

R I S K M A N A G E M E N T



RISK MANAGEMENT IS INTENDED TO MINIMIZE FINANCIAL AND OTHER LOSSES POTENTIALLY ASSOCIATED WITH RISKS TO YOUR ASSETS, BUSINESS, OR HEALTH. SOME EXAMPLES OF RISK ARE PERSONAL AND PROFESSIONAL LIABILITY, BUSINESS OWNERSHIP, PROPERTY LOSS, AND CATASTROPHIC ILLNESS OR DISABILITY. YOUR FIRST LINE OF DEFENSE IS TO IDENTIFY YOUR SOURCES OF RISK AND THEN TO EITHER AVOID OR MINIMIZE THE MAJOR EXPOSURES. YOUR LAST LINE OF DEFENSE IS INSURANCE.