

“On the worst day of my professional career, I was glad Redwoods was my partner.”

- Brian Schreiber, President and CEO -
JCC of Greater Pittsburgh



A NOTE FROM REDWOODS · We'd like to thank Brian for his willingness to share his story with us, and to recognize his tremendous leadership and role in managing through this crisis as well. Without partners like Brian and his team, we can't do our work.

In July 2009, a 14-year-old girl died at Emma Kaufmann Camp in West Virginia from injuries caused by a falling tree limb. The camp is part of the JCC of Greater Pittsburgh.

“There’s a fear factor of something tragic every day. It’s not paralyzing, but you worry about the worst happening. And then it did.”

Earlier in 2009, risk management was already on Brian’s mind. Through the JCC Association’s Preferred Provider program, he and his COO came across The Redwoods Group, and they did some research. On July 1, Redwoods became their JCC’s insurance and risk management partner.

“It’s not your broker’s decision to make. It’s yours. The innovative way Redwoods has built their model means that a portion of what typically goes to a broker in commission is re-directed to compensate for proactive risk management. This took Redwoods out of the commodity insurance category for us.”

Then, 21 days later, crisis occurred.

“Typically, you pay your premium, and you never see your insurer, until you have a critical incident. By contrast, Redwoods had already developed a relationship with us prior to the incident through site visits early on and staff trainings, **even before they were serving officially in the capacity of our risk manager.** And three weeks into our business relationship, Redwoods folks dropped everything to come to our side and help work with us.”

While Brian knew Redwoods was different, he still expected that the Redwoods team would discourage any information sharing.

“I think there’s this perception out there that you don’t share, a fear that you’re going to expose yourself too much. Redwoods came with the philosophy that we’re here to disclose, to share information, to communicate openly. It was as important to Redwoods as it was to us to communicate in an upfront way with the family, our staff, the other campers, me...everyone. **And that allowed the camp to heal much faster and for our staff to move forward.**”

Brian’s understanding of risk management has deepened in a way that only going through a crisis can provide.

“A tree limb. When something like this happens, you focus on trees. But it’s only added to the mix. **You can’t stop focusing on the risk of child sexual abuse, aquatic safety and other high-risk areas** ...the risk management areas that we initially began with Redwoods. Because it’s not just about dealing with crisis, it’s about managing risk before incidents occur. It’s about changing behaviors. And that’s where Redwoods value is transparent to me.”

Manage risks before they occur...
schedule a FREE SAFETY REVIEW of your JCC
Contact Amy Gantz • 800.463.8546 x 300 • agantz@redwoodsgroup.com



The Redwoods Group Insurance Program for JCCs

800.463.8546 | www.redwoodsgroup.com

MISSION ~ To protect and improve the quality of life in the communities we serve.