the manual editors for sharing with other Chapters.

Please forward all contributions to:
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I. An Introduction to PRIMA

PRIMA was established in 1978 as a result of the interest and effort of the International City/County Management Association (ICMA), and now boasts nearly 1,900 public entity risk managers and industry professionals as active members. PRIMA has over 30 affiliates that serve the needs of local members in various states. In addition, PRIMA has members and affiliations with organizations in Canada, the United Kingdom, Australia and other nations. PRIMA is the only United States based organization with the sole purpose of serving government risk managers.

PRIMA is governed by a board of directors who are risk management practitioners from local governments and insurance pools. PRIMA is incorporated as a nonprofit organization in the District of Columbia and is registered with the Internal Revenue Service as a 501(c)(3) education and training organization. PRIMA's headquarters is located in Alexandria, Virginia.

PRIMA's operational plan is based on a [strategic plan](#) which is updated annually. This document sets the stage for the annual operational plan and a vision for both short and long term planning horizons. Important aspects of the plan include the core purpose and intrinsic values which are important to the organization and its members in order to achieve the core purpose. Other important documents available on the Web site include the [code of ethics](#) and the [core competencies](#).

The core competencies is an important document and is an excellent resource to use as a basis in planning education programs for your Chapter. PRIMA bases all of its education programming on these [core competencies](#).

PRIMA Strategic Planning Process

The Association board of directors participates in a strategic planning process. The annual review of the strategic plan ensures that it remains a living document and sets the stage for developing the operational plan for the upcoming year.

Operating from the [Long-Range Strategic Analysis](#) provides clarity and continuity for the Association. When new board members assume their decision-making roles, they inherit priorities that were decided based on long-term goals and previously named objectives. Developing an annual work plan based on long range goals gives each new board the flexibility to address fresh opportunities and issues of immediate concern to the

Association, as well as to decide the next steps that will best meet the Association's long-term goals.

Chapters' Roles in the Planning Process

PRIMA recognizes the vital role of Chapters in partnering to meet the Association's goals. To provide consistent support for Chapters, the Chapter Relations Committee was formed as a standing committee in 2001. The PRIMA Chapter Relations Committee's charge is to link PRIMA with Chapter leaders, members, PRIMA board of directors and PRIMA staff to further PRIMA's mission as well as to plan and implement communication with Chapters. It is composed of representative members of Chapter leadership and one member of the PRIMA board to serve as the board's liaison to the committee.

Each year at the PRIMA Annual Conference, Chapter officers have the opportunity to participate in a Chapter Leadership Workshop. The goal of the meeting is to update Chapter leaders on Association issues and develop ideas from Chapters to strengthen working relationships with Chapters.

PRIMA periodically administers surveys to assess how to strengthen relationships with Chapters. The survey results will be shared with the Chapter Leaders. This information is used during the annual strategic planning process.

The committee encourages you to contact us about creating a strong and supportive working relationship between PRIMA and affiliated Chapters. We would like your input regarding suggestions, comments, ideas, best practices, tips and issues of concern. You may email your contributions and suggestions to Bles Dones, Manager of Member Services at bdones@primacentral.org.

Please visit the [Chapter Resources](#) tab of the PRIMA website for additional information.

II. Chapter Organization & Logistics

A. Importance of PRIMA Chapters

The stated purpose of the Chapter in the [PRIMA Model Chapter Bylaws](#) reads as follows: "The purposes of the Chapter will be to increase the proficiency of management of risk, insurance and benefits in government and other public entities through education and networking, to support the mission and goals of PRIMA as documented in its Strategic Plan, and to act in any other manner that will further the best interests of governments, governmental agencies, intergovernmental risk pools and school and other special districts in their risk management activities."

Strong Chapters are critical to the success of PRIMA's strategic plan by providing the following:

- A vital link for communication between the Association and local members.
- Chapter meetings which provide a forum for networking among public sector risk managers on local, state and regional levels.
- Expanding the PRIMA membership by introducing public and private entities to PRIMA programs, which helps expand the number and scope of services that PRIMA can offer all public sector risk managers.
- Information on local legislative and regulatory issues that are not general enough for a national (or an international) audience.
- The advancement of future Association leadership through leadership development on a local level.
- A link between public risk managers and university programs for recruiting the best students to public sector risk management.

PRIMA Chapters play a vital role in furthering the Association's mission to promote effective risk management in public agencies and to advance the risk management profession as an integral part of public administration. Visit www.primacentral.org and click on Chapters for more information.

B. Chartering Requirements

A PRIMA Chapter charter provides a Chapter the right to be known as an affiliate of PRIMA within a designated state or region. The granting of a charter is conditional on the fulfillment of five requirements:

1. Petition: Five PRIMA government members must petition to the Association's board of directors for the granting of a charter and approval of the charter request by the board of directors.
2. Affiliation Agreement: Two signed copies of the Chapter [affiliation agreement](#) must be forwarded to PRIMA.

Every Chapter of PRIMA is required to sign a Chapter Affiliation Agreement. This agreement formalizes the affiliation between PRIMA and its Chapters and defines the mutual rights and responsibilities created under the Chapter charter. The agreement discusses affiliation standards, membership and voting requirements, Chapter programming, organization and fiscal operations, dispute procedures and legal compliance and structure. A signed copy of the affiliation agreement must be signed by the Chapter president and submitted to PRIMA's headquarters and will be stored with the Chapter's other official documents.

By signing the Chapter Affiliation Agreement, the Chapter agrees to acknowledge the objectives of PRIMA as set forth in PRIMA's bylaws. The Chapter also agrees to take such action as is appropriate to implement such objectives and to enhance the reputation and good will of PRIMA.

3. Bylaws: The Chapter's bylaws must be submitted to and approved by the Association's board of directors.

Chapter bylaws provide the framework by which Chapter business will be conducted. Chapters must adopt, by a vote of the membership, bylaws that will govern their operations.

To assist in the creation of bylaws and standardize these documents across Chapters, PRIMA provides Chapters with standard, or model, bylaws that can be used as written or adapted slightly to meet the Chapter's needs. New Chapters are required to adopt bylaws that are aligned as closely as possible with the model bylaws provided.

4. Logo: When establishing a logo, a Chapter must adhere to the PRIMA Logo Guidelines located in the appendix. A Chapter can contact the Association and request a professional logo to be designed for the Chapter's use.

5. Chapter President: PRIMA's Bylaws require that a Chapter president be a current, government member of PRIMA.

Once a Chapter has fulfilled the chartering requirements, PRIMA will send a copy of the charter and the new Chapter will be recognized at PRIMA's Annual Conference and on the website. The Chapter should keep copies of all the above-named documents on file with the Chapter secretary or other designated Chapter officer. These official documents can also be copied and stored at the PRIMA headquarters in Alexandria, Virginia for safe-keeping. Amendments to any of these chartering documents must receive the prior approval of the PRIMA board of directors or its designee.

C. Fiscal Operations

Chapters will establish and practice sound fiscal policy and shall at all times maintain financial self-sufficiency separate and distinct from PRIMA. Chapters will operate and conduct its business affairs in accordance with the generally accepted accounting principles (GAAP) of non-profit organizations (IRC 501 (c) (3)).

All Chapters are financially autonomous organizations. Chapters will determine their own dues structure. At no time shall PRIMA be fiscally responsible for any debt or liability knowingly or assumed by the Chapter, its officers, its board of directors or its membership. PRIMA will not be responsible for and will not assume any debt of any kind incurred by a Chapter. PRIMA will not be responsible for any local, state or federal tax liability of any Chapter or reporting or filing of the same.

D. Tax information and Filing Requirements

Incorporation as a 501(c)(3) Association

Incorporation as a non-profit association is filed in each state. Often Chapters can find a member attorney who will assist with this process.

Check on-line with your Secretary of State office for items that may be required by your particular state. Items you may need to include: filing for sales tax exemption with the comptroller's office, incorporation requirements, filing for a DBA (doing business as) and requirements for varying taxing authorities. You may be able to identify other organizations or have an attorney that works closely with your Chapter who may be able to assist in identifying these requirements in your jurisdiction.

Federal Requirements

Non-profit associations are generally not assessed tax, but filing may be required. Chapters are encouraged to seek the advice of a tax professional for answers to individual situations.

E. Dissolution

Should a Chapter choose to dissolve, it must do so in accordance with its bylaws and must notify PRIMA in writing of the action.

F. Chapter Pre-Organization Checklist

- Five Chapter members agree to petition PRIMA to approve a new Chapter's charter.
- Prepare a Petition to submit to PRIMA board of directors for approval of a new PRIMA Chapter.
- President must sign the Chapter Affiliation Agreement provided by PRIMA
- Prepare and adopt bylaws.
- Check with Secretary of State on incorporation requirements for a not-for-profit organization (check on-line).
- Reserve Chapter name by filing "DBA" with the secretary of state (this varies since it is a state filing).
- Apply to state as "(name of state or region) Chapter of the Public Risk Management Association".
- Apply to state as "(name of state or region) Chapter of the Public Risk Management Association".
- Check state annual fees, initial and ongoing filing requirements.
- If required, prepare Articles of Incorporation for the State.
- If desired, have attorney review state filings.
- Submit petition, Affiliation Agreement and bylaws to PRIMA.
- Review financial requirements and tax implications with an accountant.
- Set up Chapter bookkeeping system.
- If general liability, directors & officers or other insurance is desired, contact an insurance broker. PRIMA has a Directors & Officers liability program available to all chapters.
- Prepare record-keeping system.

G. Chapter Membership Policy

In designing the [model bylaws](#), PRIMA recognizes that Chapters are financially autonomous from PRIMA and need latitude in the bylaws to best serve the needs of their unique membership. The model bylaws reflect the membership structure of PRIMA and include *Government Membership*, *Association Membership*, and *Affiliate Membership*. Many Chapters have other categories such as Pools, Corporate, Retired, etc. Your Chapter should evaluate the appropriate membership categories and dues that are most appropriate for your area.

H. Chapter Offerings:

Different Chapters will find that what works for one Chapter won't work for another depending on size, make up of membership, funding, and willingness of Chapter members to participate. Below is a list of ideas for Chapters to help ensure success:

- Ensure that organization governance and structure are intact.
- Create a membership growth strategy and use members and vendor partners to assist in attracting participation.
- Hold regular scheduled board meetings to manage association business.
- Provide frequent seminars and meetings that to provide education and networking opportunities for members and prospective members.
- Create frequent communications and e-blasts to members about upcoming events, other networking and education opportunities, and to share information on hot topics.
- Consider the creation of a newsletter.
- Consider creating a Chapter Awards Recognition program to recognize Public Entity success stories in your Chapter's territory. Risk Management Program awards and Risk Manager awards can be presented by your Chapter at its annual large membership symposium.
- Offer scholarships to your Chapter's members for attendance at your Chapter's annual conference or membership meeting. Also consider offering scholarships for members to attend the National conference.
- Encourage involvement of your members with your Chapter and with National PRIMA including participation committees.

- Take advantage of what PRIMA offers to Chapters.

I. Organization Governance and Structure

The Chapter Board

The Chapter board of directors is the governing board of the Chapter. The board provides leadership and establishes policy and governance for the Chapter. The roles and responsibilities of the board and officers are outlined in the Chapter's Bylaws. The Chapter President presides over the association and is typically charged with executing policy.

Responsibilities for officers and board members vary from Chapter to Chapter based on the Chapter's needs and specific structure. The bylaws should provide a broad view of the responsibilities of the board. PRIMA has made available a set of model bylaws that can help outline the roles and responsibilities of the various Executive Officer and Director positions necessary for the operation of a Chapter. Typical positions include President, President-Elect, Past President, Treasurer, Secretary and Directors.

Obtaining input from other Chapter leaders can also assist your Chapter in forming bylaws that will most appropriately address your Chapter's needs and goals. Feel free to contact the Chapter Relations Committee so that a committee member can assist you. You may reach out to Bles Dones, Manager of Member Services at bdones@primacentral.org and she will get your inquiries sent to the committee for response.

J. Membership Recruitment and Retention

Once the PRIMA Chapter has been established, the focus of its Chapter leaders should turn toward developing membership and member services. Recruitment and retention of the Chapter's member base is crucial to the organization's success. Chapters must constantly reach out to prospective members.

Through planning of meaningful educational opportunities and networking opportunities, you will encourage membership. Through announcements, emails and the Chapter's web site, you will keep your members informed about the Chapter's activities. These are an important means of paving the way for new member interest.

You must market the fact the value that PRIMA offers -- the opportunity for personal and professional development through participation in various

educational opportunities, information sharing, activities, publications and services available through the Chapter and PRIMA national.

Potential members will be interested in news and facts about your Chapter and the national association. Basic information is vital such as: How much are the dues? How often and where does the Chapter meet? Understand the link between what your Chapter offers and the potential member's goals.

Identify entities and individuals who would benefit from Chapter membership, make personal contact and acquaint these people with the advantages of membership and active participation.

You may contact the Manager of Member Services at bdones@primacentral.org to obtain PRIMA materials and to obtain a list of prospective members in your area in an exchange for your Chapter's current membership list. This will help build your membership and PRIMA's membership.

Help promote and advance the mutual interests of your Chapter and PRIMA by participating in formal speaking engagements to other associations on the topics of risk management. Give out website information and contact people to whom others can talk. Invite others to speak at your events. Good speakers are tantamount to return attendees at your events; and speakers are a great way to establish vendor partnerships for your Chapter. Sponsorships can make a significant difference in your Chapter's financial abilities to meet your member's needs.

Membership Checklist

New Member Welcome and Orientation -- Every new member should receive acknowledgement and orientation. A few ways are to send membership cards, a welcome letter, or a packet of "new member" information. Your Chapter may assign a membership liaison or Membership Committee to make telephone contact with new members and to meet the new member at their first few Chapter meetings or functions.

Marketing Strategies

The following marketing strategies have been identified by PRIMA Chapter leaders as the most productive methods of increasing membership.

- Challenge each Chapter member to personally invite a non-member to attend an upcoming meeting.
- Take the Chapter meeting on the road—offer the same meeting in different areas of your state (or territory) bringing in new members while limiting the work involved in planning a new meeting. Also contact national organizations and statewide municipal leagues for attendees.

- Obtain membership lists for marketing of membership. (Some organizations will trade their list for yours; other organizations may sell their lists.)
- Take advantage of opportunities to partner with other organizations to deliver products or services in areas of shared interest.
- Encourage pools to pay Chapter dues for members of their pool.
- Mass market to potential members other organizations and other state-level organizations.
- Encourage members to write articles for publication in your Chapter's newsletter as well as other publications such as state municipal, county and school publications and PRIMA's publications to increase awareness within the public administration community about the return on investment available through risk management programs.
- Search the government directory for potential members.
- Have a sponsor do a mailing in support of the local Chapter.
- Encourage more affiliate members to join.
- Identify members with name recognition and recruit them to work on membership development. Many organizations are competing for membership and a personal contact from a respected leader in public administration or risk management can create almost immediate results.
- Have members call potential members to explain PRIMA and the Chapter activities.
- Ask each Chapter officer to contact 5 full- or part-time risk managers in the local area, inviting them to attend an upcoming meeting.

Pool-specific marketing ideas

- Encourage pools and municipal leagues to distribute PRIMA meeting and membership information to their members.
- Ask pools to encourage their members' organizations to join the Chapter.
- Sponsor a joint meeting with a pool.
- Ask pools to supply the Chapter with a list of their membership entities, contact names and phone numbers.

K. Communication

PRIMA Web site -- coordination with PRIMA

www.primacentral.org

PRIMA provides each Chapter with a web listing that identifies the current Chapter president. It also provides a link to the Chapter's individual website as well as Chapter meetings. Updates should be forwarded to the Chapter Liaison at PRIMA's office.

Chapter Web Sites

Creating a Chapter web site is an effective way to keep members, sponsors and potential members aware of Chapter activities and opportunities.

Email

It goes without saying; email has become the quickest, most effective way of business communication. Keep email lists up-to-date.

Updates on PRIMA Activities

By passing on periodic updates and progress reports from PRIMA's president, executive director, and staff, Chapter presidents and liaisons can help keep their boards and members knowledgeable and up to date on PRIMA activities and looking at the behind-the-scenes activities of running a member association.

Updates on Other Chapters' Activities

PRIMA encourages Chapter officers to interact with those in other Chapters. Often, this collaboration leads to the sharing of ideas that can benefit both Chapters. The PRIMA website lists Chapter leaders and events, *Public Risk* magazine highlights and numerous activities of interest on a regular basis. In addition, the creation of ChapterTalk, an email-based discussion forum for Chapter leaders—facilitates communication among Chapters. For a list of other services that PRIMA provides its Chapters please refer to the Opportunities within PRIMA section of this manual.

L. Leadership Development

Chapter Leadership Development

Each year at the PRIMA Annual Conference, Chapter officers have the chance to meet for a Leadership Development Workshop that encourages the exchange of ideas regarding Chapter operations. Chapter officers are also invited to participate in ChapterTalk, an email discussion forum allowing current and past Chapter presidents from across the country to exchange information with their peers in other Chapters. Chapter leaders can access enrollment in ChapterTalk by logging on to the PRIMA web site and clicking on PRIMA Community.

Chapters are encouraged to provide officers with annual training outlined in this manual. This manual provides an outline of Chapter activities and sample "how to's" for achieving results without reinventing the wheel and developing leadership skills within your Chapter officers.

III. PRIMA Opportunities for Chapters

A. Other Chapter Services

In an effort to support the state Chapters of PRIMA, PRIMA offers several services.

- **Marketing Materials** – PRIMA will provide marketing materials and brochures to distribute at Chapter meetings and conferences.
- **Chapter Record Maintenance** – PRIMA will maintain copies of your key Chapter records and documents, i.e. bylaws, articles of incorporation, tax documents.
- **Chapter Resources Website Section** – PRIMA posts Chapter-related reference materials on the website for everyone to use.
- **Chapter Spotlight** – PRIMA may spotlight your Chapter in their *Public Risk* magazine.
- **Chapter Contract Review** – PRIMA will review your hotel contracts and provide feedback.
- **ChapterTalk** – PRIMA’s online discussion forum gives current Chapter presidents access to other current and past Chapter presidents.
- **Chapter Visits** – Send PRIMA’s Executive Director an invitation letter and we will try to schedule a visit to your Chapter.

B. Awards & Recognition

PRIMA’s Awards Program

PRIMA’s Awards program was designed to recognize risk management excellence. Voting PRIMA members who have created a new program or product or displayed an overall commitment to the field of public sector risk management are eligible to submit applications for the Public Risk Manager of the Year, Outstanding Achievement for a Public Risk Management Product, Pool, or Program categories, or the Chapter Recognition Award. This program opens up late fall and closes mid-January. Winners are notified sometime in March. This program is also detailed on www.primacentral.org under the Awards and Recognition link under Member Resources.

Public Risk Manager of the Year Award

This is the most prestigious award a PRIMA member can receive. PRIMA members must be nominated and will receive the award upon demonstration in performing risk management duties and responsibilities and excel to a significant degree in:

- Developing and implementing a risk management program.
- Using various insurance and/or self-funding mechanisms for effective risk financing.
- Developing, implementing and administering loss prevention and loss control programs to eliminate or reduce risk exposures.
- Coordinating support systems that best serve their entity's risk management goals and needs.
- Serving as a mentor and leader within the industry.

The Public Risk Manager of the Year will receive complimentary registration, airfare and hotel accommodations for PRIMA's Annual Conference. The Public Risk Manager of the Year will also receive recognition at the Annual Conference, recognition in PRIMA publications and Web site, as well as be featured in a short video detailing their achievements.

Outstanding Achievement in a Public Risk Management Program

This award recognizes risk management programs that are notably innovative, successful and/or well received. Entries can include, but are not limited to, department-wide or agency-wide safety initiatives, innovative risk management programs, new ways to fund risk management programs, implementation of a new program or success in selling your risk management objectives.

Outstanding Achievement in a Public Risk Management Product

This award recognizes risk management products that are particularly timely, innovative and effective for risk managers. Products can include, but are not limited to, manuals, videos, newsletters, training modules, computer programs or Web sites.

(Pools must enter the Outstanding Achievement for an Intergovernmental Risk Pool Program or Product category.)

Outstanding Achievement in a Public Risk Management Pool Program or Product

This award recognizes products and programs developed by intergovernmental risk pools that are notably innovative, timely and/or well received. Submission may focus on risk management products or programs provided to pool members. Submissions are accepted only from intergovernmental risk pools.

Recipients of these awards will receive complimentary registration to PRIMA's Annual Conference, recognition at the Annual Conference, as well as recognition in PRIMA publications and Web site.

Chapter Recognition Award

This award honors a PRIMA Chapter's newsletter, program, Web site, networking opportunities or any other Chapter-related activity.

The recipient of this award will receive one complimentary registration to PRIMA's Annual Conference, recognition at the Annual Conference, as well as recognition in PRIMA publications and Web site.

Chapter Service Award

Each year, PRIMA gives Chapter presidents the opportunity to select someone from their Chapter to be recognized at PRIMA's Annual Conference. Chapter presidents are encouraged to select someone from within their Chapter that has dedicated their time to and provided their Chapter with exemplary service. Individuals selected will be recognized at the PRIMA Annual Conference and will be awarded by their Chapters. This award is communicated to the Chapter presidents via email from PRIMA's Chapter Liaison. Traditionally this Award opens after PRIMA's Awards Program has closed. Chapter presidents have until January to fill out an information form and notify PRIMA's Chapter Liaison that they will be selecting someone.

C. Student Scholarships

Each year PRIMA offers several scholarships to students of public sector risk management. The PRIMA Student Scholarship program provides student winners with a unique opportunity to meet and learn from expert practitioners in the public risk management field and chose from over 55 educational sessions to attend. The student scholarships cover expenses related to attending PRIMA's

Annual Conference, including registration, meals, hotel accommodations and transportation.

Any student in good standing who is currently enrolled in Occupational Safety, Risk Management and Insurance or a similar degree program is invited to apply. Up to four scholarships are awarded annually. A committee made up of public risk managers, members of PRIMA's board of directors and/or professors of public administration will review the application packets and select the scholarship recipients.

The scholarships cover expenses related to attending PRIMA's Annual Conference, including registration, meals, hotel accommodations and transportation. In addition, PRIMA gives each scholarship recipient a complimentary one year student membership to PRIMA. Each recipient will be matched with a risk management professional who will serve as a mentor prior, during, and following the conference.

Chapters may also elect to sponsor a student scholar. This is an excellent way to encourage students in your state to pursue a career in public sector risk management. The scholarship program is also an excellent way to get publicity for the Chapter in the local academic community.

D. PRIMA Annual Conference Moderators

In order to provide Chapter members every possible chance to attend the PRIMA annual conference, Chapters members are asked to sign up as session moderators.

When budgets are tight, becoming involved in the conference program as a moderator, speaker or mentor, is a good way for members to convince an employer that it is important to attend.

E. Member Scholarships

Chapters are encouraged to develop member scholarships to recognize exceptional Chapter work, industry contributions or to help a member in financial need to attend the PRIMA Annual Conference, PRIMA Institute, Insurance Institute of America classes to obtain the ARM and RMPE designations, and Chapter and regional conferences.

F. Chapter Member Involvement

One of the top ways to take advantage of all the benefits PRIMA has to offer is to get involved with PRIMA. There are several opportunities to get involved with PRIMA from joining a committee to applying for the Board of Directors.

PRIMA Committees

Each year, Chapter members and leaders are invited to serve on PRIMA's committees. Chapter leaders help provide the perspective of risk managers at a local level and are especially beneficial to PRIMA in helping identify the needs of part-time risk managers and risk managers of small entities. Interested members are encouraged to submit their names and areas of interest to PRIMA by filling out the Call for Volunteers form found at www.primacentral.org under the Volunteer Leaders & Committees link under Member Resources. The Chapter Relations Committee, Education Committee, External Affairs Committee and Membership Committee are PRIMA's current special committees.

- **Chapter Relations Committee:** Link with PRIMA Chapter leaders, members, the PRIMA board of directors and PRIMA staff to further PRIMA's mission. Plan and implement communication with Chapters
- **Education Committee:** Oversees PRIMA's educational objectives and initiatives. Contributes guidance to the planning and implementation of educational programs. Reviews educational materials and opportunities.
- **External Affairs Committee:** Responsible for monitoring, reviewing and analyzing the current developments in legislative and regulatory decisions and processes that impact the field of public risk management. The priority will be primarily federal actions, although potential precedent-setting development at the state and/or provincial level should also be monitored. The committee is further charged with making recommendations on legislative and regulatory issues to the board of directors regarding action to be taken by the organization.
- **Membership Committee:** Responsible for developing and implementing strategies to retain current members and recruit new members.

Leadership Development Committee

PRIMA's Leadership Development Committee is charged with determining the number of director positions and nominating a sufficient number of members to fill all positions. This committee is appointed by the Board of Directors, chaired by the Past President and consists of six government members of PRIMA.

Board of Directors

All voting members of PRIMA have the opportunity to serve on PRIMA's Board of Directors. PRIMA's Past President sends out a letter to all PRIMA members notifying them that the board application is available on the PRIMA Web site. All applications are due to PRIMA by mid-January. The Leadership Development Committee will then interview a select number of applicants in March and select those new Board members to be presents to the full membership for ratification.

The PRIMA Board of Directors meets four times a year, generally in the months of February, June, September and December (including once at the Annual Conference). PRIMA pays for all board-related travel expenses to attend board meetings, if your entity is not able to do so. Newly elected directors will be installed at PRIMA's Annual Conference.

Each director serves one three-year term. At the completion of serving two years, directors are also eligible to run for president-elect, which is followed by serving as PRIMA's president. Each officer position is a one-year term. This is an opportunity for members to make a meaningful contribution to the public risk management profession by assuming a leadership role at the national level. Individuals may also nominate another voting member of PRIMA.

G. PRIMA Publications

Public Risk

Public Risk magazine is always looking for talented writers to contribute to PRIMA's premier publication. Published ten times each year, *Public Risk* magazine is the flagship publication of the Public Risk Management Association (PRIMA). *Public Risk* provides risk managers in the public sector with timely, focused information in an easy-to-read format. *Public Risk* features articles from risk management practitioners as well as industry experts. All articles must be between 1,200 and 2,000 words. *Public Risk*'s Editorial Calendar is on the PRIMA Web site as well as other editorial guidelines.