

PRIMA PRESS

A QUARTERLY NEWSLETTER FOR OUR MEMBERS

texasprima.org
Texas Chapter Public Risk Management Association

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Yee-haw! We're incredibly excited to step into the heart of Texas with our 2024 Conference & Expo in San Antonio. We kicked off 2024 with a bang – welcoming two new board members and partnering with a new conference and event planner. While we faced a few challenges with La Cantera Resort & Spa, through it all, the Board remains dedicated to making this year's conference another ace-high event.

The Board Committees have been working diligently to tickle your spurs – planning educational webinars, enhancing membership outreach, boosting website and social media engagement, organizing the awards program and managing new board nominations. Of course, the Conference Planning Committee has been working tirelessly to ensure our conference and expo is engaging, educational, safe and a Texas-sized experience for all who attend. This year's theme is **"Wranglin' the Wild West with Texas PRIMA"**. The event will kick off on Sunday with registration and a welcome reception that includes live music that perfectly complements the theme.

We have two exceptional keynote speakers lined up to inspire and motivate us. The opening speaker, Kevin Brown, will speak about unsung heroes, highlighting individuals who rise above the ordinary to make remarkable contributions to society. Brown's insights will undoubtedly leave attendees with a sense of awe and deep reflection. Our closing speaker, Chris Field, will focus on **"Disrupting for Good"**, the importance of challenging the status quo and actively working towards positive change. Hailing from College Station, the town we all know as Aggieland, and with having roots in Texas, Chris' message will certainly resonate with our cowboys and cowgirls inspiring us to disrupt for good in our own rodeos 🤠. Both speakers are sure to deliver powerful messages you don't want to miss!

Our educational sessions will take you galloping into the risk management arena. These sessions will cover topics such as artificial intelligence (AI), financial risk management, cyber security, workers' compensation, catastrophic losses, safety, claims handling, health & wellness, employment practices, regulatory compliance and more. Be sure to check out the [Schedule-at-a-Glance](#) to start planning your wild west adventure. And don't forget to pack your leather chaps and western attire for our Monday night networking and dinner event which will feature casino night, a full buffet, live music by Suede, and a chance to win door prizes. The event concludes on Wednesday with more educational sessions, Field's inspiring keynote address and the final door prize drawings. Remember, you must be present to win any Texas PRIMA door prizes!

Overall, the conference promises to be an engaging and enriching experience for all attendees, providing a platform for networking, learning, and inspiration. Make sure y'all join us in **"Wranglin' the Wild West with Texas PRIMA"**. The early registration deadline is October 13, 2024. See you in November!

Norma Martinez

2024 Texas PRIMA President



Navigating the Gen Z Workforce: Challenges and Strategies for Effective Management

By 2030, Generation Z (Gen Z) will constitute about 30% of the workforce. Many factors have shaped Gen Z into a unique generation, these factors include a mix of trends, challenges and milestones that often make them more likely to have certain make-or-break expectations for jobs. [Click Here](#) to learn more about strategies to manage and retain Gen Z employees.

Source: MarshMcLennan Agency



The University of Diversity

As recent efforts to promote Diversity, Equity, & Inclusion (DEI) increase across the workforce, it is important to maintain balanced solutions to situational inequities. Understanding the importance of blending individual differences (inclusion) to create a proactive, culture-driven team will bring strength to any organization. [Click here](#) to read more and to learn about new approaches to achieve inclusion outcomes thru collaboration.

Story Contributor: Jim Anderson – Principle, Lighthouse Resource Group



Education Update

September 6th – [Coffee Talk: Let's Talk Accident Reporting](#)

September 17th – [Disaster Preparedness Planning for Facilities](#)

October 15th – [RM ISD: Applying Risk Management Essentials to Public School Districts](#)

November 1st – Coffee Talk: Know Before You Go (Conference)

November 10-13, 2024 – [Texas PRIMA Annual Conference](#)

December 3rd – Anatomy of a Lawsuit

December 20th – Coffee Talk: Holiday Hangout

Don't forget that recordings of our webinars are in your [Community](#) under the Resources header.

Melissa Ledesma, Education Chair



Conference Scholarship Opportunities

Wishing to attend our “**Wranglin’ the Wild West**” conference but need financial assistance? The Texas PRIMA Scholarship Program is designed to assist public entity professionals whose entity could not otherwise afford to pay the cost of attending Texas PRIMA's annual conference. Visit our [scholarship page](#) for eligibility criteria. In addition, our Annual Conference Student Scholarship Program is available for students pursuing a degree in public administration, risk management, human resources, or other related field. Please help us spread the word and send the information to eligible students! Thank you to our generous sponsors who make the Scholarship Program possible.

Full and partial scholarship funds are awarded for registration, annual Texas PRIMA membership and lodging. A limited number of scholarships are available, so don't delay - apply for an annual conference scholarship today! Applicants will be notified of status prior to the October 13th early registration deadline. Applicants who pay for conference registration or membership will not be refunded. **The application deadline is September 15th.**

[APPLY HERE](#)

Kaltrina Minick - 2024 Scholarship Chair



Board Nominations

It's Round-Up Time! Eligible voting members who have the drive to champion the mission of Texas PRIMA should consider applying for a Director-at-large position. Serving as a board member provides valuable opportunities, including personal and professional development, a sense of achievement, deeper insight into a great organization, and the chance to enhance your leadership skills while expanding your professional network. View the [application](#) for eligibility criteria and commitment requirements. **The application deadline is September 6th.**

[APPLY HERE](#)



National PRIMA Update

PRIMA's 2024 Annual Conference was held at the beautiful Gaylord Opryland Resort and Convention Center in Nashville, TN which also happened to correspond with CMA fest going on in Nashville. Attendees had a great time during education and networking opportunities, while being able to explore and enjoy all the things that Nashville has to offer. PRIMA24 was one of the highest attended with over **65** exhibiting companies, **20** sponsors, and over **1,200** attendees, of which Texas was represented with **95** registered attendees. Additionally, Texas had the following highlights at the annual conference:

- Texas PRIMA hosted a Texas PRIMA Roundup networking event at the Fuse Sports Bar and had a great turnout.
- Texas PRIMA received the Chapter Recognition Award.
- Jamee Higgins was recognized for the Chapter Service Award and will be honored at this year's Texas PRIMA Annual Conference.
- Robert Warren was appointed to the PRIMA board of directors.

Registration for the 2024 PRIMA Institute is currently open. The [2024 PRIMA Institute](#) will take place October 21-25, at the Scottsdale Resort at McCormick Ranch in Scottsdale, AZ. PRIMA Institute (PI) is the premier educational program for new and seasoned risk management professionals who seek to learn more about emerging trends, best practices, and gain insight into current management techniques. PRIMA25 will be in Seattle, WA June 1-4.

Robert Warren - Past President, National PRIMA Board Member



City of McAllen / Rio Grande Valley 10th Annual Risk & Safety Expo 2024

The City of McAllen held its 10th Annual Risk & Safety Expo on June 12th and 13th at the McAllen Convention Center. This regional event has become a Rio Grande Valley (RGV) favorite. Members from local government entities, school districts, and private sector professionals came together for networking with colleagues and sponsors while learning about emerging risks and trends from leading industry experts. Over recent years, the conference & safety expo has seen much growth where attendees from different parts of the State have joined for a fun-filled event that brings premier educational opportunities. Event sponsors are dedicated to the RGV communities and furthering continuing education among risk & safety professionals across the RGV and deep South Texas! We hope our Texas PRIMA members make plans to attend in 2025!

Members on the Move



Anandita Roy – Risk Management Coordinator for the City of Pharr

Anandita has recently joined the City of Pharr as their newest Risk Management Coordinator. Although new to the Risk Management profession, her background in emergency management and disaster studies supports critical aspects of risk management. Congratulations, wishing you much success!

Do you have a new designation or promotion to announce? Remember to send it to info@texasprima.org.



July - Verence Rosales is the Director of Human Resources and Risk Management for Jefferson County. She has been with Jefferson County for 11 years and recently joined the Risk Management field about two years ago. Verence says that Texas PRIMA has had an impact on her career through the networking and educational opportunities, which have been a resource to help her gain knowledge and make connections with other risk professionals across the state.



August: Cindy Gutierrez is the Risk Manager for the City of Edinburg. She has held various roles in municipal government for the past 15 years and attributes her success to having great mentors and leaders who inspired her. Cindy welcomes new challenges and how they can lead to the development of new strategies. She credits Texas PRIMA networking opportunities and educational sessions as having a positive impact on her career. Members can read Cindy's full member spotlight interview in the Members Only Community.



September: James Cline is the Senior Director of Risk Management & Non-Exempt Services for Galena Park ISD. James has started his second year at Galena Park ISD as the Senior Director for Risk Management. Although he is new to the Risk Management profession, he understands the importance of mitigating risks and promoting safe work practices. Attending the 2023 TX PRIMA conference as a scholarship recipient was one of his best career development experiences. He finds the Texas PRIMA community to be an excellent platform for education and networking. Members can read James's full member spotlight interview in the Members Only Community.



Texas PRIMA Awards

Texas PRIMA is looking for our brightest cowboys and cowgirls to take center stage in recognition of their acts and accomplishments in their own roundup. We hope you consider nominating the most trail-blazing risk professionals for the following awards:

The **Risk Professional of the Year Award** recognizes an individual who exemplifies excellence, innovation, and commitment to the risk and insurance management field.

The **Rising Star Award** recognizes someone with between 2-7 years of professional experience in the public risk and insurance management industry who has exemplified leadership potential, achievement, and professional development.

The **Risk Management Program Achievement Award** honors programs, projects, or products that are creative and successful, and highlights the success of our public entity organizations.

Recipients of both the Risk Professional of the Year Award and the Rising Star Award receive complimentary conference registration and one-night hotel accommodations. **The application deadline is September 15th.**

[APPLY HERE](#)

Kaltrina Minick -2024 Awards Chair



Letter From the Editor

Welcome to our latest edition of our September 2024 Texas PRIMA Press newsletter. It's that time of the year again where the leaves turn brown, the air feels lighter and cooler. This issue is brimming with great content to carry you out of the summer and into the fall! As always, please feel free to share your ideas for future articles, promotions, and the successes you are realizing in your organizations and programs. Happy Fall!

*Yolanda "Yoli" Perez, MS, C-DER
Texas PRIMA Press Editor, 2024 Newsletter Committee Chair*

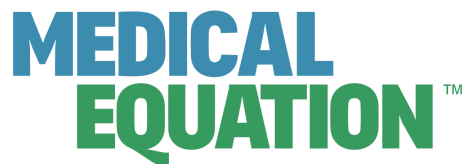
Sponsor Highlight



Government entities face risks that are significantly different than those faced by commercial businesses and corporations. Public entities need an insurance partner who is truly on the cutting edge of designing specialized insurance programs, but one who also understands the process of operating in the public sector.



The nation's premier provider of third-party claims administration.



In its 27th year in business, Medical Equation provides independent utilization management solutions for the insurance industry and bill review / expert witness testimony for law firms. The company was founded and is still owned by three physicians who lead a panel of over 30 reviewer physicians and specialists.



HUB International is the pre-eminent Employee Benefits Consulting firm in Texas. We serve more than 100 public-sector clients across the state, including municipalities, school districts, counties, water authorities, health districts and state government agencies. It is important to partner with a consulting team who has significant experience working with public sector employers and employees, and there are few, if any, consultants nationally who can match the experience of HUB International.

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