

TORCH Leadership & Management Institute (TLMi) Conference and Retreat  
September 13 & 14  
Horseshoe Bay Resort & Spa, Horseshoe Bay



# MISSION: POSSIBLE



**YOUR MISSION...  
IF YOU CHOOSE TO  
ACCEPT IT.**

# MISSION: POSSIBLE

## ABOUT THE 2018 TLMI CONFERENCE

TORCH and the TORCH Foundation are pleased to host the 2018 TLMI Annual Conference & Retreat.

### CALLING OUR RURAL LEADERS!

We are once again excited to host the 2018 TORCH Leadership Conference & Retreat at the beautiful Horseshoe Bay Resort & Spa. This is one of our favorite events and we hope you will consider joining us this year.

Let's be honest - there are real challenges facing healthcare professionals today. We hear and read about it - and live it - every day. The uncertainty is unsettling, and as leaders these can be stressful times for our staff. So how do we traverse the uncertainty and successfully reroute our organizational thinking to imagine the possibilities? It takes vision, effort and leadership.

So this year at TLMI, your mission, should you choose to accept it, is as follows:

- Learn from experts and peers on how to turn our challenges into opportunities for growth and sustainability;
- Identify ways to energize others to cultivate strong teams and strengthen organizational culture; and
- Revitalize the true spirit of Texas rural healthcare leaders.

I have no doubt that you are ready to meet these challenges. I am confident that your commitment to professional learning - along with your ability to adapt newly learned strategies and tools - will serve you all as a leader preparing to successfully complete this mission. I look forward to seeing you in September.

Best of luck to you,

John Henderson  
President/CEO



**YOUR MISSION...  
IF YOU CHOOSE TO  
ACCEPT IT.**

# Agenda

## DAY 1

9:00 - 9:15

### REGISTRATION OPENS

9:20 - 9:30

### OPENING REMARKS

9:30 - 11:00

### IMPROV LEADERSHIP IS NO LAUGHING MATTER

**Shana Merlin, Founder, Merlin Works, Austin, TX**

Join us as we will provide hands-on experience playing games, laughing, and implementing powerful communication skills to enhance your abilities in management, innovation and in building team relationships. Drawing from the powerfully playful world of improv comedy, this session will provide a fun, interactive learning experience - with a side benefit of networking! With all the laughter from the entertaining exercises, it will be hard to tell that you are actually discovering on your feet how to work more harmoniously and efficiently, be more positive, communicate better, and inspire the people around you.

#### LEARNING OBJECTIVES

- How to improve communication skills within all levels of the organization
- Identify characteristics to be more efficient and a positive inspiration to others

11:00 - 12:00

### THE IMPOSSIBLE LEADER

**Tim Durkin, CEO, Performance Consulting**

In this fast-moving and practical session, you will learn seven leadership techniques that will make the difficult possible and the possible probable. You will learn how treating everyone the same is a prescription for disaster. The "Golden Rule" spells trouble today. You will also learn how moving forward can be made much easier by moving backward. You will see how going for the big improvement usually results in no improvement and what you really need to do to implement sustainable excellence. Don't go for touchdowns, go for first downs. This one strategy can get employees engaged and energized in your hospital like never before.

#### LEARNING OBJECTIVES

- Identify seven leadership techniques that can engage and motivate your hospital staff
- Learn the importance of celebrating successes to ensure forward momentum

12:00 - 1:00

### AWARDS LUNCHEON

1:00 - 2:00

### THE LEADERSHIP MISSION IS POSSIBLE IF WE HAVE PATIENTS

**Jeff Harper, InQuiseek, LLC**

Rural hospitals and clinics were once unique because they were the only game in town but due to changes in our society, there is a real risk of competition. Big players recognize that primary care and convenience make for a power dynamic duo. Building and retaining a panel of patients will be the challenge like never before for small hospitals and RHCs. The society of more mobile and less loyal consumer/patients means we have to make changes in order to retain and building a thriving panel of patients.

#### LEARNING OBJECTIVES

- Understand how healthcare in the marketplace is driving change
- Learn ways on how to affect real change in your healthcare facility
- Discuss benefits and obstacles in managing for job fulfillment
- Learn how the new requirements of 42 CFR 491.12 for emergency preparedness can help motivate employees

2:00 - 3:00

### REAL TEXAS STORIES

**Russell Graves, Author, Photographer & Filmmaker, Childress, TX**

This session is a collection of photos, video vignettes, and stories from all across rural parts of Texas. Texas has the largest rural population of any state in the nation and outside the city limits, you'll find people who are intelligent, capable, and live life on their own terms. This talk tells some of the stories from the backroads of this great state and empowers people to see life outside the city limits in a whole new light.

#### LEARNING OBJECTIVES

- Get a sense of who you are and why you prefer rural
- Gain a greater understanding of your rural Texas history and how that empowers you in your life today

3:00 - 4:30

### WHEN ALL ELSE FAILS, DRINK COFFEE AND EAT DONUTS

**Janis Crawley, Bowie Economic Development Director, Bowie; Ted Matthews, CEO, Eastland Memorial Hospital, Eastland; and Leisha Elrod, Eastland Chamber of Commerce Board President, Eastland**

When one hospital closes its doors, the ripple effects are felt throughout the entire community. People lose their jobs and many small towns are left reeling. You will hear first-hand the impact a hospital closure has had on the residents of Bowie and how life continues today with no hospital. We will also hear the inverse story, a hospital that is thriving thanks to a community that unites to ensure healthcare is preserved in their small town.

#### LEARNING OBJECTIVES

- Learn how a hospital closure affects the community and what you can do to keep the ripple effect to a minimum
- Find out how a community can unite and come together in an inspired manner

continued

**YOUR MISSION...IF YOU CHOOSE TO ACCEPT IT.**

# Agenda

5:00 - 6:30

## SOCIAL EVENT, LAKE LBJ BOATING EXCURSION

Join us at the Yacht Club for some fun and relaxation on Lake LBJ. We will board the Captains Yacht and jet off for a beautiful and relaxing cruise on the lake. Please make sure to register for this complimentary event! This boating excursion is brought to you by Texas Hospital Insurance Exchange (THIE).

## DAY 2

8:00 - 8:30

## BREAKFAST

8:30 - 10:00

## CROSSING THE GENERATIONAL DIVIDE AT WORK - UNLOCK THE HIDDEN POWER OF GENERATIONS TO GROW YOUR BUSINESS

**Jason Dorsey, President, The Center for Generational Kinetics**

We work in a time of unprecedented generational change and challenge. There are now five generations in the workforce and marketplace. Making matters worse is the tremendous amount of misinformation surrounding generational differences. We know for a fact that strategies that work for one generation can be a complete turn-off for other generations in the workforce. This generational divide is a costly challenge – but it can also be a breakthrough opportunity. It depends entirely on how leaders respond now. This presentation reveals new generational truths that will directly drive faster gains for you across generations. You will learn surprising data, powerful frontline stories, hidden trends, and specific solutions that drive measurable results all grounded in generations research on four continents.

### LEARNING OBJECTIVES

- Identify the five generations in the workplace today
- Learn how the generational divide impacts your organization's bottom line
- Use research and data to improve communications and workplace dynamics

10:00 - 11:00

## WOMEN IN LEADERSHIP #GIRLBOSS

**Panel: Dianne Yeager, CEO, Crane Memorial Hospital, Crane; Betsy Briscoe, FACHE, CEO, Pecos County Memorial Hospital, Fort Stockton; Dr. Sandra Wright, RN, Ed.D, CEO, Tyler County Hospital, Woodville (invited); and Jayne Pope, RN, FACHE, CEO, Hill Country Memorial Hospital, Fredericksburg (invited)**

Hospital administration is a role that continues to be dominated by men. However, in our rural hospitals we are honored to have many women leaders who have broken through gender barriers. In this session, several of our women hospital executives will share their challenges, opportunities and stories they have experienced throughout their career on their pathway to becoming successful hospital leaders. This session is designed to engage and inspire high-performing women leaders toward accelerating their leadership abilities to achieve the possible.

### LEARNING OBJECTIVES

- Learn what it takes to become a female hospital administrator/CEO
- Understand how these women's successes have paved the way for more women in leadership
- Let their inspiration and successes inspire you in a role of leadership

11:00 - 12:00

## MISSION POSSIBLE - HOW TO STAY MOTIVATED IN RURAL HEALTHCARE

**Matt Jones, Motivational Speaker and Author, Matt Jones International**

Get ready to laugh, learn, and be motivated. Matt's talk inspires, empowers, and motivates professionals in rural healthcare to attain greater VICTORY. This is achieved by developing their "Marathon Mentality." Matt shares lessons, insights, and strategies that rural healthcare professionals can use to meet the changing climate in healthcare and to be more effective in promoting health and wellness in rural healthcare settings.

### LEARNING OBJECTIVES

- Learn new information and tools to increase one's effectiveness as a rural healthcare professional
- Become fired up, pumped up, and inspired to achieve greater success in the complex and ever evolving world of rural healthcare
- Discover how to improve the effectiveness of one's self and one's organization

12:00 - 1:00

## ADJOURN

# IMPOSSIBLE MISSION OR MISSION POSSIBLE?

# MISSION: POSSIBLE

## TLMI Leadership Awards

We're also seeking nominations and applications for the following opportunities:

**TLMI Leadership Culture Award** – Know a high-performing team, department or a healthcare organization? Nominate them! This award recognizes an accomplished team or culture that has worked successfully together to help their organization, patients and the community they serve. [Click here](#) for the application.

**TLMI Essence of Leadership Award** – This award recognizes an individual who has demonstrated outstanding leadership, service and contribution in healthcare, and who has made a significant impact in his or her organization and community. [Click here](#) for the application.

# MISSION: POSSIBLE

## REGISTRATION DETAILS

Cost is \$150 per person, \$50 for students.

Register online for TLMI at:

[www.bit.ly/2018TLMI](http://www.bit.ly/2018TLMI)

## LOCATION AND HOTEL INFORMATION

The conference will be held at the Horseshoe Bay Resort & Spa located at 200 Hi Cir N, Horseshoe Bay, TX, 78657. The special conference rate of \$159 is reserved for TLMI attendees.

Reserve your room by calling (877) 611-0112.

## CONTACT INFORMATION

For conference program information, contact Carrie Ruiz at [cruiz@torchnet.org](mailto:cruiz@torchnet.org). For registration information, contact Rose Valenzuela at [rvalenzuel@torchnet.org](mailto:rvalenzuel@torchnet.org) or (512) 873-0045.

## CONTINUING EDUCATION CREDIT

A certificate of attendance will be provided to all participants, which can be used to claim CE credits from professional associations and state licensing boards. This program provides: 8-10 hours of CE units for CPAs from the Texas State Board of Public Accountancy: sponsor # 04763, no preparation required; and 8-10 hours of preapproved ACHE Qualified Education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.



**YOUR MISSION...  
IF YOU CHOOSE TO  
ACCEPT IT.**

# MISSION: POSSIBLE

**2018 TLMI ANNUAL  
CONFERENCE & RETREAT  
SEPTEMBER 13-14, 2018**

**REGISTER ONLINE**

**[WWW.BIT.LY/2018TLMI](http://WWW.BIT.LY/2018TLMI)**

**Horseshoe Bay Resort & Spa  
200 Hi Cir N  
Horseshoe Bay, TX 78657  
(877) 611-0112**



**Hotel Deadline** **SEPTEMBER 1**

**CALL (877) 611-0112 for reservations**

**HOTEL RESERVATION LINK**



**P.O. Box 203878  
Austin, TX 78720-3878  
(512) 873-0045 p  
(512) 873-0046 f  
[torchnet.org](http://torchnet.org)**