

women lead

here.

**Women in Healthcare Leadership Conference.
Bryan Plaza Conference Center.
Bryan Medical Center East Campus.
1600 S. 48th Street, Lincoln, Nebraska.**

**Women. In business. In health care.
April 12th, 2018.**

Facility Sponsor:

 Bryan Health

2018 Women in Healthcare Leadership Conference Agenda

8:00 – 9:00 a.m. **Registration and Continental Breakfast**

9:00 – 10:00 a.m. **Gender Differences at Work**
Donde Plowman, Executive Vice Chancellor & Chief Academic Officer, University of Nebraska-Lincoln

Gender differences are never going to disappear. But what can change is how we manage those differences at work. Recognizing common differences in how men and women communicate and negotiate their way through problems can lead to more successful work strategies for both men and women, and more productive workplaces.

10:00 – 10:30 a.m. **Break**

10:30 – 11:30 a.m. **Keeping the Door of Opportunity Open**
Jeanette Wojtalewicz, Senior Vice President and Chief Financial Officer, CHI Health

We all need to keep the door open to professional development and learning. Jeanette will share her secrets to confidence and balance – both keys to being successful in today’s business world. Jeanette will combine her personal and professional experiences in an upbeat, fun atmosphere and will teach the audience how to keep the door open to opportunities.

11:30 a.m. – 12:30 p.m. **Lunch & Non-Profit Partner Presentation: CEDARS**
Meagan Liesveld, Executive Vice President & Vicky Thompson Smith, Associate Director



Women Helping Women

The women of HFMA Nebraska are collecting feminine hygiene items to be donated to the young women who come to CEDARS seeking safety and stability.

CEDARS is a safe place where children are welcomed night or day. CEDARS will serve over 1,000 children & youth through out of home emergency services, family resources & education and juvenile justice programing.

12:30 – 1:30 p.m. **Better Networking at Events: The Coffee Lunch Coffee Approach**
Alana Muller, Master Networker, Alana Muller Enterprises, LLC

Networking may feel intimidating, stressful or awkward, now is the time to sharpen your networking skills. During this highly interactive session, networking expert, Alana Muller, will share an overview of her concept, Coffee Lunch Coffee – a relevant, immediately actionable approach to professional networking for those interested in connecting with others, getting involved in their community, or seeking to advance their career. You will leave with eleven immediately actionable tips for making networking events more productive, efficient and fun!

1:30 – 1:45 p.m.

Break

1:45 – 2:45 p.m.

Breakout Session #1:
Pursuing Your Passion

Carol Friesen, Vice President Health System Services, Bryan Health

Like most things in life, pursuing your passion doesn't involve following a straight line from Point A to Point B, but rather a path with twists and turns. It's a journey that often involves three phases: discovery and commitment, sustaining and making it work, and, at times, reigniting your passion to enjoy the journey. This presentation will encourage attendees to reflect on their unique path to the place "where passion meets purpose" and to consider how they can leverage the Power of One to influence and inspire others in all areas of their life.

You, Inc. Creating and Leveraging your own Personal Brand
Sandra Pinette, Senior Vice President Client Development, IntelliHARTx LLC

Every person, like businesses and products innately have a "brand." These are the things that distinguish them in personal and professional endeavors. Learn ways to identify, create and fine tune your personal brand; mission critical for the success of "You, Inc."

2:45 – 3:00 p.m.

Break

3:00 – 4:00 p.m.

Breakout Session #2:
Pursuing Your Passion

Carol Friesen, Vice President Health System Services, Bryan Health

You, Inc. Creating and Leveraging your own Personal Brand
Sandra Pinette, Senior Vice President Client Development, IntelliHARTx LLC

4:00

Adjourn

Vendor Booths

Visit vendors during
breaks & Lunch!
Arbonne, Thirty-One,
Scentsy, Lipsense &
Stella & Dot

Professional Headshots

Monica Sempek
Photography will be
onsite to take
professional headshots.

Speaker Bios

Donde Plowman



Donde Ashmos Plowman is the Executive Vice Chancellor and Chief Academic Officer at UNL. In this role she oversees Academic Affairs, Office of Research, and Student Affairs. Prior to being named Executive Vice Chancellor, Donde served 6 ½ years as the James Jr. & Susan Stuart Endowed Dean of the College of Business at the University of Nebraska-Lincoln. In 2010 she became the ninth dean in the school's history. Under Plowman's leadership the college increased enrollments by 22%, added 70 new faculty, created several new academic programs and student services. She led a major fundraising effort that resulted in nearly \$150 million, including \$81 million for a new building that will open in

August 2017. Prior to coming to Nebraska, Plowman was on the faculty at University of Tennessee-Knoxville, where she served for two years as the Head of the Department of Management. She received her PhD in Strategic Management from the University of Texas at Austin. She has taught and written extensively on organizational change, leadership, and decision making.

Jeanette Wojtalewicz



Jeanette Wojtalewicz is the Chief Financial Officer for CHI Health. Serving Nebraska and Southwest Iowa this organization of \$2 billion in net revenues is comprised of 15 hospitals, 800 employed physicians and numerous post-acute services and joint ventures. Jeanette has worked in Healthcare Finance for 30 years and has a Masters in Healthcare Administration from Bellevue University and a CPA certificate (inactive). Her work experience has been in public accounting, Acute care settings, post-acute/rehabilitation services, and children's psychiatric services. Jeanette is a past President of HFMA in Nebraska, and serves on a number of local boards including the Nebraska Health Information

Initiative, Midlands Choice, and UniNET CIN. Jeanette is married to Michael, and they have 5 children.

Meagan Liesveld



Meagan Liesveld is the Executive Vice President for CEDARS, a 70 year-old Lincoln organization that works to provide safety, stability and enduring relationships for children and youth through the provision of services ranging from emergency shelter and foster care, to quality early childcare and school readiness. Meagan earned a Bachelor's degree in Business Administration/Marketing from Northwestern College and her Master's in Business Administration/NonProfit Management from Concordia University. She enjoys serving on boards in the community and supporting her children and husband in their endeavors.

Vicky Thompson Smith



Vicky Thompson Smith is the Associate Director of Out of Home, Juvenile Justice, and Family Support Services for CEDARS. Vicky has 20 years of experience working with and on behalf of children, youth, and families at risk. Vicky earned a Bachelor's degree in Human Resources and Family Science and is near completion of a Master's degree in Leadership Education from the University of Nebraska. She enjoys being outside and spending time with her family exploring everything their community has to offer.

Alana Muller



Alana Muller is an entrepreneurial executive leader whose primary focus is to connect, inspire and empower community. She is a Networking speaker, workshop facilitator, coach and author of the book, *Coffee Lunch Coffee: A Practical Field Guide for Master Networking* and a companion blog, CoffeeLunchCoffee.com. Her accessible, relevant, immediately actionable approach to professional Networking has helped thousands of people formulate a strategic mindset around Networking while creating a game plan to get out there and Connect. Coffee Lunch Coffee is a WBENC-Certified WBE.

She is a weekly columnist for Bizwomen.com and has been a contributor to Forbes.com, [The Huffington Post](http://TheHuffingtonPost.com), [CNBC](http://CNBC.com) and other publications and, twice, was a featured speaker at [TEDxOverlandPark](http://TEDxOverlandPark.com). She has a master's degree in business administration from the University of Chicago, where she was the recipient of the Mike and Karen Herman Fellowship for Women in Entrepreneurship, and an undergraduate degree in mathematics from Smith College. She is actively engaged in the community and serves on a number of corporate and volunteer boards.

Carol Friesen, FHFMA



Carol A. Friesen, FHFMA is VP of Health System Services, Bryan Health, Lincoln, Nebraska and serves as Secretary/Treasurer of HFMA's National Board of Directors.

A member of HFMA since 1999, Carol's involvement at the national, regional, and local levels has been extensive. She is a passionate leader, serving the organization in many roles—from the National Board of Directors and its committees and taskforces, to the Regional Executive Council as Chair and Region 8 representative, to the full slate of Nebraska Chapter leadership roles. Carol's service has been marked with numerous awards, including the Follmer Bronze, Reeves Silver, and Muncie Gold merit awards as well as the HFMA Medal of Honor. One of her most treasured HFMA accomplishments was receiving the Shelton Award for 5 years of sustained chapter excellence as Nebraska chapter leader.

Carol holds a master of public health in healthcare administration and is a Certified Healthcare Financial Professional.

Sandra Pinette



Sandra Pinette has over 15 years of experience as a healthcare financial services executive. She is currently the Senior Vice President of Client Development at IntelliHARTx. Sandra served as Vice President of Client Development at Financial Health Strategies, where she leveraged her business expertise nationally for opportunity assessment, partnership development, negotiations and building long-term client relationships. Her focus is national in scope as she works with healthcare providers to increase revenue and enhance patient satisfaction while also improving their delivery of care.

Sandra is an active member of ACHE, AAHAM and HFMA. She is a past President of the NHVT HFMA chapter. She is the recipient of several Yerger awards as well as the Follmer Bronze, Reeves Silver, And Muncie Gold Merit Awards. She has authored articles on ACA, 501R, Best practices for eligibility, Personal Branding and presented on those topics and industry events.

Professional Headshots Provided by:



Registration Form – Women Lead HERe 2018

Registration Options

- Single - \$100
 Half Table (3 people) - \$250
 Whole Table (6 people) - \$500

Your Information (please print)

Name & Title

Member ID

Organization

Address

City, State, Zip

Phone

Fax

Email

How to Register & Payment Information

- By Credit Card:** Please register online at <http://www.hfma.org/Content.aspx?id=59427>
- By Check:** Please complete registration form and fax to HFMA, Attn: MSC at (708) 531-0665 or mail to: HFMA, 6063 Eagle Way, Chicago, IL 60678. Checks should be made payable to HFMA and Mailed to the aforementioned address. **Please include the meeting code 1860NE4 on your check.**

If you have any questions regarding your registration, please contact Rebekah Mussman at rebekah.mussman@bryanhealth.org.


Hotel Information

Comfort Suites
331 North Cotner
Lincoln, NE 68505

A block of rooms has been held at a group rate of \$89.00 + tax. Call 402-325-8800 to make your reservation. Please refer to the room block under **HFMA Nebraska Chapter**.

Cancellation Policy

A full refund of meeting registration fees will be granted only if the cancellation is received at least seven days prior to the schedule program.



**Prior to the conference join us for:
Networking Welcome Reception at
Comfort Suites -
331 North Cotner, Lincoln, Nebraska.**

**April 11th, 2018.
7:00 p.m. – 9:00 p.m.**