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WOMEN'S LEADERSHIP EVENT

Thursday, September 17, 2026

Maune Manor, Little Rock, AR

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Inspire.

8:30 am – 9:20 am | Course H2601

Leadership from the Line: Serving, Leading, and Inspiring

CPE Credits: 1.0 | CPE Type: Personal Development |
Level: Basic | Prerequisites: None

Program Content:

Chef Jennifer Maune will share how leadership principles—like clarity, accountability, collaboration, and continuous improvement—translate directly from the kitchen to leadership roles. Using real-world, hospitality-driven examples, she'll demonstrate how women leaders can build confidence, communicate effectively, mentor others, and create high-performing teams while maintaining authenticity and balance.

Learning Objectives:

- Connect leadership skills from the culinary world to workplace leadership.
- Practice high-impact communication, including feedback, expectations, and de-escalation techniques.
- Apply accountability and ownership strategies to drive results without burnout.
- Strengthen collaboration and mentorship, including how to sponsor others and build talent pipelines.
- Identify personal leadership habits and create a simple action plan to lead with confidence and purpose.

Chef Jennifer Maune is a culinary leader known for her warm hospitality, refined technique, and creativity in the kitchen. With a passion for turning fresh, seasonal ingredients into memorable meals, she blends classic training with a modern, approachable style. Her approach emphasizes flavor balance, thoughtful presentation, and the joy of cooking for others—whether she's designing a menu for a special event or collaborating with a team to deliver consistently exceptional results.

Throughout her career, Chef Maune has earned recognition for her commitment to quality and her ability to adapt to different culinary concepts, from comforting favorites to elevated dining experiences. She also values mentorship and education, sharing her knowledge and encouraging aspiring cooks to build confidence and craft.

Off the line, Chef Maune is recognized for her professionalism, positive energy, and dedication to creating memorable experiences for guests.

Learn.



9:30 am – 10:20 am | Course H2602

Beyond the Itinerary: The Leadership Lessons You Never Planned

CPE Credits: 1.0 | CPE Type: Personal Development |
Level: Basic | Prerequisites: None

Program Content:

As a travel advisor, Brittany Bir spends her nights creating carefully planned itineraries. Yet some of the most meaningful travel experiences happen when the itinerary changes. Through stories from healthcare leadership, entrepreneurship, community building, motherhood, and travel, Brittany explores how the same is true in leadership. The moments that shape us most are often the ones we never saw coming.

This session invites attendees to rethink work-life balance, embrace the season they're in, and recognize that unexpected opportunities, meaningful relationships, and life's detours often lead to the greatest growth. Participants will leave inspired to stop chasing the "perfect plan" and start leading with greater purpose, courage, and intention because the best leaders, like the best travelers, know that the greatest journeys are often found beyond the itinerary.

Learning Objectives:

- Recognize how unexpected opportunities and life's detours can shape personal and professional leadership.
- Identify how relationships and authentic connections create opportunities for growth and influence.
- Evaluate their current season of life and career to make more intentional leadership decisions.
- Commit to one meaningful action that moves them beyond their own itinerary.

Brittiany Bir is a connector, entrepreneur, and healthcare leader who is passionate about building meaningful relationships and creating experiences that bring people together. Throughout her career, she has discovered that some of life's greatest opportunities begin with a simple conversation, an unexpected invitation, or the courage to say yes.

As Regional Director for MSCB, Inc., Brittany partners with healthcare organizations across the region to develop strategic solutions and foster lasting relationships. She is a past President of the Arkansas Chapter of the Healthcare Financial Management Association (HFMA), where she championed collaboration and leadership development, and currently serves on the Board of Directors for the Arkansas Society of Travel Advisors (ASTA).

Outside of healthcare, Brittany is the founder and owner of the award winning PostcardPassengers Travel Agency. She is also the creator of Arkansas's first European-inspired holiday Christkindlmarket +travel showcase, Jingle & Jetsets, and co-creator of The Reconnect, a mindfulness experience that helps women reconnect through the senses by combining wellness, creative expression, and destination inspired culinary experiences.

She believes that leadership, like travel, isn't defined by the itinerary. It's defined by the people we impact and the experiences that change us.



Connect.

10:30 pm – 11:20 pm | Course H2603

Dream Big, Build Bold: Leadership Lessons from a Beauty Industry Trailblazer

CPE Credits: 1.0 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

Program Content:

Marsha Martin, founder and CEO of Onyx Brands, will share her remarkable journey from working alongside Sam Walton at Walmart's corporate office to building one of the nation's leading woman-owned beauty and personal care companies. With roots in cosmetology and a passion for product innovation, Marsha transformed Onyx Brands into a retail powerhouse with products on the shelves of Walmart, Target, Dollar General, and more. She'll explore how creativity, resilience, and strategic partnerships fueled her company's growth—including its recent acquisition—while also reflecting on her commitment to philanthropy, community leadership, and empowering women to lead with courage and vision. This session inspires women to think bigger, lead with authenticity, and build businesses that make a lasting impact.

Learning Objectives:

- Identify the leadership principles that guided the journey from cosmetologist to CEO of a nationally distributed beauty brand.
- Understand how innovation and technical expertise can differentiate a brand, using Onyx Brands' success in nail care and beauty accessories as a model.
- Recognize the strategic value of partnerships, acquisitions, and scaling, including how Marsha navigated selling a majority stake and collaborating with private equity.
- Apply lessons from Marsha's philanthropic leadership to build purpose-driven careers and businesses that uplift communities.
- Develop a personal framework for "dreaming big"—setting bold goals, overcoming barriers, and leading with confidence in male-dominated or competitive industries.

Marsha Martin is a creative product designer, businesswoman, and philanthropist. She is the founder of Onyx Brands, Inc., a company providing professional-quality beauty products to consumers since 1990. Marsha began her career at the Walmart corporate office in Bentonville, Arkansas, where she worked alongside founder Sam Walton. Her passion for beauty and product innovation inspired her to launch Onyx Brands. In 2021, she sold a majority stake in the company and partnered with a private equity firm to support Onyx Brands Inc continued growth. In addition to her work in beauty, Marsha is an active real estate builder and investor and serves as CEO of Dream Big Investments, LLC. Her portfolio includes waterfront residential developments along 30A in Florida, a shopping center and warehouse project in North Little Rock, Arkansas, and office building partnerships in Northwest Arkansas. Marsha says designing and developing real estate is much like product design, you dream it and watch it come to life! Recently Marsha has taken on a consulting role for a Walmart vendors to lead their launch at Walmart. Philanthropy has long been central to Marsha's life. She has served on the Board of Directors for the American Heart Association, Multiple Sclerosis, Enactus, and currently serves on the Razorback Foundation board at the University of Arkansas and she also chaired the Heart Ball for two years. Marsha has been a frequent guest speaker at American Heart Association GO RED events across the US. When she is not developing new products or overseeing investments, Marsha enjoys attending Razorback sporting events with family and friends. She is known as the "Blonde in Boots" that sits courtside at Razorback basketball games. She is a proud "Mimi" to four granddaughters and one grandson. She loves relaxing on the water in Hot Springs, Arkansas, and Alys Beach, Florida or watching their horses race.

Inspire.

12:30 pm – 1:20 pm | Course H2604

Confidence is Contagious

CPE Credits: 1.0 | CPE Type: Personal Development |

Level: Basic | Prerequisites: None

Program Content:

Confidence has the power to influence not only how we see ourselves, but also how we lead, connect, and inspire those around us. In this presentation, Lindsey Smith shares lessons from her journey in healthcare and entrepreneurship, highlighting how self-belief, resilience, and authenticity can create a ripple effect in both our personal and professional lives. Attendees will leave with practical strategies to build confidence, embrace opportunities, and empower others to do the same.

Learning Objectives:

- Identify key mindset shifts and behaviors that contribute to building confidence, resilience, and personal growth in both professional and personal settings.
- Recognize how confidence influences leadership, communication, and team culture, and understand its impact on inspiring and empowering others.

Lindsey Smith is a Family Nurse Practitioner, entrepreneur, and founder of Flawless Med Spa in Bryant, Arkansas. With more than 15 years of healthcare experience, Lindsey has built a career rooted in clinical excellence, compassionate care, and empowering others to become the best version of themselves. Her diverse medical background includes critical care, emergency medicine, post-anesthesia care, cardiac catheterization, and electrophysiology, providing a strong foundation for her work in aesthetic and wellness medicine. As a leader in the aesthetics industry, Lindsey combines advanced medical knowledge with an artistic eye and a patient-centered approach. She specializes in aesthetic treatments, wellness services, weight management, and hormone optimization, helping clients achieve confidence and improved quality of life through personalized care plans. Beyond her clinical work, Lindsey is passionate about entrepreneurship, leadership, and supporting women in business and healthcare. She believes confidence is transformative and is dedicated to helping others recognize their value, embrace their strengths, and pursue their goals with purpose. When she is not caring for patients or growing her business, Lindsey enjoys traveling, spending time with her husband and children, and investing in lifelong learning and personal growth.

Learn.

1:30 pm – 2:20 pm | Course H2605

Three Decades of Growth, Grit and Gratitude

CPE Credits: 1.0 | CPE Type: Personal Development

Level: Basic | Prerequisites: None



Program Content:

Kelly Fraiser shares her unique 30-year journey with one of Arkansas's most recognized home design and lifestyle publications. Beginning as an employee when the magazine first launched, she spent nearly two decades helping grow the business before ultimately becoming its owner 17 years later. Through personal stories and lessons learned along the way, Kelly reflects on the growth of both the company and her own career—from employee to entrepreneur. She discusses the challenges of navigating industry changes, economic uncertainty, and leadership transitions while maintaining a commitment to quality, community, and long-term success. Drawing from three decades of experience, Kelly explores the importance of perseverance, adaptability, and relationship-building. She shares insights on recognizing opportunities, embracing change, and leading through both successes and setbacks. Most importantly, Kelly highlights the people behind the journey—employees, clients, mentors, and community partners whose contributions helped shape the company's success. Her story is a reminder that meaningful growth is rarely achieved alone and that lasting success is built on trust, resilience, and gratitude.

Learning Objectives:

- Understand how long-term career growth is built through persistence and adaptability.
- Recognize what it takes to move from employee to business owner and leader.
- See the importance of relationships in building a successful business.
- Learn how to navigate change and uncertainty in business and career.
- Appreciate the role of gratitude and resilience in long-term success.

Kelly Fraiser is the owner of Root Publishing and publisher of At Home in Arkansas, a leading lifestyle magazine celebrating design, homes, and culture across the state. She began her career with the publication at its launch, spending nearly two decades helping grow the company before becoming its owner. Kelly has guided the business through significant industry change while maintaining a focus on quality, community, and long-term relationships while also diversifying content with new titles such as Plated: The Arkansas Dining Guide and new ways to reach readers. She shares insights on leadership, resilience, and entrepreneurship, drawn from over 30 years in publishing and media.

Connect.



2:30 pm – 4:30 pm

Maune Manor and Networking

Jennifer Maune is an award-winning chef, restaurateur, and founder whose culinary career has taken her from her Arkansas roots to some of the most prestigious kitchens in the world. A celebrated finalist on MasterChef with Gordon Ramsay—where she placed second out of more than 40,000 contestants—Jennifer is known for her refined culinary style, entrepreneurial spirit, and commitment to hospitality excellence.

Originally built in 2000 on 24 acres, Goodwin Manor was designed to resemble a traditional English country estate. Jennifer is the registered agent for the home where she lives with her family in the residence. Tour of the home and grounds during this time where there will be networking with your peers and beverages served.

Maune Manor
3708 Garrison Road
Little Rock, AR 72223



JENNIFER MAUNE
LIVING LIFE BEAUTIFULLY



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& Gardens**

**THE OPRAH
MAGAZINE**

COTTAGES AtHome
IN ARKANSAS

**AMERICAN
FARMHOUSE**
Style

COUNTRY LIVING

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

Prerequisites and advance preparation are not required unless otherwise indicated. A maximum of 5.0 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 then click on Education & Events

Or go to: <https://cvent.me/7O1v2D>

*Registration Fee: \$125 AR HFMA Member
 \$250 Non-AR HFMA Member

*Deadline for registration and payment is September 11, 2026. There will be no walk-in registration available.

REFUNDS AND CANCELLATIONS

If cancellations are received after September 11, 2026, 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.