



Women's Leadership Event

Presented by **hfma**[™]

arkansas chapter

Thursday, October 20, 2022

Rusty Tractor Vineyards, Little Rock, AR

Sponsored by



J.P.Morgan





Inspire.

8:30 am – 9:20 am | Course H2201

The Heart of the Matter

CPE Credits: 0 | CPE Type: Not Applicable |

Level: Basic | Prerequisites: None

Program Content: This presentation will cover my personal journey as a heart disease survivor. How two heart surgeries taught me how to listen to my body and make healthy living a permanent lifestyle.

Learning Objectives: After the session, participants will be

- Empowered to speak up when it comes to their body and what they are experiencing.
- Motivated to personal reflection on listening to their own bodies and take action when necessary.
- Motivated to make healthier choices

Michelle Rupp is an Edward R. Murrow and EMMY Award winning journalist. With 20 years in broadcast news, and nearly 10 years in strategy, marketing, and public relations, Michelle is a skilled leader in communications and brand awareness. She is the founder/owner of Memorable Results Media. A local boutique business specializing in a variety of communications strategies for small businesses and nonprofits. She is a Certified Online Income Expert, helping clients create additional revenue streams among other personalized strategies. A native of Hot Springs, Michelle holds a B.A. in Mass Communications from the University of Central Arkansas and a B.S. in Geosciences for Meteorology from Mississippi State University. She is the financial advisor for Alpha Sigma Alpha Sorority at UCA, past-president and founder of Red Shoe Crew and past board member for the Ronald McDonald House Charities of Arkansas. Michelle is a strong advocate for clean nutrition and exercise to achieve a healthy lifestyle. A marathon runner, she's completed 18 marathons in 11 different states, one 50k (31 miles), and countless half marathons. When she's not running, you can find her traveling, spoiling her nieces and nephews or indulging in another passion ... shoe shopping!



9:30 am – 10:20 am | Course H2202

Women in Leadership – My Experience

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

Program Content: This presentation will cover the bumps and potholes dodged and blessings provided to me on my journey to become the Executive Vice President of the Arkansas Hospital Association.

Learning Objectives: After the session, participants will

- Reflect more about obstacles and opportunities to engage in leadership activities.
- Better understand how association advocacy impacts work/life balance.

Jodiane Tritt joined the AHA executive team as Vice President of Government Relations in 2010 and, in 2018, took on the role of Executive Vice President of the association. Tritt represents the AHA in all state legislative and regulatory activities. Prior to joining the AHA staff, Tritt most recently served as Executive Director of the Center for Clinical and Translational Research (now known as the Translation Research Institute at the University of Arkansas for Medical Sciences). Prior to that position, she was Director of Community Support for the Arkansas Department of Health (ADH). In her work at ADH, she played an integral role in public health policy development and was responsible for the agency's legislative agenda. Tritt is Past-President of the Arkansas Society of Association Executives, Past-President of the Arkansas Society of Professional Lobbyists, a member of the South Central Telehealth Resource Center Advisory Council, Board member of Children's Protection Center, and on the Advisory Board of the University of Arkansas for Medical Sciences College of Public Health. She is also a past chair of the State Association of Government Relations Officials for the American Hospital Association. She is a graduate of Hendrix College and holds a JD from William H. Bowen School of Law.



Learn.

10:30 pm – 11:20 pm | Course H2203

Adversity Empowered Success

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

Program Content: Adversity looks different for everyone. Rather than allowing it to define us, we will talk about the determination to define it, overcome it, and grow in spite of it.

Learning Objectives: After this presentation, participants will

- Be encouraged to use adversity to empower their own success.
- Find strength in other powerful women.

Vonda Walters has worked for twenty-six years within the healthcare industry relative to facility reimbursement, business office operations, chargemaster management, and managed care contracting. She has managed a Physical Therapy Company, served as the Revenue Integrity Director for both PPS and Critical Access Hospitals, partner of a Durable Medical Equipment Company, and President of VK Consulting, Inc. d.b.a. Revenue Integrity Management Resources. Vonda has served in leadership roles of her local Arkansas chapter of HFMA as the Newsletter Chair, Revenue Cycle Committee Member, Board Member, and presently serving in an officer role as President. She is currently serving as a Novitas Contractor Advisory Committee member for Jurisdiction H & L.



12:30 pm – 1:20 pm | Course H2204

Recognizing and Creating Opportunities

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

Program Content: Opportunities present themselves to us in a variety of ways every day. Do we recognize them, or do we wait to be recognized? Do we have the confidence to plant seeds where opportunities are less likely to be readily available? Are we so focused on today that we fail to see, or even dream, about what we have the ability to achieve? Being able to recognize and take the initiative develop opportunities can take your future beyond your expectations. It is up to you to decide how to sculpt your future. Today, I will share with you a little bit about my background, as well as opportunities I've cultivated and developed that have taken me beyond my imagination – from a how a decision I made when I was 16 years old that changed the trajectory of my future, to serving at some of the highest levels in banking and being knighted in Italy.

Learning Objectives: After this presentation, participants will

- Learn to recognize opportunities.
- Learn to develop opportunities once they are recognized.

Cathy Owen is Chairman of Eagle Bank, as well as Chairman, President & CEO of State Holding Company, which owns Eagle Bank. She currently serves on the Board of Directors and Chairs several Committees of the American Bankers Association, which is the largest financial trade association in the US. She is the only female to Chair the Arkansas Bankers Association in its 132-year history and was knighted into the Knights of Saint Martin, in Rome Italy, in recognition of her community service.



1:30 pm – 2:45 pm | Course H2205

Launching and Growing a Podcast

CPE Credits: 1.5 | CPE Type: Communications & Marketing – Non-technical |

Level: Basic | Prerequisites: None

Program Content: This presentation is a panel discussion covering our adventures in launching the Legit Chix Podcast.

Learning Objectives:

- How to come up with an idea for your podcast.
- How to keep it legal (LLC and media releases).
- How to keep it interesting from one show to the next.
- How to handle the technical aspects of your podcast.
- How to promote your podcast.

The Legit Chix Podcast is hosted by a trio of executive women who enjoy exploring new ideas, traveling, and continuing to learn. Alese, Rhonda and Phyllis met in Vistage, a peer advisory group for executives. They were the only women in the group, so the bond was instant. They had no experience with any aspect of podcasting when they launched this venture, yet have mastered enough new skills to have published over 45 episodes to date (far longer than the average new podcast).

Rhonda McKinnis is an attorney with a long-running track record of wins in complex litigation, public service as an assistant attorney general, and as general counsel to hospitals, health systems, and universities. She currently lives in Texas and is in-house counsel to a health care system.

Phyllis Rogers has over 30 years of experience as a CPA and over 20 years of experience as a CFO. She currently serves as CFO of the Arkansas Foundation for Medical Care.

Alese Stroud is a serial entrepreneur. She has decades of FinTech experience having consulted with some of the largest banks in the nation. She is currently managing a portfolio of self-storage facilities and co-founding StorageTrader, a platform for facilitating fractional investment in self-storage facilities.

During the deep winter of COVID confinement, the three of us maintained our sanity with regular Sunday evening Zoom conversations. We talked about our lives, the self-care techniques we were trying, the books we had read, how much we missed our families, how much we missed our social lives, how crazy it was making us to be quarantined. It occurred to us one Sunday evening that our conversations might make an interesting podcast and give us a reason to invite interesting people to participate and share a bit of wisdom. That's how Legit Chix began.

Connect.



3:00 pm – 4:30 pm

Charcuterie Board Presentation, Tour Rusty Tractor Vineyard, and Networking

J&M Charcuterie LLC will be doing a presentation on how to make charcuterie boards. During the presentation, they will discuss the approach, design, what to pair with certain things, how to make the rose design, & more. J&M Charcuterie LLC is located in Central Arkansas, creating charcuterie boxes, boards, Grazing Tables, cups/cones and more! Owner is Makali Gough and you can find them on Facebook at J&M Charcuterie.

LOCAL ARKANSAS WINE, STRAIGHT FROM THE VINE. At Rusty Tractor Vineyards, their passion for wine and hosting elegant events drives everything they do! Offering a natural paradise of beauty and picturesque settings, the on-site venue, Sunset Lodge, overlooks the vineyard making it the most serene wedding and private event venue in Central Arkansas. Website: <https://www.rustytractorvineyards.com/>

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

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 4.5 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 then click on Education & Events

Or go to:

<https://cvent.me/2O4L0E>

*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 14, 2022. There will be no walk-in registration available.

REFUNDS AND CANCELLATIONS

If cancellations are received after October 14, 2022, 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 501-231-0200 or arhfma@arkansashfma.org