



RIMS AIL



E-Newsletter – San Diego Chapter Risk & Insurance Management Society

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A Monthly Publication
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NOVEMBER MEETING RECAP

Submitted by Kim Pinkerton

The November Half-Day seminar was one of our most highly rated overall, for content, usefulness, quality of presentation, speakers, handouts, and food by our attending members. You should have been there.

This was a day for evaluation, just where do you, your company executives, your boss, your co-workers or your employees fit in this alpha-age, population definition? Were you or someone you know born between the years of 1922 & 1941? If so, this generation is known as the Veterans or Silents. How about 1942-1963? Also known as the Baby Boomers. What about the years 1964-1977? Known as Gen X’ers. Or, the years 1978–2000, known as the Generation Y’ers or the Millennials. Each generation has its own set of values, behaviors, loyalty, view of authority, leadership styles, and expectations. Each group was shaped by their history and events which affect their approach to the workforce and authority.

Do you know what MySpace, YouTube, Facebook, Blogs, AIM, Skype, ICQ, and IRC are all about? If you don’t, you can bet your Gen X and Y’ers do.

Our first speaker Aaron Wilson, AVP and CTO for SAIC’s Managed Security Services practice spoke on the vulnerability of your I.T. services. He touched on the risks, threats, and solutions for Peer to Peer file sharing, Social Networking sites, Instant Messaging & VOIP, and mobile devices. His PowerPoint presentation can be found on our website. We promise, no Viruses, Worms, Trojans or Spyware will be added to your computer from this presentation.

Mr. Joe Mazza the Director of Risk Management/ADA Coordinator with the MiraCosta Community College District laid out the framework for what makes each generation tick and communication styles. For example: the communication differences and preferences for Boomers, Gen X and Y’ers for a face to face meeting, Boomers prefer it, Gen X’ers avoid it, and Gen Y’ers are okay with it. A phone call, for Boomers its acceptable, Gen X’ers it’s preferred and Gen Y’ers are okay with it. E-mail, Boomers are okay with it, Gen X’ers it’s preferred and Gen Y’ers with adults only (they have other methods with their friends and peers). Instant Messaging (IM), Boomers avoid it (What is it?), Gen X’ers are okay with it, Gen Y’ers it’s preferred. Paper, Boomers love paper, Gen X’ers not really, Gen Y’ers Why kill trees? Gen Y’ers grew up with recycling and Global Warming. Mr. Mazza’s PowerPoint presentation can be found on our website. There are more examples in Joe’s presentation of the very distinct differences of the generations with solutions on how to motivate, communicate, and work with each group.

Ms. Linda Keller Executive Vice President with Willis Risk and Insurance Services brought in three Rancho Bernardo High School Gen Y’ers. They are our future. Wow! What energy? What technology savvy young adults! What an eye opener. They demonstrated MySpace, Facebook and YouTube from the internet.

Kodi Keller, yes, Linda’s beautiful daughter, showed us her MySpace page and explained how and why MySpace exists. MySpace was originally set up as a way to share and promote music. It still is, but so much more. She has over 600 friends that can view her pictures, communicate, send messages and bulletins, share music, and intimate details of her life. It is the preferred method to communicate, e-mail is so last week.

(Continued on page 3, November Half Day Seminar)



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San Diego
2007**

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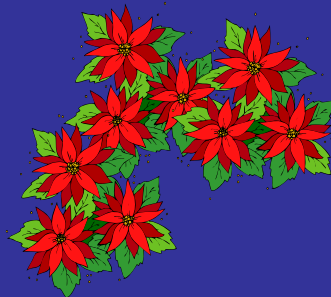
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Linda Wikstrom
(619) 686-6572

Director

Elizabeth Zepeda
(858) 481-8500

**Happy Holidays
and
Best Wishes for a Great 2008!**



Respectfully,
Patrick Greene
SD RIMS Chapter President



**BOARD RECAP
DECEMBER 6, 2007**

The Board met on December 6, 2007. Rich Johanson presented the budget report. We will not be sure until after the Holiday Party, but we may be a little over budget this year. We did not get the income from events that we have in past years.

We are already starting to plan the programs for next year. The Board will be holding an all day meeting on January 12, 2008, to plan for next year. We are looking into a new location for meetings but may have to increase the meeting fees in order to find a location with better food and a central location.



The Holiday Luncheon on December 13th was a fun time as usual. What a venue! The Chapter's community service donation was presented at the luncheon to the City of Escondido Firefighter's Association and San Diego City Firefighter's Local 145. As always, there were lots of wonderful raffle prizes thanks to our many associate members who always support us.

We continue to evaluate the effectiveness of the on-line delivery of the RIMSail newsletter and hope you will all give us your feed back in an upcoming survey.

We are continuing to plan for the 2008 National RIMS convention that will be held in San Diego and our Chapter will be hosting the 2014 RIMS Western Regional Conference.



MISSION STATEMENT

The mission of the San Diego Chapter of the Risk and Insurance Management Society, Inc. is to promote and improve Risk Management through education, networking, peer review and community service, in a dynamic environment, which furthers the growth and development of our members.

Congratulations TO THE 2008 SAN DIEGO RIMS CHAPTER BOARD OF DIRECTORS

PRESIDENT:

Kim Pinkerton, Cardinal Health

VICE PRESIDENT:

Cathy Aguilar, San Diego County Schools JPA

TREASURER:

Rich Johanson, Science Applications International Corp.

SECRETARY:

Linda Wikstrom, San Diego Unified Port District

PAST PRESIDENT/DIRECTOR AT LARGE:

Pat Greene, Science Applications International Corp.

CHAPTER DELEGATE

Cheryl Berman, Dixieline Lumber

DIRECTORS AT LARGE:

Varie Chapnick*, Yellow Cab

Lyn Hall, Qualcomm Incorporated

Joseph Mazza*, Mira Costa Community College District

Darius McGhee*, San Diego Padres

Cindy Titgen, City of Escondido

Elizabeth Zepeda, Brookfield Homes

* New Board Member

NOVEMBER HALF DAY SEMINAR*(Continued from Page 1)*

Ms. Kodi Keller's friend Abby Harrington opened up her Facebook page. She explained why she preferred Facebook over MySpace. Facebook used to be seen as a safe site, visible to a limited group, but restrictions lifted last summer allowed anyone with an e-mail account to have a page. Ms. Harrington used her page to set up fundraising events, set up friends meetings, share pictures, send messages, and advertise her social conscious passion. A lot of future employers, about 23 percent, are looking at MySpace and Facebook to see what these Social Networking sites can provide them about their potential job candidates.

Kodi's friend Sean Proehl demonstrated several YouTube video clips. YouTube hosts user-generated videos. He warned that anything done in public can be video taped, either with or without your knowledge, via a cell phone or video recorder, and posted on YouTube within minutes, without your approval. Do you see any issues here with the possibility of negative Company information being broadcast to millions?

To protect your organization from inappropriate information disclosure, there are software solutions, Aaron's presentation details a few. Policies and procedures supported by management can help in dealing with the possibility of lost productivity from the employees viewing and communicating on the sites mentioned. Embrace and know the generational differences, they're here to stay.

A very special thanks to Linda Keller and Willis Risk and Insurance Services for donating the Harriet Hankin's book titled "The New Workforce: Five Sweeping Trends That Will Shape Your Organization's Future." Kathy Cronin with Brookfield Homes was the lucky winner.

We would like to also thank Sue Watson for the handouts (ooh, paper!!) that she brought on the generational differences.



ATTENTION ALL SPEAKERS!

Have you recently participated in a seminar, conference, or industry meeting as a speaker? Will you be in the near future? If so, please let us know! We'd like to acknowledge your efforts to Advance the Risk Management profession! Mail a copy of the event announcement to the Chapter's P.O. Box or e-mail any of the Board Members!



NEW MEMBER WELCOME

Welcome to our newest deputy members!

Alicia Wadsworth

San Diego County Regional Airport Authority

We look forward to their future participation in the chapter!



MEMBERSHIP MESSAGES

2007 membership Drive

Here is how it works:

1. Bring a potential deputy member (risk manager, safety manager, etc.) to a monthly meeting;
2. The chapter will pay the cost of that lunch for the potential member (one time only);
3. Your name will be entered for a special drawing at the January 2008 meeting for a fabulous prize (not yet determined);
4. You can get a drawing entry for every potential member you bring until December 2007.

This may sound familiar since this will be the third year we have been running the program. It is a great opportunity so see you at the next meeting with a guest!

UPDATING YOUR MAILING ADDRESS & CONTACT INFORMATION

Please send all changes to the attention of:



Membership Director
San Diego RIMS
P. O. Box 81244
San Diego, CA 92138-1244

or submit it via the Chapter's website at

www.sandiegorims.org

(Click on "Update Your Info" on the Home Page)

If you have not received your copy of RIMSail via e-mail, please confirm that we have your correct e-mail address and contact information.



May the best gift of all this holiday season be the gift of family and friends.

CHAPTER ASSESSMENT SURVEY RESULTS

	Jan	Feb	Mar 1/2 Day	April	May	June 1/2 Day	July	Aug	Sept	Oct	Nov 1/2 Day	Dec	AVG.
1. Overall Assessment of the Meeting	4.759		4.571	4.095	4.214	4.450	4.053	Deputy Site Tour (Deputy Members Only)	4.226	Closed to Deputy Members Only	4.571	Holiday Party	4.312
2. Relevance or Usefulness of the Topic	4.552		4.409	4.333	4.067	4.450	3.737		4.258		4.500		4.251
3. Overall Quality of the Presentation	4.733		4.667	4.190	4.083	4.450	3.778		4.258		4.500		4.275
4. Speaker Presentation Skills & Quality of Handouts	4.767		4.650	4.000	4.300	4.650	3.737		4.258		4.429		4.289
5. Quality of the Food	3.767		3.800	3.619	4.000	4.308	3.632		3.233		4.300		3.842

Number of Deputy Members	20	18	15	19	19	16	13		29		13	
Number of Deputy Member Companies	16	12	10	13	14	13	11		17		8	
% Attending	80.0%	66.7%	66.7%	68.4%	73.7%	81.3%	84.6%		58.6%		61.5%	

