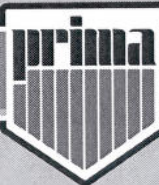


2011



PORTLAND

PRIMA 2011 ANNUAL CONFERENCE

Blazing the Trails of Risk

JUNE 5–8, 2011



Portland, Oregon
Oregon Convention Center

REGISTER TODAY!

www.primacentral.org

TABLE OF CONTENTS

Attendee Information	1
Annual Conference Highlights	2
Schedule-at-a-Glance	4
General Session Presentations	5
2011 Exhibitors	6
Educational Sessions	7
Guest Tours	17
Travel Information	18
Registration	21



On behalf of the PRIMA board of directors and the 2011 conference planning committee, please accept this special invitation to join us as we “Blaze the Trails of Risk” in Portland, Oregon!

In this world of constant change, risk managers cannot simply sit back and go with the status quo. We must be innovators and trail blazers in order to navigate and adapt to the treacherous terrain of public risk management. PRIMA's 2011 Annual Conference brings together thought leaders in the public risk management field who will share their experiences and solutions to some of risk management's toughest problems.

At the 2011 Annual Conference, you will have more than 50 educational sessions in eight tracks from which to choose, including an employee benefits track, school risk management, pooling and risk control. Through the collaborative learning environment of the PRIMA Annual Conference, you will come away with answers to questions and cost-effective solutions that you can implement in your own entity.

A visit to PRIMA's Annual Conference wouldn't be complete without attending one of PRIMA's popular networking events! Kick off your conference experience by attending PRIMA's Sunday Welcome Reception at the Hilton Portland or put on your dancing shoes Tuesday for PRIMA's Night at the Museum at the Portland Art Museum. These events give you a unique opportunity to meet old risk management friends and make new ones. One of the greatest benefits of PRIMA's conference is the chance to share what you know with your fellow practitioners!

As always, PRIMA's conference will feature an extensive trade show with exhibitors who recognize the power and influence of public sector risk managers.

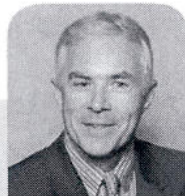
You'll also enjoy the uniqueness of Portland, a truly eclectic city with great restaurants, riverfront activities, famous markets and a downtown whose view is dominated by snow-capped Mt. Hood. This year, there are several Portland-area tours available so you can get a taste of the city before or after the conference. Take advantage of the free downtown light rail service and explore the city or consider the great outdoor activities Oregon offers, including hiking, biking and kayaking.

There is no better way to start your summer than attending PRIMA's 2011 Annual Conference in Portland! We are certain you will find the conference location to be a great venue for learning, networking and relaxing in the beautiful Pacific Northwest.

We look forward to seeing you June 5–8, 2011, in Portland, Oregon!



Laura Peterson, JD, MPA
2010–2011 PRIMA President



Dan Hurley, CSP, ARM-P, MS
Chair, 2011 Conference Planning Committee



2011

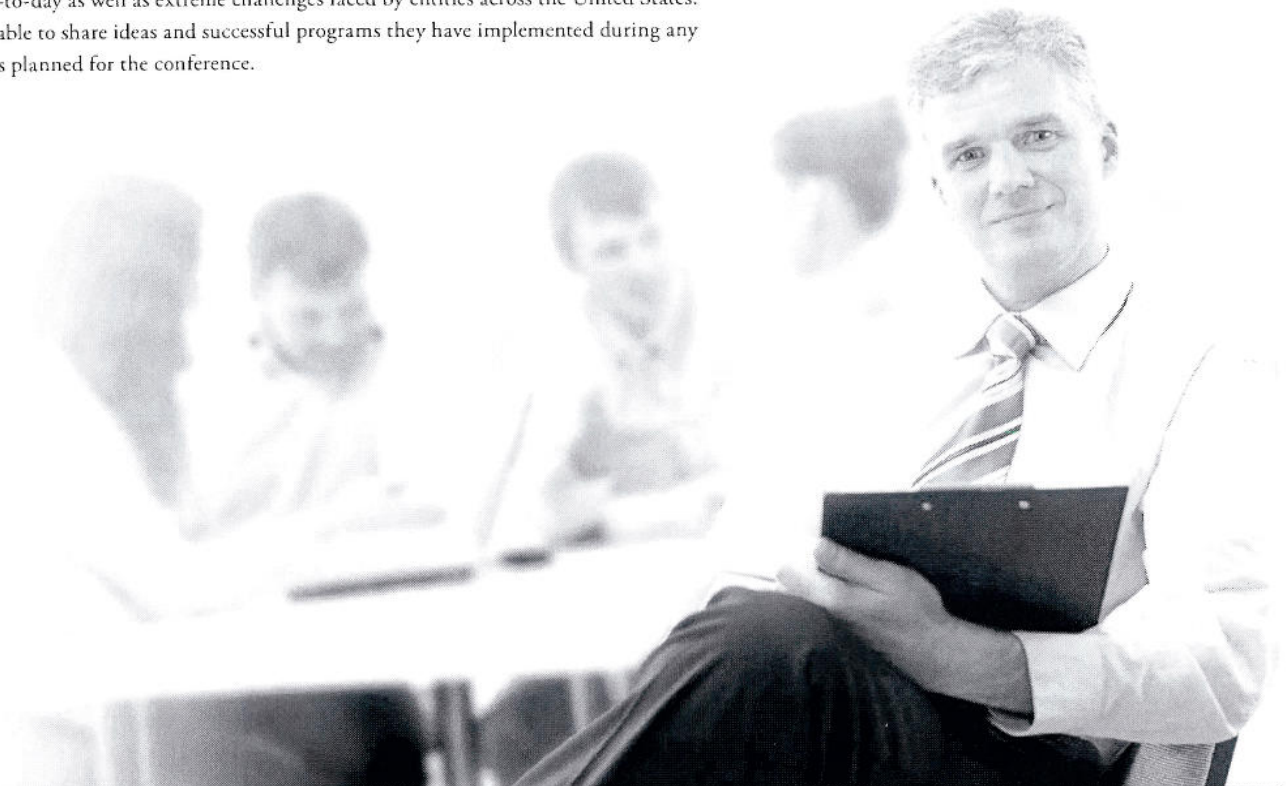
PORTLAND

Who Should Attend?

- › PUBLIC RISK MANAGERS
- › HUMAN RESOURCE PRACTITIONERS
- › EMPLOYEE BENEFITS ADMINISTRATORS
- › HEALTH AND SAFETY MANAGERS
- › RISK FINANCING AND CLAIMS MANAGERS
- › POOLING EXECUTIVES

WHAT DOES PRIMA'S 2011 ANNUAL CONFERENCE OFFER YOU?

PRIMA's 2011 Annual Conference is **the** educational forum for risk managers in the public sector. Attendees will have access to leading-edge educational sessions addressing all aspects and levels of public sector risk management and will participate in second-to-none peer-to-peer networking events hosting others in the profession. Risk managers will learn how their counterparts have dealt with the day-to-day as well as extreme challenges faced by entities across the United States. Attendees will be able to share ideas and successful programs they have implemented during any of the social events planned for the conference.



Conference Highlights

SPECIAL EVENTS

SUNDAY, JUNE 5

Golf Outing

Hosted by the Oregon Chapter of PRIMA



Don't miss this wonderful opportunity to play on the beautiful golf course at Pumpkin Ridge Golf Club in Portland, Ore. For more information on the PRIMA 2011 Annual Conference Golf Outing or the Pumpkin Ridge Golf Club, visit the Oregon Chapter of PRIMA Web site at www.orprima.org.

SUNDAY, JUNE 5

Pre-Conference Session

Winning Presentations:

Getting it Right, Anywhere, Every Time

Back by popular demand! PRIMA is once again offering annual conference attendees the opportunity to attend this ground-breaking, dynamic and interactive half-day presentation skills workshop. Presenter Michael Jackson will travel from South Africa to teach workshop

registrants exactly how to create and deliver a top-quality business presentation. This is a professional development program guaranteed to improve the level of any attendee's presentation skills! This workshop comes complete with a full professional manual and guide.

Registrants will:

- Gain the theory, techniques and activities they need to know to be able to prepare and deliver appropriate meaningful business presentations;
- Learn how to prepare content and become comfortable with their material;
- Discover how to control the room and the environment and get the results they want from any audience;
- Receive training on PowerPoint and other visual aids while learning how to use them to their advantage.

Register for this dynamic pre-conference session when registering for the conference on PRIMA's online registration page at www.primacentral.org or for further information, contact Catie Slye, PRIMA education and training manager at 703.253.1261 or cslye@primacentral.org. **Space is limited. Pre-registration and additional fee required.*

NEW! WHY NOT GET ONE STEP CLOSER TO EARNING YOUR ARM OR ARM-P DESIGNATION?

PRIMA OFFERS ARM54 REVIEW SESSION AT THIS YEAR'S ANNUAL CONFERENCE

PRIMA will offer a day and a half review session to prepare for the ARM54 exam in conjunction with this year's conference. The review session will take place on June 4-5, just prior to PRIMA's 32nd Annual Conference. Testing will be available for the ARM54, ARM55, ARM56, and RMPE on Sunday, June 5, from 2:00 p.m.—4:00 p.m.

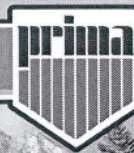
This is the perfect opportunity for you to combine the learning and networking opportunities of the conference with the chance to earn your ARM or ARM-P designation or RMPE certificate of completion.

Please register by the deadline of Monday, May 2.

For more information on the ARM or RMPE programs, or to register, visit the Annual Conference portion of www.primacentral.org.

Questions? Contact Catie Slye, PRIMA education & training manager, at cslye@primacentral.org.

2011



PORTLAND

SUNDAY, JUNE 5

Welcome Reception

Join fellow attendees and exhibitors Sunday night at the Hilton Portland & Executive Towers to kick off the best educational event and trade show in public risk management. There's no better way to get into the conference frame of mind than by networking with fellow leaders in your industry, building new relationships and meeting up with old friends!

TUESDAY, JUNE 7

PRIMA's Night at the Museum

Join us at the Portland Art Museum for PRIMA's Night at the Museum. This year's event will continue in past traditions with music, dancing, great food and plenty of networking with the best in the risk management industry! We'll be blazing the trails with this event!



WEDNESDAY, JUNE 8

PRIMA Fun Run/Walk



The PRIMA Fun Run/Walk is your chance to start your day off right, with a vigorous run or walk with your risk management colleagues. Get your blood pumping bright and early and enjoy refreshments, great networking, lots of laughs and the feeling of starting your day off with exercise! You can register when registering for the conference on PRIMA's online registration page at www.primacentral.org or at the registration desk up until 5:00 p.m. on Tuesday, June 7.

NEW FOR 2011! WEDNESDAY, JUNE 8

FREE Post-Conference Workshop

Role of Public Sector Risk Managers in Child Protection

The 9-1-1 Call Center Partner Program, recently endorsed by PRIMA, sets forth best practices for handling 9-1-1 calls involving missing and/or sexually exploited children. Every 9-1-1 call center must have in place policies and training to help ensure every missing and sexually exploited child is given the best chance to be found alive and unharmed. Presenter Peter Bellmio, senior policy advisor, Office of the President for the National Center for Missing and Exploited Children (NCMEC), will provide public sector risk managers with a detailed review of the standard, as well as training and technical assistance available at no cost from NCMEC. The four-hour workshop will address the nature of the problem, NCMEC operations and resources, and the role risk managers can play to ensure their entities have the tools necessary to increase the likelihood of a positive outcome when a child is in danger.

**Space is limited. Pre-registration required and will be accepted on a first-come, first-served basis. Free to registered PRIMA Conference attendees. Register for this session when registering for the conference on PRIMA's online registration page at www.primacentral.org.*

Schedule-at-a-Glance

Saturday, June 4

9:00 a.m. – 5:00 p.m.	ARM54 Review Course
-----------------------	---------------------

Sunday, June 5

8:00 a.m.	PRIMA 2011 Golf Outing <i>Hosted by the Oregon Chapter of PRIMA</i>
9:00 a.m. – 12:00 p.m.	ARM54 Review Course
12:30 p.m. – 5:00 p.m.	Pre-Conference Session <i>Winning Presentations: Getting it Right, Anytime, Every Time</i>
1:00 p.m. – 6:00 p.m.	Registration Open
2:00 p.m. – 4:00 p.m.	ARM/RMPE Testing
3:30 p.m. – 4:30 p.m.	First-Time Attendee Orientation
6:30 p.m. – 8:30 p.m.	Welcome Reception

Monday, June 6

7:30 a.m. – 5:00 p.m.	Registration Open
7:30 a.m. – 8:15 a.m.	Continental Breakfast
8:00 a.m. – 9:30 a.m.	Opening Session
9:30 a.m. – 6:00 p.m.	Ribbon Cutting and Exhibit Hall Open
10:45 a.m. – 12:00 p.m.	Concurrent Educational Sessions
12:15 p.m. – 1:30 p.m.	Awards Luncheon, with Public Risk Manager of the Year award presentation
1:30 p.m. – 2:15 p.m.	Dessert Reception in the Exhibit Hall
2:15 p.m. – 5:00 p.m.	Concurrent Educational Sessions
5:00 p.m. – 6:30 p.m.	Networking Reception in the Exhibit Hall

Tuesday, June 8

7:00 a.m. – 5:00 p.m.	Registration Open
7:00 a.m. – 8:00 a.m.	Continental Breakfast in Exhibit Hall
8:00 a.m. – 9:30 a.m.	General Session
9:30 a.m. – 2:00 p.m.	Exhibit Hall Open
9:45 a.m. – 12:00 p.m.	Concurrent Educational Sessions
12:00 p.m. – 2:00 p.m.	Boxed Lunch and Raffle Drawing in Exhibit Hall
2:15 p.m. – 5:00 p.m.	Concurrent Educational Sessions
7:00 p.m. – 10:00 p.m.	PRIMA's Night at the Museum

Wednesday, June 8

7:00 a.m. – 1:00 p.m.	Registration Open
7:00 a.m. – 8:00 a.m.	Continental Breakfast
8:00 a.m. – 9:15 a.m.	General Session
9:30 a.m. – 12:15 p.m.	Concurrent Educational Sessions
12:30 p.m. – 1:45 p.m.	Membership Luncheon
2:00 p.m. – 6:00 p.m.	Post-Conference Workshop <i>Role of Public Sector Risk Managers in Child Protection</i>



Travel Information

All conference activities unless otherwise noted will be held at the Oregon Convention Center. The convention center is located a short distance from the conference hotels and is easily accessible via the free downtown Portland MAX tram system.

CONFERENCE HOTELS

This year, PRIMA will be utilizing five hotels in Portland. In order to facilitate the reservation process, all hotels can be booked in one place. Visit PRIMA's Hotel Booking Portal on primacentral.org to book your room at any of the Annual Conference hotels and guarantee you get the special attendee rate! To guarantee the rates below, reservations must be made by Friday, May 13, 2011.

1 Oregon Convention Center

777 NE MLK, Jr. Blvd, Portland, OR 97232
Phone: 1.800.791.2250 • Fax: 503.731.7900
www.oregoncc.org

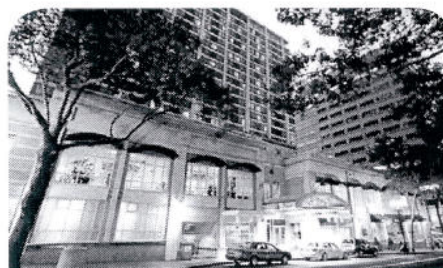


Headquarters Hotel

2 HILTON PORTLAND & EXECUTIVE TOWER

921 SW Sixth Avenue, Portland, OR 97204
Phone: 503.226.1611 • Fax: 503.220.2565
www.tourhiltonportland.com

Attendees will receive a special rate of \$155 single/double plus applicable taxes in the Main Building and \$185 single/double in the Executive Tower.



Additional Conference Hotels

3 THE BENSON HOTEL

309 Southwest Broadway, Portland, OR 97205
Phone: 503.228.2000 • Fax: 503.471.3920
www.bensonhotel.com

Attendees will receive a special rate of \$199 single/double plus applicable taxes.

4 THE CROWNE PLAZA HOTEL PORTLAND DOWNTOWN-CONVENTION CENTER

1441 NE 2nd Avenue, Portland, OR 97232
Phone: 503.233.2401 • Fax: 503.238.7016
www.cpportland.com

Attendees will receive a special rate of \$155 single/double plus applicable taxes.

5 THE PARAMOUNT HOTEL

808 Southwest Taylor Street, Portland, OR 97205
Phone: 503.223.9900 • Fax: 503.223.7900
www.portlandparamount.com

Attendees will receive a special rate of \$179 single/double plus applicable taxes.

6 EMBASSY SUITES PORTLAND-DOWNTOWN

319 SW Pine Street, Portland, OR 97204
Phone: 503.279.9000 • Fax: 503.497.9051
www.EmbassySuites1.Hilton.com/Portland

Attendees will receive a special rate of \$190 single/double plus applicable taxes.

2011



PORTLAND

DOWNTOWN PORTLAND



PRIMA's conference hotels are located a short distance from the Oregon Convention Center. Attendees can reach the convention center via Portland's free downtown MAX train system.

Travel Information, cont.

All Hotels

All rooms are subject to state and local occupancy taxes which are currently 12.5% per room per night occupied. The conference rate is available three days prior and three days post the conference dates, subject to availability.

Reservations must be accompanied by a deposit equal to one night's stay, including occupancy tax, via credit card, personal check or money order. Please see the PRIMA Housing Policies for cancellation and refund information.

For questions regarding hotel reservations, contact Jen Welan Morris, PRIMA manager of meetings and conferences, at 703.253.1263 or jmorris@primacentral.org.

PRIMA HOUSING POLICIES

PRIMA reserves a limited number of guest rooms for attendees of the PRIMA conference. When attendees book outside the PRIMA room block, or book rooms in advance on the chance that they will attend, only to cancel later, PRIMA is placed at high risk of paying attrition on the cancelled rooms. Due to the economic climate as well

as this abovementioned risk, the following PRIMA-approved housing policy has been instituted. Thank you in advance for adhering to these policies.

Reservations at any official Conference hotel must be accompanied by a deposit equal to one-night's room and tax to guarantee the reservation. All cancellations must be made at least 30 days prior to arrival to receive a refund of the deposit. Any and all cancellations made within 30 days of arrival will forfeit the entire deposit. Anyone booking more than eight room nights will be required to sign a room block contract with the Hotel, and will be held to the Hotel's attrition and cancellation policies as per their contract.

Ground Transportation

There are three convenient forms of transportation between Portland International Airport and the conference hotels in downtown Portland!

1. Blue Star Shuttle operates shuttle service to/from the downtown area and the Portland airport. Tickets may be purchased at the Blue Star desk on the baggage level of the airport and cost \$28.00 round-trip per adult (\$14 adult one-way). Reservations from the hotel to the airport





are required four hours prior to airline departure time. Reservations from the airport to the hotel are not necessary in advance as shuttles operate 24 hours per day and leave every 15-20 minutes.

2. A taxi ride will be approximately \$40 one-way and will take approximately 20 minutes.
3. The Tri-Met MAX Red Line light rail service connects Portland International Airport and downtown Portland. The light rail trip takes approximately 40 minutes and costs \$2.35 for adults. For more information, go to www.trimet.org/schedules/maxredline.htm.

SPECIAL ACCOMMODATION REQUEST

If you require special accommodations due to disability, health concerns or physical challenges, please contact Jen Welan Morris, PRIMA manager of meetings and conferences, at 703.253.1263 or jmorris@primacentral.org.

For more information on Portland and what travelers should know, visit the Portland Convention & Visitors Bureau Web site at www.travelportland.com.



Registration Information

FEES

Conference registration fees include admittance to all educational and general sessions, conference materials, coffee breaks, Sunday night's welcome reception, Monday's reception in the exhibit hall, Tuesday's Night at the Museum, lunches on Monday, Tuesday and Wednesday and admittance to PRIMA's exhibit hall.

	On or Before March 11th	After March 11th	Onsite
Member, Government	\$570	\$670	\$690
Member, Corporate	\$640	\$740	\$760
Nonmember, Government	\$770	\$830	\$850
Nonmember, Corporate	\$990	\$1025	\$1065

Guests

Guests of attendees of PRIMA's 2011 Annual Conference will not be issued name badges. Tickets will be available, while space is available, for individual purchase for lunches, receptions and the trade show. Please remember that tickets, if available, may be purchased in advance or on-site during registration hours.

Cancellation and Refund Policy

All cancellations and requests for refunds must be received in writing and are subject to a \$75 administrative fee. **Cancellations received after Friday, May 6, 2011, are nonrefundable, but substitutions will be accepted.** Please allow 30 days following the conference for all refund processing.

Notices

- If PRIMA must cancel this conference for any reason, liability is limited to the registration fees paid only. PRIMA is not responsible for other expenses incurred, including travel and accommodation fees.
- Payments to PRIMA are not deductible as charitable contributions for federal income tax purposes.

How To Register

Register online for the PRIMA 2011 Annual Conference on the PRIMA Web site at www.primacentral.org. If you are unable to register online or for further registration information, contact Paulette Washington, at 703.253.1266 or pwashington@primacentral.org.