



## Women's Leadership Event

Presented by **hfma**<sup>™</sup>

arkansas chapter

*Wednesday, October 11, 2023  
Crystal Bridges, Bentonville, AR*

*Sponsored by*



J.P.Morgan



# Inspire.



8:30 am – 9:20 am | Course H2301

## *Learning to Love the Curves: Navigating Your Career as a Woman*

CPE Credits: 1.0 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

**Program Content:** As women, we are often expected to make a choice: we can either have a career or we can have a family. To have it all, we think that someone has to be a truly extraordinary individual with unlimited resources. That mindset simply isn't true. Everyone has what it takes to make their own paths in their careers while also achieving balance at home. As women, we tend to compare our lives to those of other women. We need to recognize that the path of one is not necessarily the path of the other. Your path may not be from point A to point B. It might involve several curveballs and a couple of do-overs.

In this presentation, Trisha will share her leadership path and how she has achieved (and continues to achieve) her definition of success. She will share leadership skills such as defining your success measure, setting goals, building a network of like-minded people, dealing with adversity and learning how to adapt.

**Learning Objectives:** During this session,

- Participants will learn how to create and adapt a career plan.
- Participants will be able to define and execute qualities of an effective leader.

**Trisha Walden** has over 20 years of accounting experience across multiple industries. She started her career in public accounting as an auditor in the health care industry for FORVIS (formerly known as BKD, LLP). After leaving public accounting, she spent time as Controller of Washington Regional Health System and Assistant Dean of the Walton College of Business at the University of Arkansas. She has spent the last 8 years in the retail industry working for Walmart, Inc. While there, she has spent time in various disciplines including Health & Wellness, Finance Transformation & Data Acceleration and Enterprise Business Services. Her most recent project was acting as the General Ledger Lead for the largest implementation of SAP S/4 HANA in the entire world. She was a member of the Arkansas Chapter of HFMA for over 15 years, serving in all officer roles including President. In 2017, she accepted the Robert M. Shelton Award for Sustained Chapter Excellence on behalf of her beloved chapter. Trisha holds degrees from the University of Mississippi and the University of Central Arkansas. She is a native of northwest Arkansas where she currently lives in Bentonville with her husband, Sean, and their two daughters, Libby & Jettie. In her spare time (of which there is very little), she loves all things Razorback sports, enjoys attending live music performances and spending time with her family.

# Learn.



9:30 am – 10:20 am | Course H2302

*Outside Looking In:*

*Challenges for Women in Leadership*

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

**Program Content:** Inspire others and build relationships. Today's leadership requires a new competency, one where leaders spend their time inspiring others to be competent, effective and successful.

### **Learning Objectives:**

- What is holding you back? Discover personal actions which might be holding you back from progressing in your career.
- Who are you? Authenticity is knowing who you are and how to promote your career by being yourself and staying true to your values.

**Cathy Dickinson** is an innovative business leader whose career spans 35 years at Baptist Health in Little Rock, Arkansas, where she leads all aspects of Human Resources Management. She was drawn to Baptist Health because of their culture of Christian compassion and longstanding stability within the community. Since joining Baptist Health in 1988 as an Administrative Assistant in the Patient Care Division, Cathy has served in various roles including Director of Staffing, Director of Human Resources, and Vice President. As the first woman to join the executive team in 100 years of Baptist Health's history, she has strategically led Recruitment, Workforce Development, Leadership Development, Diversity & Inclusion and Community Partnerships as the Chief Human Resources Officer. She has a Bachelor of Science Degree in Human Resource Management, Master of Business Administration, the SHRM-Senior Certified Professional (SHRM-SCP) certification and the Senior Professional in Human Resources (SPHR) certification. Cathy was named to the Oncon Icon Awards "Top 100 Human Resources Professional Award Finalist in 2022." She has recently been named the Women's Foundation of Arkansas, Little Rock Soiree "Top 100 Women of Impact in Arkansas." Baptist Health has also received the America's Greatest Workplaces for Women 2023 and America's Greatest Place to Work 2023 by Newsweek and Plant-A Insights Group thanks to Cathy's extensive healthcare experience and impact from a female's perspective. Cathy is married and enjoys traveling and spending time with her grandchildren.



# Connect.



10:30 pm – 11:20 pm | Course H2303

## *Journey of a Female Healthcare Executive: Hockaday on How, Who, and Why?*

CPE Credits: 1 | CPE Type: Personal Development |  
Level: Basic | Prerequisites: None

**Program Content:** The presentation will cover Hockaday's career path and include focus on how a path can change a career, how individuals can influence that path, and why choices along a career journey can make a difference in outcomes of a career and impact personal growth.

### **Learning Objectives:**

- To provide learning and professional guidance by hearing the journey of a female executive.
- To provide personal inspiration thru hearing experiences and lessons learned.

**Christy Hockaday, FACHE**, has over 20 years of experience in healthcare administration in Arkansas and Louisiana, and joined Arkansas Blue Cross and Blue Shield as Vice President of Provider Network Innovation and Strategy in July 2020. Christy oversees initiatives to establish collaborative relationships and payment models with healthcare providers and achieve mutually beneficial results for ABCBS, its covered members and the providers who care for them. Her healthcare management experience includes senior executive roles with the Franciscan Missionaries of Our Lady Health System / Our Lady of the Lake Regional Medical Center in Baton Rouge, Louisiana including Administrator of Shared Services for the health system, CEO of Assumption Community Hospital and Administrator and Chief Operating Officer of Heart Hospital of Lafayette. She served as executive with Catholic Health Initiatives / St. Vincent Health System as CEO of St. Vincent Morrilton. Early in her career she served as Corporate Director of Business Development and Administrative Services with Conway Regional Medical Center. Christy is a Fellow in the American College of Healthcare Executives. She holds a Master of Science degree from the University of Arkansas at Little Rock and a Bachelor of Science degree from the University of Arkansas for Medical Sciences.

# Inspire.



12:30 pm – 1:20 pm | Course H2304

*A Conversation with Ann Jordan*

CPE Credits: 1 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

**Program Content:** Are you looking to gain confidence in your leadership style, expand your influence or simply learn from other women's experiences? In this session, HFMA President and CEO Ann Jordan will share her leadership journey and offer perspectives on issues that are important to women in leadership today. You'll also have an opportunity to share your questions and comments during this interactive session.

**Learning Objectives:** After this presentation, participants will

- Gain insight into challenges and opportunities for women in leadership roles.
- Discover new perspectives on issues related to women in leadership.

**C. Ann Jordan** is President and CEO of the Healthcare Financial Management Association (HFMA), which equips its more than 103,000 members nationwide to navigate and thrive in a complex healthcare landscape. She is a transformational leader who is committed to driving enhanced member value and mission impact. Ann is the first female CEO in HFMA's 77-year history. Ann was previously the CEO of ASQ, a global membership association dedicated to advancing quality practices and organizational excellence throughout all industries and with members in more than 130 countries. Her expertise in the intricacies of association management, risk management, and business model innovation helped ASQ evolve and adapt to the unprecedented challenges and opportunities facing professionals and organizations in today's dynamic world. Prior to joining ASQ, Ann held leadership roles and global responsibilities in diverse industry areas committed to quality systems and improvement, including original equipment manufacturers (OEM), maintenance, repair and operations (MRO) and insurance and risk management solutions. She began her career as a practicing lawyer. Ann holds a J.D. from University of Iowa College of Law and B.A. in Political Science and Psychology. She lives in the Historic Third Ward neighborhood of Milwaukee, WI.

# Learn.



1:30 pm – 2:20 pm | Course H2305

*Embracing Your Unique Journey:*

*Lessons from a Beauty Queen Reject*

CPE Credits: 1.0 | CPE Type: Personal Development

Level: Basic | Prerequisites: None

**Program Content:** In our journey towards success, failure is not only inevitable but also necessary. My own experiences, starting with my first beauty pageant failure at the tender age of three, have shaped my resilience and determination. Each setback has taught me valuable lessons and instilled in me a spirit of unwavering perseverance. However, failure should not discourage us; instead, it should serve as a catalyst for growth.

## **Learning Objectives:**

- Attendees should be able to answer the question: Why We Need To Embrace Failure In Our Journeys?
- Understand the non-negotiables in the face of failure.

**Kristi Crum** is the CEO of Rock Dental Brands and leads more than 850 employees and 105 affiliate dental clinics across Arkansas, Missouri, Alabama, Florida, and Tennessee. Prior to joining Rock Dental Brands in 2019, Crum spent 17 years successfully climbing the ranks at Verizon, the largest telecom company in the United States, ultimately holding numerous executive-level positions including president of the South Central Region, as well as vice president of marketing and distribution strategy. Crum is a North Little Rock native and earned a bachelor of science in biology from Hendrix College in Conway. She's a mother of twin boys and proudly resides in downtown Little Rock's historic Quapaw Quarter.



# Connect.



2:30 pm – 4:30 pm

## *Crystal Bridges Museum of American Art and Networking*

A world-class collection of American art, stunning architecture, and 120 acres of Ozark forest with five miles of trails. Admission to the museum is always free. For additional information: <https://crystalbridges.org/>

Experience Annie Leibovitz at Work, a new exhibition of portraits by the famed photographer. In addition to her iconic and daring pictures for magazines like Rolling Stone, Vanity Fair, and Vogue, the show includes a set of new works made just for Crystal Bridges—Leibovitz's first museum commission. When Leibovitz first came to Bentonville to photograph Alice Walton, Crystal Bridges invited her to create something for the museum, offering her the opportunity to make new work without conditions or limitations. There is a \$12 ticket charge for this featured exhibit. Tickets can be purchase onsite. For additional information: <https://crystalbridges.org/calendar/annie-leibovitz/>

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



Annie Leibovitz, *Self Portrait*, Brooklyn, New York, 2017. Photo courtesy of the artist ©Annie Leibovitz.

# 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 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.

## PLEASE REGISTER ON-LINE

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

Or go to:

<https://cvent.me/3DmEk9>

\*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 6, 2023. There will be no walk-in registration available.

## REFUNDS AND CANCELLATIONS

If cancellations are received after October 6, 2023, 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](mailto:arhfma@arkansashfma.org).