

# WRANGLIN' THE WILD WEST

*with Texas PRIMA*

NOVEMBER 10-13, 2024 ~ SAN ANTONIO



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**ANNUAL CONFERENCE & EXPO**

La Cantera Resort and Spa | San Antonio, Texas

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# WELCOME

The 2024 Texas PRIMA Conference & Expo is gearing up to be an exciting event filled with professional development, networking, and a barrel of fun. With a theme of “Wranglin’ the Wild West with Texas PRIMA,” this year’s conference promises to bring attendees on a journey through the wild west.

The conference was originally scheduled to take place in 2020, but as we all know, 2020 brought the unexpected “C” word - not “Cowboy”! However, thanks to La Cantera’s graciousness, we were able to reschedule the conference for 2024. This allowed us to avoid incurring significant cancellation penalties, which is a testament to La Cantera’s commitment to hosting top-notch events.

Attendees will have the opportunity to socialize, enjoy delicious food, and sip on refreshing beverages as they kick off their conference experience. To further enhance the ambiance, there will be a bit of entertainment to provide a lively start to the festivities.

Monday will be filled with inspiring keynote addresses and top-notch educational sessions. Experts in various fields will share their knowledge and insights, ensuring that attendees gain valuable knowledge to enhance their careers.

Monday night will be particularly memorable as we host a networking event featuring a casino night and a full buffet. Attendees are encouraged to come dressed as cowboys and cowgirls, ready to embrace the wild west theme. The event will also feature a live band, Suede, who will entertain the crowd with their catchy tunes. Additionally, door prizes will be up for grabs, providing attendees with the opportunity to win exciting prizes.

So, saddle up and get ready for four days of professional development, networking, and a barrel of fun. The Texas PRIMA Conference & Expo promises to be an unforgettable experience, where everyone can connect, learn, and create lasting memories. See you all in November.

Norma Martinez  
*President, Texas PRIMA*



# OPENING KEYNOTE

## KEVIN BROWN THE HERO EFFECT - A Keynote Not to Be Missed

### Being Your Best When It Matters The Most!

In a fresh and entertaining style, Kevin shares ideas, strategies and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable!

In this presentation, Kevin takes his most requested program and focuses **The HERO Effect**® principles on leadership. Kevin has a simple philosophy when it comes to leadership. He believes that you are “a leader of one or a leader of none.” He believes that leadership begins with mastering self along with the daily habits required to become world class leaders, mentors and coaches to the teams we live and do business with. The foundation of this program can be summed up in one powerful idea...we reproduce what we are!

The role of leadership in an organization is to create an environment where people can be the best version of themselves. That is what serves a brand well and stands out in a crowded marketplace.

Sign up now and get ready to be your best when it matters the most!



# CLOSING KEYNOTE

## CHRIS FIELD

# DISRUPTING FOR GOOD

**Wranglin' the Wild West** requires reimagining the way we engage our work and the world and learning how to disrupt for good together. That's exactly what will happen in this memorable and motivational message featuring inspirational stories from Chris' popular book on how passion + persistence = lasting change.

From running for mayor as a teenager to breaking multiple Guinness World Records to winning the Norman Borlaug Humanitarian Award for his leadership in using aquaculture in rural Ghana to help rescue almost 300 children from slavery, Chris has been disrupting most of his life. Some might even call it a superpower. But his greatest superpower is inspiring people from all walks of life (including Risk Management Professionals!) to see that the very tools they already use every day are the same tools needed to disrupt for good.

In this keynote, Chris weaves his own story with those of other ordinary people who became extraordinary disruptors. Chris offers a clear call to action: anybody, anywhere, can choose to disrupt for good. And not only can they, but they must. Disruption is not just good for the soul; it's the only way to truly change the world.

Let's disrupt for good together as we enter the next era of risk management.



**STICK AROUND FOR THE DOOR PRIZES AT THE END OF THE CLOSING KEYNOTE! YOU MUST BE PRESENT TO WIN!**



## CONFERENCE SCHOLARSHIPS

### Scholarship Application Deadline: September 15th

Interested in attending Texas PRIMA's annual conference this fall but your entity's budget will not allow for it? Here's your opportunity to apply for a scholarship to the Texas PRIMA 2024 Conference in San Antonio, Texas!

The conference scholarship allows public risk management professionals across the state of Texas to have the opportunity to attend the annual conference when their entity lacks the financial support to allow them to attend otherwise. Texas public entity members who have not participated in the last two Texas PRIMA conferences are eligible to submit an application. Full and partial scholarship funds are awarded for registration, 2025 Texas PRIMA membership, and lodging at the conference hotel or nearby hotel. Public entities include cities, counties, state agencies, school districts, and other special districts. Eligible entities may receive no more than one scholarship per organization. The scholarship application deadline is September 15th. A limited number of scholarships are available to attend the Texas PRIMA 2024 Conference, so don't delay – apply for an annual conference scholarship today!

### STUDENT SCHOLARSHIPS

Texas PRIMA is excited to once again offer student scholarships for full-time students currently enrolled in an accredited college or university located in the state of Texas! Full and partial scholarship funds are awarded for registration, 2025 Texas PRIMA membership, and lodging at the conference hotel or nearby hotel. A limited number of student scholarships are available. The scholarship application deadline is September 15th.

## EDUCATIONAL SESSIONS

Whether you are a seasoned risk management, safety, employee benefits, human resources, or claims professional, or if you are just beginning your career, the Texas PRIMA educational sessions will offer new and exciting information from your colleagues and peers in risk management and related fields. The agenda has a full range of topics with educational tracks, including General Risk Management, Employment Practices and Benefits, Workers' Compensation, Safety and Claims, and Leadership.

## CONTINUING EDUCATION CREDITS

The Texas PRIMA conference will provide continuing education credit for select sessions from the Texas Department of Insurance. Registrants wishing to receive TDI CE credit must sign in and out at each session. Texas PRIMA will also provide continuing education credit through SHRM, HRCI and PACE Certified Case Manager programs. Additionally, select sessions will be submitted to the Texas Bar for continuing legal education credit approval. Visit the registration desk during conference hours with any questions or for more information regarding a certificate of attendance or other certification programs.



# SCHEDULE AT A GLANCE

General Risk	Workers' Compensation	Employment Practices and Benefits	Safety/Claims	Leadership & Professional Development	
<b>SUNDAY, NOVEMBER 10</b>					
12:00 PM - 6:00 PM	CONFERENCE REGISTRATION - SAN JOSE FOYER				
6:00 PM - 7:00 PM	WELCOME RECEPTION & REGISTRATION - SAN ANTONIO TERRACE				
<b>MONDAY, NOVEMBER 11</b>					
7:30 AM - 6:00 PM	CONFERENCE REGISTRATION - SAN JOSE FOYER				
7:30 AM - 8:00 AM	NEW MEMBER WELCOME & ORIENTATION - SAN JUAN				
7:30 AM - 8:30 AM	MORNING BEVERAGE SERVICE - LA CANTERA FOYER				
8:30 AM - 9:45 AM	KEYNOTE ADDRESS   Kevin Brown - The Hero Effect - LA CANTERA BALLROOM				
10:00 AM - 10:30 AM	GRAND OPENING OF EXHIBIT HALL - SAN ANTONIO BALLROOM				
10:45 AM - 12:00 PM	EDUCATIONAL SESSIONS				
<b>SAN AUGUSTINE</b>	<b>SAN JUAN A</b>	<b>SAN JUAN B</b>	<b>SAN MIGUEL</b>	<b>SAN GABRIEL</b>	<b>SAN XAVIER</b>
<b>Riding the Range of Recruitment: Tackling the Workforce Crisis in Public Service</b> Scott McNea, <i>Alliant Insurance Services</i>	<b>Utilizing Enterprise Systems to Achieve Organization, Compliance, and Collaboration</b> Danielle Beck and Kelly Murphy, <i>Trinity River Authority</i>	<b>Management Through the Eyes of Horses</b> Melissa Steger, <i>The University of Texas System</i>	<b>Tricks of the Trade, When Large Property Losses Occur</b> Brett Anderson, <i>Texas Association of Counties;</i> Scott Schwarzlose, <i>Sedgwick</i>	<b>Management of Change in Risk Management and its Positive Impacts</b> Cory Worden and Stefan Malhotra, <i>City of Houston</i>	<b>Taming the Wild West - Measuring and Managing Workers' Compensation Results</b> DC Campbell, <i>Compstat Research Group;</i> Elizabeth Frenzel, <i>IMO</i>
12:00 PM - 12:30 PM	BEVERAGE BREAK WITH EXHIBITORS - SAN ANTONIO BALLROOM				
12:30 PM - 1:30 PM	MEMBERSHIP LUNCH - LA CANTERA BALLROOM				
1:45 PM - 3:00 PM	EDUCATIONAL SESSIONS				
<b>SAN AUGUSTINE</b>	<b>SAN JUAN A</b>	<b>SAN JUAN B</b>	<b>SAN MIGUEL</b>	<b>SAN GABRIEL</b>	<b>SAN XAVIER</b>
<b>Managing AI Risk for Public Entities</b> Peter Simonsen, Gallagher; Christina Blanton, <i>University of Texas System</i>	<b>A Complete Enterprise Approach to Cost Containment</b> Dave Ross, <i>Brown &amp; Brown</i>	<b>Introduction to Incident/Accident Investigation</b> Fernando Hernandez, <i>City Of Irving</i>	<b>I'm Not Biased</b> Anastasia Settle, <i>Carlisle Medical</i>	<b>My Journey from Catastrophic Injury to Return to Work</b> Eileen Olifiers and Nancy Mann, <i>Paradigm</i>	<b>Protecting your Assets!</b> Mike Domin, <i>IVG,</i> Terry Stubbs, <i>Gallagher</i>
3:00 PM - 3:30 PM	BEVERAGE BREAK WITH EXHIBITORS				

## MONDAY, NOVEMBER 11

EDUCATIONAL SESSIONS					
SAN AUGUSTINE	SAN JUAN A	SAN JUAN B	SAN MIGUEL	SAN GABRIEL	SAN XAVIER
<b>3:45 PM - 5:00 PM</b> <b>Premises Liability Under the Texas Tort Claims Act</b> Todd Holt, <i>SORM</i>	<b>Setting Onsite Health Care Up for Success</b> Mark Faenza and Latha Brubaker, MD, <i>Concentra</i> ; Christopher Bomberger, <i>Denton ISD</i>	<b>Practical Employee Relations for Leaders</b> Michael Mirarchi, <i>Mirarchi Management Group</i>	<b>Employee Mental Health: Recognizing the New Face of PTSD</b> Danielle Carter, <i>City of Ft. Worth</i> ; Mark Debus, <i>Sedgwick</i> ; Brandi Prejean, <i>Thornton, Biechlin, Reynolds &amp; Guerra</i>	<b>Fatal Risk Reduction</b> Phillip Davis, <i>City of Baytown</i> ; Kolby Burkhardt, <i>TMLIRP</i>	<b>Risk and Resilience Management for Water Systems</b> Ahmet Ozman, <i>Black &amp; Veatch Corp</i>
<b>5:00 PM - 6:00 PM</b>					
<b>PRIZE DRAWINGS STARTING AT 5 PM - NETWORKING WITH EXHIBITORS - SAN ANTONIO BALLROOM</b>					
<b>7:00 PM - 12:00 AM</b>					
<b>MONDAY NIGHT NETWORKING &amp; DINNER EVENT - LA CANTERA BALLROOM</b>					

## TUESDAY, NOVEMBER 12

<b>7:30 AM - 5:00 PM</b>					
<b>CONFERENCE REGISTRATION - SAN JOSE FOYER</b>					
<b>7:30 AM - 8:30 AM</b>					
<b>MORNING BEVERAGE SERVICE - THIRD FLOOR</b>					
EDUCATIONAL SESSIONS					
SAN AUGUSTINE	SAN JUAN A	SAN JUAN B	SAN MIGUEL	SAN GABRIEL	SAN XAVIER
<b>Understanding Impairment Ratings</b> John P. Obermiller, MD, <i>Medical Equation, Inc.</i>	<b>Schools – Be Prepared to “Draw”, It’s the Law</b> Allison Nixon and Julia Spracklen, <i>RHSB</i> ; Mary Martin and Chris Bomberger, <i>Denton ISD</i>	<b>Empowering Leadership: Unleashing a Resilient Culture of Ownership and Accountability</b> David Suson, <i>Proliance Group LLC</i>	<b>Property Damage: What You Don’t Control Will Control You</b> Scott Schwarzlose, <i>Sedgwick</i> ; Bryan Day, <i>EIF Global</i>	<b>The Basics of Workers’ Compensation Subrogation</b> Mark Solomon, <i>Matthiesen, Wickert &amp; Lehrer, S.C.</i>	<b>Care for Self to Care for Others</b> Craig Barnes, <i>TMLIRP</i> ; Erica Balli, <i>City of Harlingen</i>
<b>10:00 AM - 10:30 AM</b>					
<b>BEVERAGE BREAK WITH EXHIBITORS - SAN ANTONIO BALLROOM</b>					
<b>10:30 AM - 11:45 AM</b>					
EDUCATIONAL SESSIONS					
SAN AUGUSTINE	SAN JUAN A	SAN JUAN B	SAN MIGUEL	SAN GABRIEL	SAN XAVIER
<b>Impact of AI on Workers’ Comp, Health &amp; Benefits</b> Dr. Monte Masten and Catherine Brown, <i>Marsh McLennan Agency</i> ; Paul Ruffin, <i>Mercer</i>	<b>Friendly Feud: Risk Management Edition</b> Rick Pray and Courtney Ramirez, <i>Alliant Insurance Services</i>	<b>WorkRisk Analysis: What is your problem? A Comprehensive Look at Job and Risk Analysis</b> Steven Clark, <i>Select Physical Therapy</i>	<b>What Leaders Must Know Regarding Active Attack Responses and Prevention</b> Stan Standridge, <i>Chief of Police, City of San Marcos</i>	<b>Subrogation - How to Identify &amp; Pursue 3rd Party Claims</b> Ricky Green, <i>The Law Office of Ricky D. Green, PLLC</i>	<b>You’re the Risk Manager... Now What?</b> Craig Rowe and Adam Shier, <i>ClearRisk</i>
<b>12:00 PM - 1:15 PM</b>					
<b>AWARDS LUNCHEON - LA CANTERA BALLROOM</b>					

## TUESDAY, NOVEMBER 12

TUESDAY, NOVEMBER 12					
1:30 PM - 2:45 PM	EDUCATIONAL SESSIONS				
SAN AUGUSTINE	SAN JUAN A	SAN JUAN B	SAN MIGUEL	SAN GABRIEL	SAN XAVIER
<b>Stress, Attitude and Behavior: Factors that Influence Driving</b> Katie Mueller, <i>National Safety Council</i>	<b>Every Mind Matters, Creating Workplaces &amp; Communities Where Every Person Thrives</b> Nora Plambeck, <i>Agile Mindfulness</i>	<b>Social Media and AI in Insurance Investigations</b> Danielle McCrane, <i>PhotoFax, Inc.</i>	<b>Boots On The Ground - Risk Management 101</b> Robert Waggoner, <i>McGriff Insurance Services, LLC;</i> Jamee Higgins, <i>City of Midland</i>	<b>Escaping Mexican Prison and the Criminal Cost of Healthcare</b> Joe Wilson, <i>Frontier Health</i>	<b>Law Enforcement: Serving to Protect those that Protect and Serve</b> Joe Peppelman and Ross Sylvestre, <i>Munich Re Specialty;</i> Mike Ranalli, JD, <i>retired</i>
2:45 PM - 3:15 PM	BEVERAGE BREAK WITH EXHIBITORS - SAN ANTONIO BALLROOM				
3:15 PM - 4:30 PM	EDUCATIONAL SESSIONS				
SAN AUGUSTINE	SAN JUAN A	SAN JUAN B	SAN MIGUEL	SAN GABRIEL	SAN XAVIER
<b>Workers' Compensation 101</b> Adriana Talbot and Jennifer Ruedas, <i>Texas Association of School Boards</i>	<b>Chart Your Course: The ACA Compliance Journey</b> Kim Bruggeman, <i>American Fidelity Administrative Services, LLC</i>	<b>Asset Handling - Think Like an Adjuster</b> Alan Ruscher and Brandon Weir, <i>McLarens</i>	<b>Claims Reviews: Strategies for Success</b> Frank Deleon, <i>McGriff Insurance Services, LLC;</i> Jacob Romero, <i>Athens Administrators;</i> Melissa Steger, <i>The University of Texas System</i>	<b>Empowering Risk Managers with the Transformative Power of Generative AI</b> Brian Billings and Patty Reinecke, <i>Midwest Employers Casualty</i>	<b>Law Enforcement and Mental Stress</b> David Whitis and Helana Barmore, <i>Texas Association of Counties</i>
4:45 PM - 6:00 PM	SPONSOR APPRECIATION & NETWORKING RECEPTION - SAN ANTONIO BALLROOM				
WEDNESDAY, NOVEMBER 13					
8:00 AM - 12:00 PM	CONFERENCE REGISTRATION - SAN JOSE FOYER				
8:00 AM - 9:00 AM	MORNING BEVERAGE SERVICE - THIRD FLOOR				
9:00 AM - 10:15 AM	EDUCATIONAL SESSIONS				
SAN AUGUSTINE	SAN JUAN A		SAN JUAN B		
<b>Doing the Same Thing Over and Over, Expecting Different Results</b> Melissa Tonn, <i>OccMD</i>	<b>Mentorship Matters</b> Todd Holt, <i>SORM</i>		<b>What We Learned From The Fire</b> Tiffany Stevenson, <i>City of Richardson;</i> Jason Diener and JoBeth Wells, <i>Epic Insurance Brokers &amp; Consultants;</i> Jimmy Sarubbi, <i>Quantus</i>		
10:30 AM - 12:00 PM	PRIZE DRAWINGS & CLOSING KEYNOTE ADDRESS   Chris Field - Disrupting for Good - LA CANTERA BALLROOM				



# OUR GENEROUS SPONSORS 2023-2024

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Terra | TML IRP | Travelers | Trinity Review Services, Inc. | UnitedHealthcare | USI Insurance | Wilber Group | WTW | Young & Associates

## CONFERENCE REGISTRATION INFORMATION

Conference Registration includes access to all educational sessions, the Exhibit Hall and all special events.

Conference special events and meal functions include:

### SUNDAY

Welcome Reception ..... 6:00 PM – 7:00 PM

Network with other attendees and enjoy beverages and light hors d'oeuvres.

### MONDAY

Membership Lunch..... 12:30 PM – 1:30 PM

Monday Night Networking Event & Dinner ..... 7:00 PM – 12:00 AM

Entertainment includes casino games and live music from *Suede*.



### TUESDAY

Awards Luncheon..... 12:00 PM – 1:15 PM

Appreciation & Networking Reception..... 4:45 PM – 6:00 PM

Network with sponsors and exhibitors while you enjoy beverages and light hors d'oeuvres.

## HOST HOTEL

### LA CANTERA RESORT & SPA

16641 La Cantera Pkwy  
San Antonio, TX 78256  
Phone: 210-558-6500



Book your hotel room now! We have secured the special conference rate of \$207.19/night + applicable taxes + applicable fees. Reservations are available through the conference (Nov. 7 - 16, 2024). Reserve your room now via the online reservation link or call 210-558-6500.



There are a limited number of government rate rooms available to qualifying guests.

### DOUBLETREE HOTEL (OVERFLOW HOTEL)

6809 North Loop 1604 W., San Antonio, Texas  
Texas PRIMA has an additional block of rooms at a nearby hotel with a room rate of \$129/night. RESERVE A ROOM ONLINE. The deadline to make a reservation at the group rate is October 21, 2024.

Shuttle service will be provided between Doubletree and LaCantera and we will be sharing a shuttle schedule once finalized.

## CANCELLATIONS & REFUNDS

All cancellations must be received in writing (email or mail) on or before Friday, September 27, 2024, to receive a full refund minus a \$25 administrative processing fee. Refunds requested on or after Saturday, September 28, 2024 will not be refunded. Conference “no-shows” will not receive a refund. All refunds will be processed post-conference.



# REGISTRATION FORM

[CLICK HERE TO REGISTER ONLINE](#)

**ALL FIELDS REQUIRED.**

Your Conference Attendance:  First Time!!!  my # \_\_\_ year How many years have you been in the risk management profession? \_\_\_\_\_

First & Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

Professional Credentials/Certifications: \_\_\_\_\_

TDI License #: \_\_\_\_\_ Entity/Employer: \_\_\_\_\_

Work Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Special Needs (ADA): \_\_\_\_\_

I am interested in obtaining continuing education credit for the following:  None  HRCI  SHRM  Certified Case Manager (CCM)

Other CE I would like Texas PRIMA to consider: \_\_\_\_\_

## SIGN ME UP FOR THE TEXAS PRIMA 2024 CONFERENCE

	OCTOBER 13 OR EARLIER	OCTOBER 14 OR LATER
Public Entity	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 450
Risk Pool	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 650
Corporate	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$ 750
Student**	<input type="checkbox"/> \$ 175	<input type="checkbox"/> \$ 200

(\*\*Must provide proof of status) **ALL FEES INCLUDE Texas PRIMA MEMBERSHIP**

**OPT OUT OF EVENTS:**

If you need to miss a conference function, please let us know. This helps us plan for the proper number of guests by those not able to attend (opting-out.)

- Sunday – Welcome Reception..... 6:00 PM – 7:00 PM
- Monday – Membership Lunch ..... 12:30 PM – 1:30 PM
- Monday Night Networking & Dinner ..... 7:00 PM – 12:00 AM
- Tuesday – Awards Luncheon..... 12:00 PM – 1:15 PM

**PLEASE NOTE:** Attendance at Texas PRIMA events constitutes an agreement by the attendee to Texas PRIMA's use and distribution of the attendee's images or voice in photographs and recordings of such events and activities. By providing your email address you agree to receive emails from Texas PRIMA and sponsoring organizations. Unless you inform Texas PRIMA that you object, permission is assumed.

# PAYMENT INFORMATION

[CLICK HERE TO REGISTER ONLINE](#)

E-MAIL: [info@texasprima.org](mailto:info@texasprima.org)

MAIL: Register & pay by check: TEXAS PRIMA, P.O. BOX 92373, AUSTIN, TX 78709

## CONFERENCE REGISTRATION INCLUDES:

- Exhibit Hall & Session Access
  - Welcome Reception
  - Monday Night Networking & Dinner (1 ticket)
  - Sponsor Appreciation Reception
  - Monday & Tuesday Luncheons
  - One-year Texas PRIMA Membership  
*Public Entity \$75 | Risk Pool \$150*  
*Corporate \$225 | Student \$10*
- OPT ME OUT of the Texas PRIMA MEMBERSHIP (fee remains the same)

## FEES DUE/SUBTOTAL

Complete this section, indicating corresponding payment amounts; enter total in TOTAL PAYMENT DUE / ENCLOSED below.

### CONFERENCE REGISTRATION FEE

(from the registration option that you selected)..... \$ \_\_\_\_\_

### GUEST TICKET(S)

Registration includes 1 ticket to each event listed below. If you would like to purchase guest tickets, please complete the section below.

Monday Night Networking & Dinner     \$65 each x \_\_\_\_\_ extra tickets     \$ \_\_\_\_\_

Tuesday Awards Luncheon                     \$50 each x \_\_\_\_\_ extra tickets     \$ \_\_\_\_\_

### TOTAL PAYMENT DUE / ENCLOSED

(must equal amounts indicated in fees due/guest ticket sections above)     \$ \_\_\_\_\_

### SELECT PAYMENT TYPE

MASTERCARD    VISA    AMEX    CHECK *(For payment by check, do not staple payment to form.)*

Card Number: \_\_\_\_\_ Sec. Code (required): \_\_\_\_\_

Cardholder Phone Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

