



## Women's Leadership Event

Presented by **hfma**

arkansas chapter

*Thursday, October 21, 2021*

*Clinton Presidential Library, Little Rock, AR*

*Sponsored by*





# Inspire.

8:30 am – 9:20 am | Course H2101

## *Starting a Charity and Continuing Its Success*

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

**Program Content:** This presentation is offered by 2 women doing life, recognizing certain needs in their community and inspired to step out and make a difference. Participants will be able to listen to their personal stories and life journey that led them to start and grow Charities that focus on improving women's lives. Many comparisons and challenges of daily life and work can be made as noted when facing the challenges of establishing and continuing the success of a charity.

**Learning Objectives:** After the session, participants will be

- Informed of the charities: Women Equipped, Christian Women's Job Corp and New Beginnings Pregnancy Center.
- Inspired to assess need in their community and demonstrate the leadership to start a charity.
- Motivated to have vision for their workplace and community in giving back and being a positive influence.
- Able to compare similarities and differences of starting a business and charity.

**Susie Everett** lived in her native state of Oklahoma until her family moved to Benton, AR., when she was 10 years old. After graduating from Benton Public Schools, Susie was a student at Ouachita Baptist University for two-and-a-half years, taking courses to prepare for nursing school. Susie transferred to the University of AR for Medical Sciences, completing her BSN in 1980. She worked as a Nurse Practitioner and Registered Nurse in Benton and Little Rock until she became co-owner and spokesperson for Everett Buick GMC with her husband, Dwight, in 2006. The Everetts live in Benton with their beloved dogs, Clyde, Glen and Wilson and operate four car dealerships in Saline County. Dwight and Susie are active members of First Baptist Benton. Susie is a founding member and current board member of the Christian Community Care Clinic in Benton and on the Board of Trustees of Ouachita Baptist University. Susie has recently helped found a new charity, Women Equipped, Christian Women's Job Corps in Benton. As a two-time survivor of Breast Cancer, Susie has participated in events for American Cancer Society and the Susan G. Komen Foundation. The Everetts' family includes their daughter Christa and husband Brandan Hudspeth, their daughter Anna and her husband Chad Hendrix and six grandchildren.

**Janet Dixon** grew up in North Little Rock and graduated from University of Arkansas for Medical Sciences with a bachelor's degree in nursing. Being an Army wife took her to the beautiful state of Hawaii, where she attended graduate school, earning a Master of Science in Nursing and a Master of Public Health with emphasis in maternal-child health. The family settled in Benton, where she and her husband, Jerry, raised three children. Due to relocations and her family's needs, Janet's career path varied from stay-at-home mom to public school nurse. As a nationally certified women's health nurse practitioner, she worked in outpatient settings and was a regular speaker in schools, educating about sexually transmitted infections and sexual risk avoidance. She spent eight years as office manager for her husband's general surgery practice in Benton. After fighting breast cancer for a year in 2016, Janet was recruited to be the nurse manager at New Beginnings Pregnancy Center and trained in limited OB ultrasound. In April 2020, she moved into the Executive Director position. Janet is grateful that her nursing and public health knowledge combine with her life experiences and faith in God to minister to young families in Saline County.

9:30 am – 10:20 am | Course H2102

## ***Women in Politics- Their Journey!***

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None



**Program Content:** This presentation will cover their journey navigating the traditionally male dominated field of politics and their personal huddles (both professionally and personally) they encountered along the way.

**Learning Objectives:** After the session, participants will be able to

- Reflect on how to appreciate their own paths to success.
- Have the opportunity to engage in a question and answer session to learn more about their political career journey.

**Ashley Hudson** represents District 32, which encompasses a large portion of West Little Rock, in the Arkansas House of Representatives. She was elected to her first term in the 2020 election cycle in a hotly contested race against a three-term incumbent. She won the election by a margin of 24 votes, becoming the first Democrat and the first woman to represent District 32. In addition to her legislative duties, Ashley is a partner in the law firm of Kutak Rock LLP, where her practice is primarily focused on healthcare and employment matters. She and her husband Cliff, a Marine Corps combat veteran, have been married for fifteen years and have four children: Luci, 13, Sadie, 10, CJ, 8 and Abby 6. They live in West Little Rock with their two labs, Hayden and Miles. Ashley was born in Little Rock and split time growing up between Little Rock and Paris, Illinois. She obtained her Bachelor's Degree in English Literature from Vanderbilt University. She later obtained her Master's Degree in Comparative Politics and her Juris Doctorate from the University of Arkansas at Fayetteville. While in law school, she served on the editorial board of the Arkansas Law Review and competed nationally with the school's traveling moot court team. Since graduating law school, Ashley has been active in the Little Rock community. She served on multiple committees with the Junior League of Little Rock and chaired the JLLR's 2016 Downtown Dash 5k/10k. She also serves on the editorial advisory committee of the Arkansas Lawyer magazine and is immediate past president of the UA-PTC Foundation Board, where she continues to serve as a member. From 2018-2020, Ashley represented the state of Arkansas for the Elizabeth Dole Foundation as the Arkansas Veteran Caregiver Fellow.

**Breanne Davis** was elected to the State Senate in 2018. She represents Pope and Newton counties along with parts of Boone, Carroll, and Van Buren counties. Elected to the Russellville School Board of Education in 2009, Breanne served as president, communications liaison, and legislative liaison during her nine years on the board. Most recently, she worked as an account executive for SAS, a global data analytics company located in Cary, NC. She has a B.S. in Speech Communication and Political Science from Arkansas Tech University. Over the years, Breanne's volunteer experience includes working with human trafficking survivors, being a respite foster family, a volunteer for Choices Pregnancy Resource Center, and coaching U8 girls soccer. She currently serves on the Advisory Board of GiGi's Playhouse in Little Rock, the first Down syndrome achievement center in the state. Breanne was named the 2019 Arkansas Mother of the Year by American Mothers, Inc. and was the first woman in Arkansas' history to give birth while serving in the state legislature. Breanne and her husband, John-Paul, have been married for 16 years and live in Russellville with their four children Riley, Darby, Blaze, and Everly.





# Learn.

10:30 pm – 11:20 pm | Course H2103

*Get Your Groove On!*

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

**Program Content:** During this session, Susan will share her experiences along her career path in a predominantly male based industry of public accounting and also engage you in how you can continue to successfully make it down your own path.

**Learning Objectives:** After this presentation, participants will be able to

- Better navigate their careers through application of best practices.
- Navigate differences in perspectives of males and females.

**Susan M. Davenport, CPA, FHFMA** is the Managing Partner of BKD, LLP. Susan has focused on providing solutions for BKD's health care clients for more than 28 years and serves as the Arkansas Practice Unit's Managing Partner over three locations. Most recently, she served as the health care office industry leader for BKD's Arkansas offices. She is the lead engagement executive for large health care systems and oversees financial statement audits, preparation of cost reports, feasibility studies for major construction projects and reimbursement and management consulting services. Susan is well versed in the laws and regulations pertaining to health care facilities and is a frequent speaker on various health care topics. Her professional affiliations include membership in the American Institute of CPAs, Arkansas Society of Certified Public Accountants and Healthcare Financial Management Association (HFMA). She is certified as a Fellow of HFMA (FHFMA) and is past president of the Arkansas HFMA chapter and past regional executive for HFMA's Region 9, which includes Arkansas, Louisiana, Mississippi, Oklahoma and Texas. Susan is a past chair of the board of the Ronald McDonald House Charities of Arkansas where she served on the board for 12 years and rejoined the board in 2021. She was named to the Arkansas Business "40 Under 40" list in 2008, Little Rock Soiree's "2012 Women to Watch" and received the Lifetime Achievement Award in Accounting from Arkansas Business in 2016. She is a 1993 graduate with high honors of University of Central Arkansas (UCA), Conway, with a B.A. degree in accounting and minor in interdisciplinary studies from UCA's Honors College.



12:30 pm – 1:20 pm | Course H2104

*Paving the Way and Paying it Forward*

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

**Program Content:** Life can throw many obstacles along our paths that influence the direction we pursue personally and professionally. While traversing these changes is challenging in the moment, reflection often shows that the nudge led us to our "ikigai." And, mentoring women can make a significant impact as we walk our path. Ultimately, our success, as well as that of our organizations, benefits from supporting and mentoring by and of women.

**Learning Objectives:**

- Recognize and appreciate how support and mentoring by women can impact our personal and career paths.
- Increase awareness of avenues to pay it forward, such as the Educational Foundation for Women in Accounting.

**Laurie Burney** is an Associate Professor in the Department of Accounting and Business Law at Baylor University. Laurie's primary research uses a behavioral approach to investigate management control systems and their association with employee job behaviors. She has published in high-quality accounting journals, such as Accounting, Organizations and Society, Behavioral Research in Accounting, and Journal of Accounting and Public Policy. Laurie is an editor for Advances in Management Accounting and an Associate Editor for the IMA's Educational Case Journal. Laurie serves as Past-President of the Educational Foundation for Women in Accounting, and is on the board of advisors for the Texas Council of the Institute of Management Accountants and the Lean Education Advancement Foundation. In 2018, Laurie received the IMA R. Lee Brummet Distinguished Award for Educators and the Lean Enterprise Institute's Excellence in Lean Accounting Faculty Award. Laurie is a CPA (TN-inactive), CMA, and CSCA. In 2020, she earned the Lean Accounting Knowledge Certificate. Laurie received her BBA from Austin Peay State University, MBA from Middle Tennessee State University and Ph.D. from the University of Kentucky.



1:30 pm – 2:45 pm | Course H2105

*Off the Clock:*

*Finding Your Purpose and Networking to the Top*

CPE Credits: 1.5 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

**Program Content:** This presentation will cover top tips on defining your purpose, networking to the top, as well as tangible tools to keep women at the forefront of your organization. This training will target women in the audience to think outside the box in order to find their purpose, network at advanced levels to turn their purpose into reality, and then provide tools to keep women at the forefront of their organization.

**Learning Objectives:** After this presentation, participants will be able to

- Find your purpose
- Better understand the keys to effective networking
- Apply these lessons as tools to keep women at the forefront in the workplace

**Starre Haas** is the Founder of Community Connections Now, an organization that trains individuals to positively pivot by defining their purpose through the power of networking and leadership in order to turn it into reality. Haas is an expert in women's leadership, networking, and is a nationally recognized Power Connector. She is the Founder and CEO of the nonprofit "The Everyday Bold Woman" which was formed to spotlight and provide leadership and financial resources to everyday bold women. This mission provides a special emphasis towards training and providing financial support to mothers and homemakers that are suffering as a result of the pandemic.

Haas earned dual degrees in Accounting & Finance, obtained her Masters in Public Service (MPS) at the Clinton School of Public Service, and is a graduate of the Campaign School at Yale University. Formerly, she served in leadership positions with Vote Run Lead, the nation's top nonpartisan women's political training organization, created Arkansas' first Gender Equity Scorecard for women in the workplace, and has served as a consultant for community and political activism.

Her public service achievements have included serving as a Commissioner for the Little Rock, Arkansas City Beautiful Commission, an Advisory Committee Member for the Little Rock, Arkansas Capitol Zoning District Commission, and as President of the Downtown Little Rock, Arkansas Neighborhood Association. Her focus on advancing women in leadership, networking, and community development is directly tied to a practice of participation nationwide as well as her home states of Arkansas and Alaska, where she resides with her husband and two daughters.

# Connect.



3:00 pm – 4:30 pm

## *Tour of Clinton Presidential Library and Networking*

Due to Covid-19, most of the museum will not be available to tour, but there will be a few memorabilia areas to look around.

The Clinton Presidential Library and Museum is located within the Clinton Presidential Center and Park . The Center includes the Clinton Foundation (Little Rock office) and the University of Arkansas Clinton School of Public Service . In addition to the archival collections and research facilities, the Clinton Presidential Library and Museum features exhibits, special events, and educational programs. The museum includes replicas of the Oval Office and the Cabinet Room. Permanent exhibits utilize documents, photographs, videos and interactive stations. A timeline and alcoves highlight domestic and foreign policy, as well as life in the White House. The American Presidency is part of a unique heritage that is yours to explore through archives, museums, and special programs, Presidential Libraries preserve the documents and artifacts of our Presidents and provide insight into the times in which these Presidents lived and served the nation.

During this time there will be networking with your peers and beverages served in the meeting room.





# EVENT INFORMATION

**PRESENTATION HANDOUTS:** All speaker presentations will be emailed to registered attendees within 72 hours of the meeting. Please download and print if you would like handouts for the actual session.

**LUNCH and BREAKS:** Lunch will be 11:20 am - 12:30 pm; and 10 minute breaks between sessions.

## EDUCATIONAL CREDITS



Health Care Financial Management Association-Arkansas Chapter is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.NASBAregistry.org](http://www.NASBAregistry.org)

Arkansas Chapter HFMA is registered with the Texas State Board of Public Accountancy as a CPE sponsor. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. (Sponsor number 009840)

Prerequisites and advance preparation are not required unless otherwise indicated. A maximum of 5.5 CPE credits is available. All courses are instruction method GROUP LIVE. All sessions will incorporate an element of participant engagement, and there will be time for questions after each session. All sessions will incorporate an element of participant engagement, and there will be time for questions after each session.

## PLEASE REGISTER ON-LINE

Go to: [www.arkansashfma.org](http://www.arkansashfma.org) then click on Education & Events

Or go to:

<https://cvent.me/L45maG>

\*Registration Fee:     \$100    AR HFMA Member  
                                     \$175    Non-AR HFMA Member

\*Male Members Welcome to register if Accompanied by a Female(s) on the Road to Empowerment

\*Deadline for registration and payment is October 15, 2021. There will be no walk-in registration available.

## REFUNDS AND CANCELLATIONS

If cancellations are received after October 15, 2021, the registration fee is not refundable. Registrants who do not cancel or fail to attend must pay the entire fee. Substitutions, however, are permitted. Registration cancellations must be emailed. Phone and voicemail are not valid forms of communication for cancellations and refunds. For more information regarding administrative policies such as complaint and refund, please contact Tami Hill at 501-316-1229 or [arhfma@arkansashfma.org](mailto:arhfma@arkansashfma.org)