



IAHFMAPOWDERPUFF2016

**Iowa HFMA Women's Powderpuff Summit 2016:
Women Empowering Women**

January 20, 2016

Hilton Garden Inn
8600 North Park Drive
Johnston, Iowa



hfma iowa chapter
healthcare financial management association



January 20, 2016

10:00-11:30

Maximizing Your Ability to Influence

We all have the ability to exude a presence that not only leaves a favorable impression, but maximizes our ability to influence our results and our reputation. Becky Rupiper-Greene, Senior Training and Image Consultant from Tero International, will share the skills to position credibility, enhance first impressions, and make every interaction a powerful connection.



Becky Rupiper-Greene
Tero International

In this keynote, attendees will **learn and experience**:

- Leveraging the Credibility Catalyst
- The Power of Thin-Slicing
- Positioning Beyond Facts and Logic

Image:

- Effective Body Language
- Memorable First Impressions
- The Power of Contrast

Connection:

- Tipping Point Connectors
- Short Interactions with Big Impact
- Techniques to Coach Others on Influencing

11:30-12:30 **Lunch** (provided)



12:30-2:00

It Takes 4 to Tango

International Speaker, Author, and former NFL Cheerleader, Candy Whirley is well known for leading and cheering audiences around the world to live and work better together and to stop driving each other CRAZY! In **It Takes 4 To Tango**, Candy has two meanings when it comes to her "4". The first meaning... she will take you through her 4 C's of Leadership which are the importance of **Confidence, Communication, Creativity and Change** in the workplace, the second meaning... you will go on a brilliant exploration of personality styles that will make you think, laugh, even dance...and recognize your true self and others. This is NOT the Myers Briggs Personality Indicator, this is NOT the DISC test or even True Colors...Candy gets participants up and out of their seats and networking with other...ANIMALS (Chameleon, Lion, Lamb or Owl) just like them!

Take Aways...

- Understand filters (your brain tape recorder) and be more **confident** about who you are as a Leader
- Understand how negative behaviors can sabotage you
- Learn 4 **EASY communication** steps to giving feedback...the good, the bad and the ugly
- **Know, Manage and Choose** your emotions in unpredictable situations with YOUR Emotional Intelligence
- Cultivate **creative** problem-solving techniques.. like brainstorming 26 new ideas in 2 minutes
- Learn to STOP treating people like YOU want to be treated and treat them like THEY want to be treated
- You will leave with a **changed** attitude by understanding that people are not difficult, they are just different...It Takes 4 To Tango!

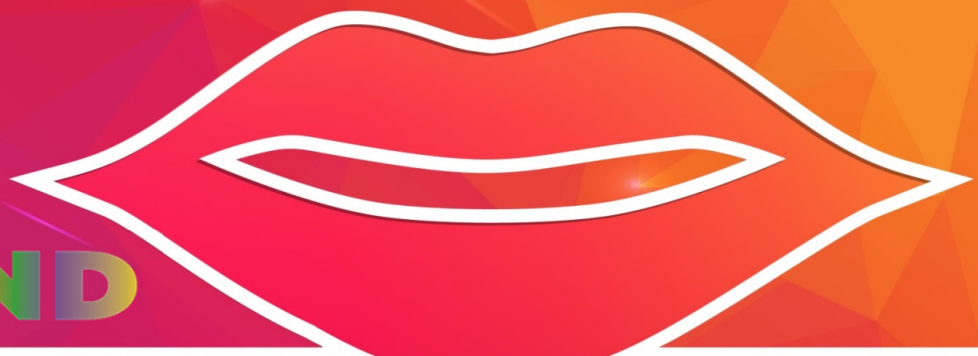


Candy Whirley
Speaker/Author

Sponsored by



GO BEYOND



2:00-2:45

Dress for Success

Jody White is one of the Founding Partners of Dress for Success Des Moines. After becoming a stay-at-home mom in 2009, she was looking for a place to donate her suits. Des Moines was a targeted area to launch a Dress for Success affiliate. White was inspired by the Dress for Success mission. She was a single mother for 7 years and ~75% of the women they serve are single moms. She also grew up around Domestic Violence and some of the clients they serve are coming from domestic violence shelters. She believes every woman deserves a chance to move forward in her career and with the support of positive motivation - you can help to empower them. Since opening their doors in June 2011, Dress for Success Des Moines has served over 600 women who are supporting more than 1200 children.



Jody White
Dress for Success
Founding Partner, Executive Director

2:45-3:15 **Networking Break**

3:15-4:00

Own Your Journey

Sue is Senior Vice President of Integration and Optimization for UnityPoint Health. In this role, she partners closely with Chief Operating Officers and other members of the senior leadership groups to identify and deploy initiatives that support the hospitals' abilities to achieve the Triple Aim of improving care, improving the health of populations and lowering costs. Sue will delve into her experiences combining a professional and personal life while sharing her philosophy for finding success: find your passion, find your pathway, find your freedom, and find your potential. The audience will be challenged to reconsider their assumptions about their own potential for success.



Susan K. Thompson, R.N., M.S.
Sr. VP of Integration and Organization-
UnityPoint Health Fort Dodge Region

4:00-5:00

Building a Brand Called YOU !

Nike, Target, Beyoncé...do you recognize these brands? What is your personal brand? What do people think or say when they hear your name? What characteristics do you bring to your business relationships? The answer to these questions has everything to do with your personal brand which is all about who you are and what you have been known for. Cara Kirsch is a Vice President in the Employee Benefits division at SilverStone Group. In this role, Cara has responsibility for building relationships with employer groups and consulting them on their employee benefit strategies. For the past 20 years, Cara has worked to develop her personal brand and network and will share specific strategies that can be used to build yours.



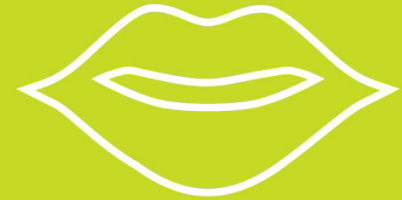
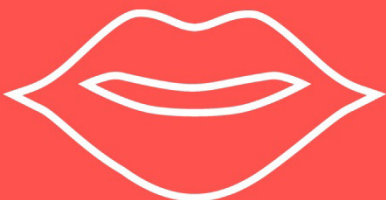
Cara Kirsch
Silverstone
Vice President, Employee Benefits

5:00-6:30 **Wine Tasting/Networking**

Hosted by Gateway Market

Gateway Market will be providing a variety of wines for your tasting pleasure. You will also have an opportunity to purchase any of the wines during this event!

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Professional Photo Session Available !

There will be a professional photographer onsite during the first 2 hours of our meeting taking professional photos for your professional and/or LinkedIn use – **free of charge.**

This would be a great opportunity to update your profile photo!

Advanced sign-up is required.

When registering for this conference, please be sure to indicate if you will be taking this opportunity!



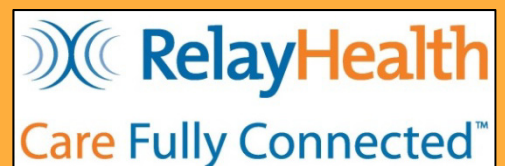
Suit Drive !

Please bring gently used **Women's Business Attire** during the event for the Dress for Success Des Moines Organization.

Please donate clothing that you would feel comfortable wearing on an interview yourself. We request that all donations be in excellent condition, ready for use and seasonally appropriate.

Due to limited storage space, we ask that all donations be laundered and on hangers.

Thank You to
Our Sponsors



Registration Form

Iowa HFMA Women's Powderpuff Summit 2016: Women Empowering Women

January 20, 2016

Hilton Garden Inn
8600 North Park Drive
Johnston, Iowa 50131
515-270-8890

Name(s): _____
Organization: _____
Address: _____
Email Address: _____

Education Fees

Please indicate
your choice

Single Registration – Through January 6, 2016	\$75.00	<input type="checkbox"/>
Single Registration – After January 6, 2016	\$99.00	<input type="checkbox"/>
Half-Table Registration – 4 women (please include each above) (<i>savings of \$50</i>)	\$250.00	<input type="checkbox"/>
Student.....	\$25.00	<input type="checkbox"/>
Women's Event/Winter Meeting ** combo – all 3 days (<i>savings of \$50</i>)	\$150.00	<input type="checkbox"/>

I will be taking the opportunity to update my professional photo! ☐ Yes ☐ No

Please be sure to sign up via the online registration link. You will be contacted with your scheduled time for the photo shoot between 10am and 12pm during the conference.

I will be bringing gently used suits to support Dress for Success! ☐ Yes ☐ No

**** Winter meeting agenda will be sent separate and soon!**

Credit in full will be issued if canceled at least 7 days prior to the scheduled program. Cancellations made 3 to 6 days prior to the program will receive a 50% credit and cancellations within 3 days of the program will receive no credit, as final commitments to the hotel are due three days in advance of the meeting.

Hotel

The hotel block for rooms is available **until December 30, 2015** (or until full) at a rate of \$98 per night for those interested in staying the night and/or also attending the HFMA Winter quarterly meeting. Please call (515) 270-8890 or click on the following link:

http://hiltongardeninn.hilton.com/en/gi/groups/personalized/D/DSMUHGI-HFM-20160120/index.jhtml?WT.mc_id=POG

Registration

Registration is available at <http://www.hfma.org/Site/emeetreg/main/MtgInfo.cfm?MtgCode=1619IA1> for those attendees who wish to pay with a credit card. Attendees paying with a check or in-person at the meeting can fax to the number listed below or e-mail (memberservices@hfma.org) the registration if payment is not available prior to the meeting date.

Credit Card payment only accepted through on-line registration. Attendees are encouraged to register in advance to allow the chapter to provide sufficient guarantees to the hotel. **This event will have limited capacity so sign up early!**

Make checks payable to:

HFMA Iowa Chapter

Mail payments and registration to:

HFMA Registration
6063 Eagle Way
Chicago, Illinois 60678-1060
Phone: 1-800-252-4362, ext. 2 Fax: 708-531-0665