2015 Southeastern RIMS Educational Conference

August 19-21, 2015
Pinehurst Resort
Village of Pinehurst, North Carolina

Hosted by
RIMS Piedmont Chapter
www.piedmont-rims.org
Welcome!

Welcome to the 46th Annual RIMS Southeastern Educational Conference, hosted by the Piedmont Chapter. On behalf of the chapters of the Southeast region – Piedmont, Carolinas, Palmetto, Western Carolina – we welcome you to this year’s conference in Pinehurst!

We hope you’ll find it to be a perfect blend of stimulating educational presentations and opportunities for engagement and fellowship with your risk management peers and business partners.

We want to express our deepest appreciation to the many sponsors, exhibitors, golfers, and others who have generously contributed their support, without which this conference would not be possible. We are very grateful that you continue to validate our programs with your ongoing presence and participation.

As you may know, the proceeds of this conference support all four chapters throughout the year to allow us to present local programs and networking opportunities in each of our regions. They also allow us to give back to the Spencer Foundation to support and directly engage with risk management students at our local universities who are making career decisions that will impact our industry. What better way to invest in the future!

This is a great time to make some new connections with all who are attending – in a relaxed atmosphere, yet one steeped in tradition – and pick up some fresh ideas that will benefit you in the months ahead.

We’re thrilled to hold the conference for the first time ever at the Carolina Hotel at Pinehurst Resort, “The Queen of the South.” We hope your experience here is all fairways and greens and you succeed in…Getting a Grip on Risk!

Mari-Jo Hill
Conference Chair

Jorie Dickerson
Piedmont Chapter President

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## NC/SC RIMS Chapter Presidents

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<th>Region</th>
<th>President</th>
<th>Vice President</th>
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<tr>
<td><strong>Carolinas</strong></td>
<td><strong>Palmetto</strong></td>
<td><strong>Western Carolina</strong></td>
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<tr>
<td></td>
<td>Marie Baird</td>
<td>Steward Lawrence</td>
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<td></td>
<td>David Benenhaley</td>
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<tr>
<td><strong>Piedmont</strong></td>
<td>Jorie Dickerson</td>
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## 2015 Conference Committee

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<thead>
<tr>
<th>Category</th>
<th>Coordinator/Representative</th>
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<tbody>
<tr>
<td>Exhibitors</td>
<td>Katie Andrews, G4S Investigations</td>
</tr>
<tr>
<td>Golf/Hotel/Venue</td>
<td>Ben Singleton, Senn Dunn Insurance</td>
</tr>
<tr>
<td>Printing / Signage</td>
<td>Katie Andrews, G4S Investigations</td>
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<tr>
<td>Program</td>
<td>Pam Padgett, Bunch CareSolutions, A Xerox Company</td>
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<td>Beth Detjens, Bunch CareSolutions, A Xerox Company</td>
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<tr>
<td>Registration</td>
<td>Mari-Jo Hill, SAS Institute Inc.</td>
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<tr>
<td>Social Events</td>
<td>Jackie Hughes, JTH Law</td>
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<td></td>
<td>April Warren, Aon</td>
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<td></td>
<td>Rebecca McCabe, Aon</td>
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<tr>
<td>Speakers</td>
<td>Jennifer Welch, Cranfill Sumner &amp; Hartzog</td>
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<td>Stephanie G. Poley</td>
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<tr>
<td>Sponsors</td>
<td>Joanne Elliott-Fromm, Wells Fargo</td>
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<td>Wes Hartsoe, Quintiles</td>
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<td>Ed Adams, Duke Energy</td>
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<tr>
<td>Students</td>
<td>April Warren, Aon</td>
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<td></td>
<td>Lucy Petruccelli, Retired (formerly Tampa Bay, FL Chapter)</td>
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## Introduction

“Come hear a story about risks and the ghosts that lie within”

Southeast Regional Conference
Hosted by Carolinas RIMS
September 25–28th, 2016 at Grove Park Inn
Asheville, North Carolina
Schedule of Events

**WEDNESDAY, AUGUST 19, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00-2:00</td>
<td>Golf Tournament / Lunch</td>
<td>Course #3</td>
</tr>
<tr>
<td>9:30-2:00</td>
<td>Local area tours – Sponsored by XL Catlin</td>
<td>Seagrove Pottery / Southern Pines</td>
</tr>
<tr>
<td>12:00-6:00</td>
<td>Registration Open</td>
<td>Dogwood Room</td>
</tr>
<tr>
<td>6:00</td>
<td>Opening Reception Sponsored by Wells Fargo</td>
<td>West Lawn</td>
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<tr>
<td>7:30</td>
<td>Dinner – on your own – or – Optional: Dine-Around</td>
<td>See options on website</td>
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**THURSDAY, AUGUST 20, 2015**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30-3:00</td>
<td>Exhibit Area Open</td>
<td>Exhibit Hall – Ross/Tuffts/Olmsted/Callaway</td>
</tr>
<tr>
<td>7:30-3:00</td>
<td>Registration</td>
<td>Conference Center Foyer</td>
</tr>
<tr>
<td>7:30-8:45</td>
<td>Continental breakfast</td>
<td>Exhibit Hall – Ross/Tuffts/Olmsted/Callaway</td>
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<tr>
<td>8:45-9:00</td>
<td>Presentation of Colors (Ft. Bragg color guard) Welcome / Introduction by Piedmont Chapter President</td>
<td>Oakley Room</td>
</tr>
<tr>
<td>9:00-10:00</td>
<td>Opening Session Shuffling Off the Bogeyman: The Healing Power of Humor</td>
<td>Oakley Room</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Bio/coffee break / Book Signing</td>
<td>Exhibit Hall – Ross/Tuffts/Olmsted/Callaway</td>
</tr>
<tr>
<td>10:30-11:45</td>
<td>General Session Navigating the Hazards: Loss Mitigation through Compassionate Crisis Response</td>
<td>Oakley Room</td>
</tr>
<tr>
<td>12:00-1:30</td>
<td>Luncheon / Networking Sponsored by Sedgwick CMS</td>
<td>Exhibit Hall – Ross/Tuffts/Olmsted/Callaway</td>
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<tr>
<td>1:45-3:00</td>
<td>Concurrent Session #1 Trick Shots That Succeed:</td>
<td>Oakley Room</td>
</tr>
<tr>
<td>3:00-5:00</td>
<td>Networking with Business Partners</td>
<td>Croquet Pavilion at the Resort Club</td>
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<tr>
<td>5:30-7:00</td>
<td>Reception Sponsored by Aon</td>
<td>Carolina Terrace</td>
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<tr>
<td>7:00-9:00</td>
<td>Dinner – on your own</td>
<td>Cardinal Ballroom</td>
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<tr>
<td>9:00-11:00</td>
<td>Evening entertainment – “Caddyshack”</td>
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Schedule of Events (continued)

FRIDAY, AUGUST 21, 2015

7:30-8:30  Breakfast – Exhibit Hall

8:45-9:00  Presentation – Spencer Foundation (Andrew Miller)
           New Initiative – National RIMS (Ashley Morris)

9:00-10:15 Staying Out of the Rough: Approaches to Cyber Security Risk
           Panel and Q&A
           • Marshall Wall (Cranfill, Sumner & Hartzog)
           • Hunter Maskill (AIG)
           • Tim Ward (Senn Dunn Insurance)
           • Peter Ahearn (FBI)

10:15-10:45 Bio/coffee break – Exhibit Hall

10:45-11:30 From Tea to Green: Managing Risks of Major Golf Events
           • Jeff Kleiber – Octagon Sports Marketing / PGA Champions Tour

11:30-12:00 Closing / Grand Prize Drawing

Please join us for a...

Croquet Garden Party

Questions? Contact kragan@johnseastern.com

When: Thursday, August 20th, from 3-5pm
Where: Pinehurst Resort - lawn sports field near main clubhouse
Attire: Please be dressed in your lawn whites

Open to the first 30 people to register
Spectators and beginners are welcome
Light food and a drink ticket will be provided
Multiple chances to win prizes!

DURING THE SOUTHEASTERN RIMS CONFERENCE

Hosted by Johns Eastern Company, Inc., Command Investigations, LLC, SPNet Clinical Solutions, Access on Time and Select Medical
Dr. Stuart Robertshaw, Professor Emeritus of Psychology and Special Education at the University of Wisconsin-La Crosse and an Attorney, will share his personal journey which began in September, 1987 when he started a review of the research on the benefits of humor. On June 28, 1990, he announced the formation of the National Association for the Humor Impaired. The Association has received national attention from the press in over 144 newspapers, 180 radio stations and has been featured in magazines such as Family Circle and Mature Outlook. Dr. Robertshaw, whom the press refers to as “Dr. Humor,” currently serves as President and Chief Executive Officer of the Association. Dr. Robertshaw will share with you what he has learned about the psychological and physiological benefits of humor and laughter as they relate to taking care of ourselves, our friends and our loved ones.

Dr. Robertshaw has published a book entitled, “Dear Dr. Humor: A Collection of Humorous Stories for All Occasions” which is now in its seventh printing. It is a collection of wonderfully funny true stories that have happened to people. Robertshaw contends that real funny stories are much richer and more powerful than jokes – “they will stay with you much longer and provide humor from the heart—you will find yourself two or three days later still laughing inside.”

He plans to bring copies of his book and make it available for purchase immediately following the presentation.

Aviem International is dedicated to ensuring that our clients are prepared to deal effectively with what may be the worst day in their company’s history. We believe what you do and how you do it matters, not only to our clients but to the people most affected and, ultimately, to the world.
Topic: “When Employees Putt for (Your) Dough: Understanding Employee Dishonesty”
Bill Warren - RWH Myers & Company, LLC

As employee theft continues to rise and accounts for 5% of revenues for the average organization, more focus and effort is required of those tasked with managing this risk. This program covers the entire risk area including the threat, detection, transfer, insurance claim and prevention.

Topic: “Stay out of the Rough: Approaches to Cyber Security Risks”
Panel:
Peter Ahearn – FBI
Tim Ward – Senn Dunn Insurance
Hunter Maskill – AIG
Marshall Wall – Cranfill Sumner & Hartzog

Technology has brought the world a great deal of good, but the downside is that we’re increasingly vulnerable to some seriously scary stuff. Cyber criminals, threat actors, hackers—they know cyber crime pays. Your data and technology, stored in networks and the cloud, are vulnerable. What can you do about it?

Our panel will discuss the problem from these angles:

• What is the risk? How does/could this affect me?
• I’ve had a breach or been attacked – what happens next?
• Before I get attacked, what can I do to mitigate the risk?
• What are the legal implications? What can I do to improve my position or response?

Topic: “Trick Shots that Succeed: Strategies to Reduce Comp Costs and Increase RTW”
Job Ready Services – Debra Lord
Carolina Case Management – Pamela Harris & Shelley Jones

We will focus on what clubs you have available in your bag to reduce workers’ comp while playing by the rules. No need for a mulligan when your angle of approach and follow through finds the cup each time. Use the best ball to score an eagle and find your sweet-spot for optimal ROI.

The discussion will include development of job descriptions that address the physical demands of the job, light duty accommodation, removing barriers to successful return to work following an injury.

[This session approved for 1 hour CE credit (NC) – course #204205]

Topic: “From Tea to Green: Managing Risks of the US Open”
Jeff Kleiber, Octagon Sports Marketing / PGA Champions Tour

[Grass background]
Dr. Stuart Robertshaw, Ed.D., J.D.

Dr. Stuart Robertshaw received his Bachelor’s degree in Special Education from MacMurray College in 1965, his Masters degree in Psychology from Illinois State University in 1968, his Doctorate in Special Education from the University of Kansas in 1971 and his law degree from the University of Wisconsin Law School in 1978. From 1971 until 1998, he was a professor of Psychology and Special Education at the University of Wisconsin-La Crosse. In June of 1998, he retired from the University to assume full time responsibilities as President and CEO of the National Association for the Humor Impaired.

Debra C. Lord, PT, CEAS II
Co-Founder, Job Ready Services, LLC


Debra received her degree in Physical Therapy from UNC-CH and holds certifications in functional testing, job analysis, and ergonomics. She has been a member of the NC Worker’s Compensation Research Institutes’ Medical Advisory Board since 2007. She has presented at local, statewide and national venues on her areas of expertise. She continues to be an active learner both in her role as a physical therapist and functional testing provider.

Kim Deal, MS, CRC

Kim received her Master’s Degree in Rehabilitation Counseling and Vocational Evaluation from East Carolina University. She is a Certified Rehabilitation Counselor (CRC) with over fourteen years of experience in the private sector. Prior to working in the private sector Kim worked for NC DHHS Vocational Rehabilitation Services assisting individuals with disabilities in job placement as well as working on job seeking skills. Kim began working in the private sector in 2001, the same year joining Carolina Case Management. She has extensive experience in conducting labor market surveys, serving as an expert witness, providing vocational assessments/job placements, job analysis, and vocational case management. Professional affiliations include membership in the National Rehabilitation Counseling Association (NRCA) and International Association of Rehabilitation Professionals (IARP). Kim has served as Treasurer and is past President of NRCA and Member at Large with IARP. She is currently serving as Secretary for IARP. Kim and her husband Brandon live in Elm City with their son Mason and daughter Brilee.

Shelley Jones, MS, CRC

Shelley joined Carolina Case Management in 1999. She is a Return to Work Specialist and the developer of the CCM digital job analysis. She regularly provides presentations on how to address return to work challenges to employers, carriers, safety groups and rehab committees. She also provides in-house training seminars and webinars for Carolina Case Management. Shelley earned a Bachelor of Arts degree in Psychology from the University of Tennessee and a Master’s of Science degree in Rehabilitation Counseling from Georgia State University. She has been working since 1992 providing vocational rehabilitation services both in the private and public sectors in Western North Carolina. She is also a Certified Rehabilitation Counselor (CRC).
Special Agent Peter J. Ahearn Jr.
Federal Bureau of Investigation

Special Agent Peter J. Ahearn Jr. has been with the FBI since February 2009. SA Ahearn is assigned to the Cyber Crimes Squad in the Charlotte Division, Raleigh Resident Agency and is currently investigating Cyber Crimes involving both criminal and national security related network intrusion events in and around North Carolina.

Prior to joining the FBI, SA Ahearn served as an Information Security Consultant in the private sector serving a multitude of federal government clients in the Washington DC area. SA Ahearn has extensive experience in the identification, investigation and resolution of Cyber related intrusions. Due to his expertise in intrusion matters, SA Ahearn was assigned to the FBI’s Cyber Task Force where he is currently engaged in a multi-agency effort to resolve numerous complex and sophisticated computer and network intrusion matters.

C. Timothy Ward, CPCU CIC
Executive Vice President, Business Insurance
Senn Dunn Insurance, a Marsh & McLennan Agency LLC Company

Tim is a graduate of UNC-Chapel Hill and joined Senn Dunn in 1988 after having served as Vice President of Jefferson Pilot Fire and Casualty in Greensboro. With more than 35 years of insurance experience, Tim works with clients on their commercial coverages, specializing in handling the risk and exposures associated with large manufacturers, suppliers and professional offices. He also has an extensive background in personal insurance coverages, in addition to currently managing the medical professional liability division for Senn Dunn.

With more than 25 years of experience in the malpractice field, he is recognized statewide for his expertise on issues involving insurance and the medical profession. Active in the industry, Tim serves on the board of directors of the Piedmont chapter of the Chartered Property Casualty Underwriters Society, the North Carolina Reinsurance Facility, and the IIANC Insurance Advisory Committee. He currently chairs the IIANC Technical Committee.

Marshall Wall
Cranfill, Sumner & Hartzog, LLP

Marshall is a Raleigh native and a partner in CSH’s Raleigh office. He currently serves as the Chair of the firm’s Cyber Liability Practice Group and Co-Chair of the firm’s Business Law Practice Group. Marshall helps his business clients resolve disputes, solve problems, and make their companies more efficient. Marshall represents clients in a wide range of litigation and disputes encompassing employment, commercial, and real estate matters. He also counsels businesses on employment issues, as well as corporate formation and governance. Marshall’s clients include businesses of all types and sizes, municipalities and government entities, insurance carriers, and individuals.

Hunter Maskill
AIG

Hunter Maskill joined AIG in 2006 and has held positions of increasing responsibility within both Casualty and Financial Lines. Hunter is the Vice President and Regional Underwriting Manager, Southeast Region for all Professional Liability products written in the US and Canada. Before working in the Financial Lines sector of AIG, Hunter worked as a property and casualty claims adjuster for the AIG Truck Insurance Group. Hunter is a state approved C.E. instructor for cyber liability in the Southeast, and he holds a B.S. with honors in business management from the University of Georgia.

Hunter may be reached at 770-671-2366 or Hunter.Maskill@AIG.com
**Bill Warren**

William Warren, CPA, CGMA, is a co-founder and the Partner-in-charge of the firm’s Atlanta office, representing public and private entities throughout the Americas and Europe. Mr. Warren specializes in complex business interruption, extra expense and property damage claims, as well as business interruption value and exposure reporting. He also helps clients prepare claims related to builders risk, employee fidelity / crime losses, patent infringements, third-party liability claims and other commercial disputes. Mr. Warren also provides expert services for matters in appraisal, mediation, arbitration and litigation.

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**Jeff Morgan**  
*Aviem International, Inc.*

Jeff Morgan is President & CEO of Aviem International, Inc. and Chairman and co-founder of the Family Assistance Foundation. Aviem International is a full service disaster services company dedicated to helping companies prepare for and respond to disasters with planning, consulting, training, exercises, and providing critical post-disaster support services.

He created Aviem International, Inc. after a 20-year career with Delta Air Lines, Inc., where he was instrumental in creating Delta’s first dedicated emergency management department. He was responsible not only for aircraft emergency response procedures but general emergency preparedness, disaster recovery and business continuity planning.

Widely recognized within the airline industry for creating the program that set the standard for how airlines respond to disaster – following the joint Delta/Swissair response in 1998 to the Flight 111 tragedy in Halifax, Nova Scotia – Jeff has taken his wealth of knowledge and experience to expand Aviem’s services well beyond just aviation. In addition to airline and business aviation clients, Aviem supports clients in other industries including cruise lines, passenger & freight rail, energy, manufacturing and retail. Aviem provides fully integrated services including emergency call center network, full on-site disaster management, comprehensive family assistance services, recovery and processing of personal belongings and repatriation of human remains.

Jeff & Dr. Carolyn V. Coarsey co-founded the Family Assistance Foundation in 2000. Jeff is also a licensed commercial pilot but his current flying is limited to fun flying with hot air balloons.

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**Dr. Carolyn V. Coursey**

Carolyn is co-founder, president and managing director of the Family Assistance Education and Research Foundation, a non-profit organization that supports research and education for delivery of services to survivors of disasters. Her book *The Handbook for Human Services Response* details nearly twenty years of her own research as to best practices for helping disaster survivors.

She has an innovative approach to designing effective family assistance training: she interviews survivors, family members, and responders to discover post-accident practices that are helpful and those that are not. These results form the basis for her curricula and approach to working with individuals and families in crisis.

Her training programs, called Human Services Response™, highlight the unique role of employee responders to industrial tragedies, and are used by aviation and rail companies, cruise lines, oil and gas and multiple agencies and organizations throughout the world.

In addition to being a psychotherapist, Carolyn holds a Ph.D. in Training and Learning Technologies from the University of New Mexico, with a program emphasis on managing trauma in the workplace. She is a family survivor herself of a mass transportation tragedy, having lost her fiancé, on Delta Air Lines Flight 191 in August 1985. She is an airline industry veteran, having worked for Eastern Airlines during three fatal crashes and Braniff International Airlines, where she was Director of Human Resources during shutdown of the airline in May, 1982.
Jeff Kleiber
Octagon Sports Marketing / PGA Champions Tour

Jeff has managed events on the PGA TOUR’s Champions Tour for over 20 years and currently is the chair of the Champions Tour Advisory Council. He also manages Octagon’s marketing and communications event team. Prior to joining Octagon in the Cary, NC office in 2003, he served as Tournament Director for a Senior PGA TOUR Event in Kansas City for three years and worked for the Indianapolis Motor Speedway for seven years, managing a number of projects – Senior PGA TOUR Event, Indy 500 FanFest, and Indy 200 at Walt Disney World.

Jeff balances a passion for executing special events with a passion for his family and his beloved Milwaukee Brewers. Event budgets, checklists and staff scripts only take a backseat to Julia’s soccer, Jack’s football, and the occasional run with his wife Jodi.

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- University of South Carolina (Columbia, SC)

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Travelers is proud to sponsor the
2015 Southeastern RIMS Annual Conference

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We applaud the society’s commitment to providing its members with a forum to exchange ideas on risk management issues and advancing members’ professional knowledge through formal educational programs.

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Our history, traditions and experience teach us that humor has great health value. For example, in Proverbs 17: 22, we read "A merry heart does good like a medicine, and a broken spirit dries the bones." Further, in "The Taming of the Shrew," Shakespeare advises us, "Frame your mind to mirth and merriment, which bars a thousand harms and lengthens life." Our subjective experience tells us that we feel better after laughter and socially, we tend to gravitate toward others who exhibit an active sense of humor.

It was not until the publication of Norman Cousins' book in 1979, "Anatomy of an Illness," that the scientific community began a more focused investigation of the effects of laughter and humor on physiological and psychological functioning. At that time, volumes of scientific research existed confirming that physical and psychological stress produced chemical and neurological changes. The bulk of that research focused on negative stress or distress and surprisingly very few studies investigated the impact of eustress, or positive emotional states.

In the classic 1989 study by Lee Berk and Stanley Tan at Loma Linda University, the researchers had 20 first-year medical students watch a 45-minute video tape of Gallager, a popular stand-up comedian. Blood samples were gathered before, during, and immediately after viewing of the video as well as the next day. Their results indicated that: there was a significant increase in the number of activated T-cells (lymphocytes); a significant increase in the activation and number of natural killer cells (NK cells); and a significant increase in production of the antibody immunoglobulin A (IgA). Apparently during mirthful laughter, there is a chemical stimulus that tells our immune system to become active, and to get prepared for combat with a potential virus, bacteria or foreign protein. Some of the chemical changes were evident as long as 12 hours following the viewing of the video tape.

We now also know that our immune system is very sensitive to our moods, being stronger on our “up” days and weaker on our “down” days. This has been documented by a number of studies that indicate negative moods are associated with corresponding reduced levels of: natural killer cell activity; lymphocyte proliferation; serum antibody response to Hepatitis B vaccine; and salivary IgA in response to a novel antigen. Dr. Bernie Siegel has long emphasized the importance of a positive optimistic mood in fighting cancer and sustaining wellness and in preventing “hardening of the attitudes.”

When we’re under stress, our body undergoes a series of hormonal and other body changes which make up the “fight or flight” response. Anything which reduces the level of stress hormones in the blood on a regular basis helps reduce a health threat. Recent research has documented that laughter reduces neuroendocrine hormones associated with stress such as: epinephrine and cortisol. Further, every time we laugh, our blood pressure and heart rate both rise, then fall. This activity tends to increase the intake of oxygen-rich air -- which gives us more energy and helps to expel residual air in our lungs which is high in carbon dioxide.

In summary, following laughter our bodies undergo several physiological and chemical changes that have immediate positive effects on our well-being. Those changes include: improved immunity, reduced stress as well as increased cardiovascular activity. We now know scientifically that it is important for overall health and wellness to make a conscious effort to increase daily the joy, laughter and fun in our lives.
The following strategies are designed to increase the humor and laughter in our lives:

1. Learn to laugh at yourself (and remember that you’re unique, just like everybody else).
2. Look for humor in everyday experiences by asking yourself, “What’s funny about this situation?”
3. Learn to break free from terminal seriousness and hardening of the attitudes and develop a sense of childlike playfulness.
4. Associate with people who can boost your spirits and bring a smile to your face.
5. Select reading material, television shows, movies etc. for the fun and humor they provide.
6. Learn to look for the humor in stressful or unpleasant situations and ask yourself if the situation will make a difference a year from now?
   If the answer is yes, how about ten years?
7. Develop a humor file and fill it up with cartoons, jokes, funny ideas, one liners etc. that make you laugh. Use your file for daily humor breaks.
8. Start a humor journal or diary in which you write down off beat and amusing ideas and thoughts that bring a smile to your face.
9. Learn to select activities to do each day just for the fun.
10. Practice laughing out loud and often as a part of your daily exercise regime.

References
We would like to thank our valued sponsors and honored guests for participating in this year's educational conference at the scenic Pinehurst Resort.

We trust that you found the sessions valuable and made connections that will enhance your risk and insurance management endeavors.