



# PRIMA SPEAKERS BUREAU



Exclusively for PRIMA chapters, the PRIMA Speakers Bureau gives chapters the opportunity to bring dynamic risk management speakers to their meetings and conferences at no cost.

PRIMA is pleased to offer PRIMA chapters an opportunity to select a speaker from PRIMA's Speakers Bureau for their next chapter meeting. PRIMA speakers cover a variety of subjects impacting public risk management professionals.

**New Topics include:**

- Adversity or Opportunity
- Communication and Presentation Insights
- Your Role in Creating a Workplace Culture of Civility and Respect
- Employee Performance – How to Have Effective Conversations.
- Do's and Don'ts of Cultural Inclusion
- Hiring Right to Avoid Managing Tough

Select a speaker for your next meeting, visit: [primacentral.org/community/chapters/](http://primacentral.org/community/chapters/)

# Dean Coughenour

## Risk Manager/City of Flagstaff retired, National PRIMA Past President

Dean Coughenour is the newly retired Risk Manager for the City of Flagstaff and directed their Risk Management Department, managing a comprehensive risk and safety program that includes reducing risk factors, grass root integration of the risk management decision matrix, safety, insurance, litigation management, Workers' Compensation, training, and facility inspection programs. Coughenour has over 30 years' experience in proactive Risk Management and has served on various boards and associations including Arizona Municipal Risk Retention board, City of Scottsdale Loss Trust Fund board is a past national board member of PERI (Public Entity Risk and Insurance), past loss trust fund board chair for the City of Scottsdale, past president of PRIMA National and has held various other community leadership positions. He is a frequent speaker on Risk Management topics both at national



and local conferences. Serves on the national speaker bureau and is a champion for Risk Management and the employment of the Risk Management decision matrix in day to day operations of public sector entities.

## SESSIONS

### Adversity or Opportunity "A Story of Hope and the Power of Attitude"

Failure is a part of every life's journey. How we react, what we learn and when we move forward are all up to us. This inspirational session will speak to failures and successes and the slight difference between the two that makes a major difference in the outcomes. Leave inspired and better prepared for Life's twists and turns. Gain insights through life's stories that deal with failure, hope and the power of attitude.

Learning Objectives: Learn to appreciate failure and its value. Feel confident that, although different, change can be great. Be inspired that you are not alone and that success is directly connected to your attitude toward failure. | *Duration: One hour*

### Building a Culture of Risk Management Newly updated for 2022

This entertaining and educational session will motivate and rejuvenate you to build an environment where employees feel empowered to protect not only themselves but each other. Videos will drive specific points in building a sustainable culture with audience participation. Personal stories will help the audience engage in how we impact each other through a decision of attitude, positive or negative. The story of the Duck verses the Eagle. Leave this presentation inspired recharged and ready to make an impact!

Learning Objectives: Attendees will learn how to build effective working relationships with other departments and establish effective and self-sustaining Risk Management

results from a strong risk and safety culture which empowers each employee to be the Risk Manager. | *Duration: One hour and ten minutes*

### Communication and Presentation Insights

This topic has been used as a keynote session taking the audience on an unexpected journey. Be prepared to laugh while you learn. The session will explore one of our greatest fears. Through video and entertaining interaction, you will understand why you feel anxious when you speak before others and be provided tools and thoughts to make powerful, clear and concise presentations without a panic attack! Whether we are speaking to employees, to the governing body on insurance renewals or underwriters for better pricing considerations we all need to be able to communicate with confidence. What if you could do this with "seeming" ease? Imagine if you could motivate your fellow team members to be their own Risk Manager. How much easier would your job become?

Learning Objectives: Learn the physical reasons we fear speaking. Avoid the "I am falling asleep presentation." Engage your audience earlier, in a way that helps you to communicate your ideas and gain their support. | *Duration: One hour 15 minutes*

### **Gain Support through Impactful Presentations**

This topic has been used as a keynote session taking the audience on an unexpected journey. Be prepared to laugh while you learn. The session will explore one of our greatest fears. Through video and entertaining interaction, you will understand why you feel anxious when you speak before others and be provided tools and thoughts to make powerful, clear and concise presentations without a panic attack! Whether we are speaking to employees about Risk issues, to the governing body on insurance renewals or underwriters for better pricing considerations we all need to be able to communicate with confidence. What if you could do this with “seeming” ease? Imagine if you could motivate your fellow team members to be their own Risk Manager. How much easier would your job become?

Learning Objectives: Learn the physical reasons we fear speaking. Avoid the “I am falling asleep presentation”. Engage your audience earlier, in a way that helps you to communicate your ideas and gain their support. | *Duration: One hour*

### **Penetrating the Cone of Silence/Communicating with Police and Fire**

Designed to improve your communications and relationships with Police and Fire. Have you ever wondered why it seems more difficult to communicate with Police and Fire? This session will explore why each is unique and provide insights and suggested approaches to improve your Risk Management program effectiveness in communicating with both. Expect the presentation to be entertaining, high energy and utilize video clips.

Learning Objectives: Attendees will understand why police and fire communicate the way they do. Attendees will be given suggested methods into selling Risk Management and ideas in general to these tight knit groups. | *Duration: One hour 15 minutes*

### **NEW Rockets and Exploding Bombs/A Career in Risk Management**

The audience will receive the perspective of a newly retired Risk Manager on what worked, what was a disaster on the launch pad, and the key insights into what elements are the most critical for a successful career in Risk Management.

Learning Objectives: Learn the key elements that are mission critical in analysis of data to prepare you for quality discussions with key personnel to change loss results in the shortest time possible. Understand who we establish relationships with and how to fuel the process. Learn which “Small Steps for Risk”, you NEVER want to take to ensure Stellar Career Success. | *Duration: One hour*

### **Leadership and Motivation**

What motivates you to lead? How do you inspire others to perform their best? What is the essence of leadership? Take this unique journey of discovery. The presentation will utilize extensive video clips to provoke thought and the discussion will leave you with inspirational ideas of how to lead.

Learning Objectives: Attendees will engage in interactive discussion on the keys of effective leadership and gain insight into how to engage and motivate ourselves and others. | *Duration: one hour*

### **Mystical Magic in Managing Claims**

Learn how to maximize your claims outcomes through early intervention techniques.

The session will be fast paced and entertaining. Resolve claims quicker with less legal fees and better results. What we think we know can change as we move through the investigation process as well as opportunities for resolution. But, a little Mystical Magic at the right moment can make all the difference in the outcome. This session will look at claims management approaches in the areas of general and auto liability, Workers’ Compensation, and personnel claims. Help employees be happier through improved communication.

Learning Objectives: Learn what the plaintiffs’ bar really thinks and why. Understand the difference of perspectives and how they affect your results. Overcome misunderstandings early in the process. Explore proven techniques to improve your claims results. | *Duration: One hour 15 minutes*



# Michael G. Fann, ARM-P, MBA

## President and CEO, Public Entity Partners (Tennessee Pool)

Michael has more than 30 years' experience in providing risk management consulting and training for local governments, school systems, universities, state governments and associations. He is a graduate of Middle Tennessee State University (Finance & Political Science) and Ole Miss (MBA – Management). He has participated in international public risk management exchanges with colleagues from the United Kingdom, China and Australia. Michael is a former 2-time member of the board of directors of the international Public Risk Management Association (PRIMA), and formerly served (2013-2016) on the board of directors of the Public Entity Risk Institute (PERI), based in Alexandria, Virginia. In 2020, Michael was the inaugural recipient of the PRIMA's Pioneer Excellence Award. Further, in 2019, he was conferred with the honor of "Fellow in Professional Practice" by the University of Tennessee's Master of Public Policy & Administration (MPPA) Program "to recognize accomplished & experienced professionals whose careers exhibit the highest standards of



performance excellence..." by a vote of the MPPA faculty. In 2014, he was presented with the Public Risk Management Association's highest honor as only the 11th recipient of its Distinguished Service Award. He has also received TnPRIMA's Abbie Hudgens Distinguished Service Award (2012), the Southeast Loss Control (SELC) Group's Distinguished Service Award (2016), Public Risk Magazine's Author of the Year Award (2011) and the University of Tennessee Institute for Public Service's Project of the Year Award (2004).

## SESSIONS

### Creating a Culture of Civility

One of the purest predictors of future claims experience is the morale of your organization today. While workplace harassment gets the headlines, many other claims have "improper behavior" as their foundational cause. This session highlights the relationship between the organization's work environment and its future claims. This session examines the roles that poor communication skills, personal insecurity and "the rumor mill" play in creating a toxic culture within your organization. Finally, this session will identify evaluation points and action steps designed to enhance the work environment toward a more productive, positive and safer culture. | *Duration: 1 hour 30 minutes*

### Mission-Driven Leadership

The most often overlooked step in establishing organizational leadership is the first one: establishing a clearly defined mission toward which the group may strive. The late author Stephen Covey outlined two essential principles of effectiveness: Getting First Things First, and Beginning with the End in Mind. The failure to get your thinking "right" and clearly defining what you're trying to accomplish continues to be a foundational "failure disease" for organizations. Further, are you attempting to lead your team as a positional leader or an influential leader? This session highlights the relationship between the organization's mission and the passion its staff will have toward group accomplishment. This relationship impacts communication (or that lack thereof), motivation/[de-motivation], productivity, morale, incentive/[disincentive], and many other elements which impacts the organization's long-term success. Finally, this session will examine critical elements such as hiring and retention, identifying mentors and counsellors, and investing in your people. | *Duration: 1 hour 30 minutes*



# Sharon Harris

## Senior Consultant HR & Organizational Development

Sharon Harris joined CIS (City/County Insurance Services) as a Senior Human Resource Consultant in 2014 and has had the opportunity to do what she loves the best - focusing on employment trainings and general human resources consulting for CIS Pool members and other public sector organizations. Before joining CIS, Sharon was with the City of Redmond, Oregon holding positions of human resources/ risk management director, assistant city manager and interim city manager. Sharon was very active, serving for 12 years on the Board of OR-PRIMA, but it has been her involvement with National PRIMA both as a conference attendee ( 20 times!) and by finding ways to get involved by serving three years on the National PRIMA Leadership Development Committee and as a speaker on various topics both at the National PRIMA conference and PRIMA Podcast that have enriched her risk management career. In addition to Sharon's formal college education, Sharon holds Senior Certified Professional



designations through both the International Public Management Association for Human Resources (IPMA-SCP) and the Society for Human Resources Management (SHRM-SCP). In her spare time Sharon volunteers as a small claims court appointed Mediator with Deschutes County, Oregon.

## SESSIONS

### Your Role in Creating a Workplace Culture of Civility and Respect

Every one of us in our public sector work—whether it is a citizen, a co-worker, or an elected official—comes from a different background and has a different set of life experiences. Those differences influence what we believe, how we perceive the world, and how we act, and therefore, our differences have an immense impact on the way we interact with each other. When our differences are acknowledged, understood, and respected, it can improve the health of our workplace. It also allows us to increase our ability to identify and achieve our shared goals and do a better job of providing the kinds of services our citizens want (and a workplace that our employees need). If differences are ignored, silenced, or worse, vilified, it can lead to communication breakdown, conflict, discrimination, or harassment. | *Duration: 90 minutes*

### Employee Performance – How to Have Effective Conversations

Employees are the foundations of our organizations yet often times so much attention is spent on the negative interaction or better yet avoiding the negative interactions between staff. Let's talk about how to have that difficult conversation when coaching the underperforming employees or when the conflict is between employees and turn them into effective conversations. | *Duration: 50 minutes*

### Do's and Don'ts of Cultural Inclusion

Diversity, Equity, Inclusion (DEI) – What does it all mean? Are these words represented in your organizational culture? Has your Leadership Team asked you any of these questions? – Are you one of many who are wondering what steps to take to get started, or you are just curious what others are doing? Many organizations do not know where to begin when it comes to launching a Diversity, Equity, and Inclusion program or just wonder what initial steps are needed to get started. If you are curious about DEI, spend a few minutes with your colleagues as Sharon Harris takes us through a few dos and don'ts to help you get started in identifying your own organization's readiness for culture inclusion. | *Duration: 50 minutes*

### Hiring Right to Avoid Managing Tough

Recruitment is the foundation upon which your employment relationships are built. If your organization devotes time to developing an effective recruitment process before the position is even posted, you improve your chances of finding the ideal candidate who will meet your business needs and make positive, long-term contributions to your organization. And in many instances, a well-thought-out recruitment has the added benefit of reducing performance problems and legal risk once your chosen applicant comes on board. In other words, if you invest the time at the outset, your investment will pay dividends. | *Duration: 90 minutes*

# Amy Larson, JD, ARM

## Risk and Litigation Manager, City of Bloomington, MN

Amy has more than 20 years' experience as the risk manager for the City of Bloomington, MN, including the past 11 years as the risk and litigation manager. She is responsible for the overall planning, management, administration, organization and coordination of the city's risk management program; review and negotiation of city contracts; and litigation management. Amy is a licensed attorney in the state of Minnesota and a frequent presenter for many national PRIMA events, including PRIMA Institute, the national conference and speaker's bureau. Amy is the current co-chair of the PRIMA Institute and has been actively involved with PRIMA Institute since 2013. She also served on the PRIMA Board of Directors from 2012-2019, including serving as the PRIMA president from 2017-2018, and serving as a member of the



Public Entity Risk Institute (PERI) Board of Directors from 2012-2017. Amy is also very active in the Minnesota Chapter of PRIMA, and currently serves as its past president.

## SESSIONS

### Contractual Risk Transfer

All day, every day, we transfer risk, even if we don't recognize it. In this presentation, we will use real life situations to discuss traditional risk transfer methods including the use of insurance, contracts, bond and indemnification and hold harmless agreements. We will also review what to look for in certificates of insurance, and how the use of waivers to transfer risk. | *Duration: 1 hour 30 minutes*

### Special Events

Special events can present special and unusual types of risks for your entities. 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. In this interactive presentation, the speaker and attendees will provide examples of their special events and as a group will discuss risk transfer options, including the use of permits, risk transfer, insurance requirements and the use of waivers, and lessons learned in association with these special events. | *Duration: 1 hour 30 minutes*

### Risk Management, It's More Than Just Buying Insurance

In the past, risk management was seen as the department that purchased insurance, processed claims and basically reacted to situations as they arose. Over the years, the role of the risk manager has evolved to one of being more proactive and bringing your skills to table early on in the process to help identify risks and loss control options. In this presentation, the speaker will discuss how to improve your communication skills so that you can be seen as the King or Queen of "Know," not the King or Queen of "No." | *Duration: 1 hour (usually in conjunction with one of the other presentations)*

# Marilyn Rivers, CPCU, ARM, AIC

## Principal, Rivers Risk Consulting LLC

Marilyn Rivers is a nationally recognized public-private entity strategic risk management professional and educator who has extensive experience in delivering program development, fiscal oversight, compliance, and education tailored to meet the dynamic needs of business. She recently retired from public service with a combined thirty-five years of experience managing risk in both the public-private sectors. Marilyn is the Principal of Rivers Risk Consulting. She holds a BS in Chemistry from Clarkson and a MEd from Tufts University. Her professional designations include the CPCU, ARM and AIC. Marilyn was the recipient of the PRIMA Risk Manager of the Year in 2007. She was instrumental in designing the resurgence of PRIMA Institute and actively facilitated and designed its programming for many years. She actively provides risk mitigation services to the local non-profit community. She's an active volunteer for multiple



organizations and currently serves as the President of her Lions Club. She's won national and international awards including the Lions International Robert J Uplinger Award (2014), Knight of the Blind (2016), and Melvin Jones Fellowship Distinguished Service Award (2018).

## SESSIONS

### Ensuring Community Events Meet Your Community Needs

Private community events define a public entity's socioeconomic culture bringing with them the potential for tourists, trade, visitors and business. More often than not, the events bring additional costs to governance and often cause strife as municipalities attempt to recoup costs of overtime to manage the health and safety of events for not only the taxpayers, but everyone else attending the event. Public safety has become the number one issue if reviewing and approving events for our communities. Achieving consensus is difficult at times, when events are marketed as benefitting a cause or financial assistance for a well-known loss. This begs the question and thoughtful conversation as to how municipalities can work toward achieving community safety while giving a platform to private-community events. | *Duration: 1 hour 30 minutes*

### Cultivating a Safety Committee Dialogue within Your Municipality

Risk professionals are often called the "tip of the spear" within their organization with regard to developing and marrying the relationships between risk and safety. It's a difficult role that requires ongoing education, training and an understanding of the dynamics of our global safety culture in the context of our local environments. The presentation is designed to provide discussion points in ensuring your employees and team members recognize the value of the health and safety of their personal and professional human habits. Life is as cyclical as our risk management wheel. Let's talk about how to engage your folks and instill upon them the importance of their participation and support of creating a safety culture within your organization and community. | *Duration: 1 hour 30 minutes*



### **Tools to Successfully Establish Public-Private Risk Partnerships**

Taxpayers and elected officials today post-pandemic are faced with unprecedented debt and shrinking tax dollars. Politics often get in the way of needed infrastructure upgrades and advancements. Risk management professionals are faced with a demand to understand and explain the risks associated with private funding for public projects including streetscapes, parking, solar, telecommunications, farming and recycling just to name a few. Municipal ingenuity is the precursor of future success in our post-COVID reality. This presentation focuses on thinking outside the box on cost of risk retained versus risk allotted to a private partnership. | *Duration: 1 hour 30 minutes*

### **Risk and Safety in Transition: Surviving Changes in Team Dynamics**

The dynamics of life and its cycles of behavior, age and reality materially affect the continuity of risk and safety programming for our organizations. As we age toward retirement or experience life changing events, we strive for a positive legacy to leave our communities with the possibility of continuing our success while allowing for the freedom to change with the dynamics of our team. Our programs, however, are materially dependent upon the success of our communication, engagement, and the knowledge we carry in our heads from the years of experience we've shared with the community. Let's talk legacy, positive steps for dealing with the retirement/loss of our team members and their successors, and our ability to share our passion constructively while leaving wiggle room for imaginative new ideas. | *Duration: 1 hour 30 minutes*

### **Risk in Adversity**

Governance undergoes change with every election and change in leadership. Change brings new ideas, a questioning of the norm, and turmoil in relationships. Survival of the fittest may mean taking a hard look at who we are as risk professionals to determine what is important to defend and when to concede defeat for the greater good. This session focuses on our individual risk programming, our capacity to trust our instincts to learn to capitulate, and to live with the consequences dealt us as we all strive for grace in governance. | *Duration: 1 hour 30 minutes*





# Maria Robinson

## City of Flagstaff

Maria Robinson is the Risk Management Director for the City of Flagstaff in Northern Arizona. She has more than 20 years working in the public sector and more than 15 years in the risk industry. Maria oversees the liability, safety and workers compensation programs and works closely with HR counterparts on specialized programs like the city's drug and alcohol testing program for CDL and safety sensitive positions. She previously served as an Administrator for the City of Tucson's Public Safety Communications Department (911 Center), the Safety Manager for the City of Tucson, and the Occupational Medical Manager for Pima County in Southern Arizona. Maria draws upon her experience to build relationships, offer mission-oriented solutions, and help others get to "yes" whenever possible. She is described by her organization as "invaluable" to the team. Maria earned a BSBA from the University of Arizona's Eller College of Management and a MLS in Compliance and Legal Risk Management also from the University of Arizona's James



E. Rogers College of Law. Maria and her husband own an automotive repair business in Tucson, have three children, and in her spare time, she enjoys traveling, playing poker, watching mindless TV, and hanging out with her family and her two dogs Brownie and Luna (who's "just the baby".)

## SESSION

### **You're a New Risk Manager, Now What?**

This presentation provides 10 tips to help make you (the new risk manager, or any new manager for that matter) successful in your new role! Think of this overview as pitfalls to avoid and things no one told you along the way. These tips aren't your run of the mill tips, rather, real world, practical pieces of advice that helped me as a new risk manager be successful, which includes earning respect and gaining trust from those in the organization bottom to top. | *Duration: 1 hour*

# Melissa Steger, MPA, CRM

## Associate Director, WCI & Unemployment Insurance, University of Texas System

Melissa Steger is the Associate Director of WCI and Unemployment Insurance for The University of Texas System. Melissa is responsible for administering the workers' compensation insurance program and overseeing the unemployment fund for the 13 institutions with the UT System. Melissa has extensive experience with the public, private and regulatory sectors of the workers' compensation insurance industry. She holds both a Bachelor of Science degree in Interdisciplinary Studies, a Master of Public Administration degree, and is a certified risk manager.

Melissa served two terms on the Texas PRIMA Board of Directors and was the 2016 Texas PRIMA Risk Professional of the year. Melissa is also on the board for National PRIMA



serving as 2021-2022 president. She also participates on the Board of Directors for Kids' Chance of Texas and is a Trustee, Dean, and Faculty for WorkCompCollege.com.

## SESSIONS

### Having Fun with Culture Development

This session will describe the steps a WCI program took to turn unexpected change into a positive outcome. The program had to not only develop, but also sustain a new culture focused on mission, advocacy, compliance, and results. Come learn how the program kept their focus on doing what's right. | *Duration: 1 hour*

### Establishing a Worker Recovery Mindset in Workers' Compensation

Through the grey tsunami and great resignation, the workers' compensation industry is faced with an existential threat – people. Not just “butts in seats” but people that understand the interconnectedness of all stakeholders and how important a claims advocacy model is to the overall effectiveness of the system. There are many current work comp professionals who have not been trained on a worker recovery model and know only enough about the industry to do their job. More importantly, the perception of work comp - and insurance in general - as humorless, homogenous and solely focused on cost containment creates a real issue for recruiting and retaining the rising generations who are purpose driven and want to make a difference. The best way to recruit, educate and retain is to change the paradigm towards a worker's recovery system focused on the whole person, dedicated to helping people injured at work restore their job, capabilities and life. Interestingly, a mindset of recovery is also the best way to achieve optimal financial and clinical outcomes for the two primary stakeholders in work comp – the employer and the injured employee. This session will discuss how best to instill that enlightened approach amongst all stakeholders to reduce antagonism and improve results. | *Duration: 1 hour*



For more information, contact  
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