



women lead

here.

Women in Healthcare Leadership Conference  
Bloomington Hilton  
Bloomington, Minnesota

**Women. In business. In health care.**  
**January 25, 2017**

# 2017 Women in Healthcare Leadership Conference Agenda

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10:00 – 10:15 a.m. **Welcome & Announcements**

10:15 a.m. – 12:00 p.m. **“Fire Your Fear”**

Deirdre Van Nest,  
Speak and Get Results

Excuses, excuses.

When work and life do not go as planned it's easy to blame things on the economy ... other people ... not enough time or not enough money. But where does that lead you? Nowhere. For many people, blame too often is a cover up for fear... and here's the kicker — everything you want for your career and your life is on the other side of your fear.

Which means that fear is the only thing standing between the life you have and the one you want. When you “Fire Your Fear”, you take control — and can finally create a career and a life that aligns with your goals and values.

**In this engaging and practical presentation, you will:**

- Discover how fear and selfdoubt may be sabotaging your success and quality of life.
- Learn the mindset shift you must make about fear so you can consistently make decisions that move you forward – rather than hold you back.
- Learn why “feeling comfortable” may be the biggest problem you have in your career right now.
- Pick up a simple yet powerful daily practice that propels you out of your comfort zone and into the “success zone.”

12:00 – 1:00 p.m. **Lunch & Dress for Success**

Dress for Success' mission is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. Here in the Twin Cities we offer high touch, high impact career and workplace skills development programs for low income women to help them achieve career advancement, career stability and economic sustainability. Our employment readiness and career development programs provide women with the tools to reach a sustainable living wage because we know that a sustainable living wage empowers our women and their families to live out their success.

**NOTE:** We will be collecting items for Dress for Success program. The program is currently in need of gently used necklaces & handbags. Other items to donate are: Women's business suits; business appropriate separates such as slacks, blazers, sweaters, blouses, skirts, & dresses; business appropriate maternity wear; scrubs of any color top & bottoms; work appropriate shoes, handbags, jewelry & accessories; unused/new undergarments; unused/new cosmetics and toiletries.

1:00 – 2:00 p.m. **Brand and Reputation – An Inseparable Combo for Business Success**

Rose McKinney, APR, Fellow PRSA  
Pineapple Reputation Management, Founder & CEO

Companies, products and services have brands. Even schools have brands. And, so do you.

Furthermore, it's up to you to define and demonstrate your brand. Find out how to make your personal brand a career asset. Learn the difference between brand and

reputation, and why it's important to understand how these work together. Take a closer look at what makes your brand a success!

In this hands-on session, Rose McKinney will provide an overview of reputation as a career-management tool and will share a process for determining your personal brand attributes. She has a three-step process that will help you distinguish yourself from the pack and propel you to personal fulfillment in your career.

- Attendees will learn a process for defining their personal brand
- Attendees will learn how to convey their personal branding through each and every interaction
- Attendees will learn how personal branding contributes to career and business success

2:00 p.m. – 3:00 p.m. **Three Key Ingredients to Your Life's # Attitude of Gratitude**

Diana Pierce

Find out how creating, connecting, and caring nourish you and those you love and the steps to increasing all of them.

3:00 – 3:15 p.m. **Break**

3:15 – 4:30 p.m. **Women's Leadership Panel**

Penny Wheeler, CEO Allina Health Systems  
Roberta Dressen, Operating Partner, LFE Capital  
Heidi Conrad, CFO Regions  
Miaja Cassidy, COO HCMC

Are you looking to advance your career and climb the corporate ladder? This is your opportunity to ask questions and learn about the strategies panelists used to advance their careers to the executive suites. Hear and share person strategies and successes from both today's and tomorrow's leaders; Develop an understanding of how to recognize potential inflection points in your life and prepare to act when they present themselves; Network – leave the conference with at least one new relationship; Be aware of the support that exists for you HERe through the HFMA and the Women Lead HERe initiative.

4:30 – 6:00 p.m. **Complimentary Professional Headshots & Happy Hour**

Professional photographer, Toni Balliet will be onsite to take professional headshots. Please sign up at registration if you would like to have your professional headshot taken.

6:00 – 8:00 p.m. **Social Event -Paint & Pallet (&Sip!)**

Location - American Salon B of hotel

Enjoy your favorite beverage and leave with a hand-painted masterpiece. Mingle with members, bring your creativity, and discover a new way to unwind. Hors d'oeuvres will be served.

# Speaker Bios

## Deidre Van Nest



Deidre Van Nest is the creator of the **Speak and Get Results™ Blueprint** a system that teaches professionals such as financial advisors, coaches, and authors how to be “Crazy Good” speakers so they can better the world, build their brands and bring in business using speaking. An entrepreneur herself since 1999, Deidre owns a real estate investment company, is an international speaker and trainer, a Certified World Class Speaking™ Coach, a Certified Fearless Living Coach, a contributing author of the Amazon best seller *World Class Speaking™ in Action* and author of “Fire Your Fear™”. Deidre is an Italian/Irish New Yorker living in Minneapolis where she tries hard not to scare people with her loud voice and enthusiastic hand gestures. She can be reached at [DVN@CrazyGoodTalks.com](mailto:DVN@CrazyGoodTalks.com) or 952 451-0172.

## Dress for Success



## Stephanie Silvers



Stephanie Silvers is the Executive Director at Dress for Success Twin Cities. She has been involved with the organization since they first opened their doors in January of 2010. She oversaw the development of all four Dress for Success Twin Cities programs and helped grow the organization to a half-million dollar organization. Stephanie came into this position well-qualified; prior to her employment with Dress for Success Twin Cities, she was the Interim Director for At Home Group in Minneapolis for three years. Stephanie has a Bachelor of Arts degree in Urban Studies and African American Studies from the University of Minnesota

## Rose McKinney, APR, Fellow PRSA



Rose McKinney is the founder and CEO of Pineapple Reputation Management. With aspirations of becoming the next Jane Pauley and “Today Show” host, Rose McKinney entered journalism school in 1984. She quickly realized, however, she didn’t want to report the news -- she wanted to create it! Rose’s accomplishments – which range from establishing a national Millennium celebration to saving a Shriners Hospital from closure – are notable. She has helped hundreds of organizations tap the power and potential of brand and reputation.

Enjoying equally counseling and agency-management, Rose launched Pineapple RM in 2011, a communications firm focused on reputation management. Additionally, she has been an adjunct professor at Metropolitan State University since 2005.

Each step of Rose’s career has yielded new insights, greater leadership opportunities and an even deeper network of colleagues – she keeps in touch with her first boss, works with clients going back through the decades, and is proud to say one of her protégés has been a student, an employee and a client.

**Diana Pierce**

Diana Pierce is a Twin Cities media personality and was an anchor for KARE 11 News from 1983 until April 2016. Among her career highlights:

-Covering the 1984 Republican National Convention in Dallas, Texas; traveling to Japan to report on the 40th anniversary of the end of World War II; and talking live with Astronaut Robert Cabana while he was in space in 1990.

-In 1989, she received a National Merit of Achievement from the National Muscular Dystrophy Association for "ALS: the Joe Dilts story."

-From Actress Meryl Streep to the KKK's Grand Wizard David Duke; she has had the privilege to interview the famous and infamous.

In 2009, she was inducted into the Minnesota Museum of Broadcasting's Hall of Fame.

She received her Master of Arts in Leadership from Augsburg College in December 2015. Previously, she received a degree in Broadcast Journalism from Boston University. She's also a proud mom to her daughter Chelsea who lives and works in Hollywood. She keeps active by walking and has started the Walk Wednesday group on Facebook. Members join in by posting their pictures on Wednesday from all over the world. Her passion is to always be a student of life.

**Penny Wheeler, CEO Allina Health Systems**

Penny Wheeler, MD, became the president and chief executive officer of Allina Health in 2015. She had served as chief clinical officer since 2006, and president since 2013. Dr. Wheeler sets the overall strategic direction for Allina Health, focusing on ensuring that the organization delivers exceptional care and supports the health and well-being of all those served. In addition to her current role, Dr. Wheeler serves on the boards of Portico Healthnet, an organization dedicated to helping uninsured Minnesotans receive affordable health coverage and care, the Greater Twin Cities United Way, Health Catalyst, and the Minnesota Community Measurement board, a regional health quality collaborative, which she has also served as the Board Chair.

A board-certified obstetrician/gynecologist, Dr. Wheeler served patients at Women's Health Consultants in Minneapolis. Minnesota Business magazine named Dr. Wheeler the 2012 Outstanding Health Care Executive, largely based on her ability to form internal and external care collaborative that benefit community health. In 2015, Modern Healthcare magazine recognized Dr. Wheeler as one of the top 25 women in health care. In July 2015, Minnesota Governor Mark Dayton appointed Dr. Wheeler to the Minnesota Taskforce for Health Care Financing.

Allina Health is one of the nation's leading health systems and was named one of the top five large health systems in the country. The organization is made up of 14 hospitals, 90+ clinics, 26,000+ employees and several related health care service companies including home health, hospice, transportation, medical equipment and retail pharmacy.

**Roberta Dressen, Operating Partner, LFE Capital**

Bobbie works with LFE Capital as an Operating Partner to evaluate new investment opportunities and with portfolio companies in director roles. She is a partner at White Rock, an innovation think tank and advisory services firm focused on healthcare access, quality, and cost effectiveness. Previously, Bobbie served on the senior leadership teams at Medtronic, UnitedHealth Group, and Allina Hospitals. She serves as a faculty member for the FDA post market surveillance initiative as well as on the FDA MDEpiNet Stakeholders Advisory Board and on the board of M Health of the University of Minnesota/Fairview.

Bobbie holds a B.A. in healthcare administration from Concordia College in Moorhead, Minnesota and an M.B.A. from the University of St. Thomas.

**Heidi Conrad, CFO Regions**

Heidi Conrad is the Vice President and Chief Financial Officer of Regions Hospital in St. Paul, MN with accountability for all financial areas, along with Plant Operations. Ms. Conrad has been in her current position since June 2007 and brought 10 years of senior financial experience in health systems and hospitals. Her prior experience includes positions with HealthPartners Medical Group including Vice President, Finance, Planning and Improvement. Ms. Conrad has her BBA in Accounting from the University of Wisconsin-Madison and her MBA from Hamline University.

**Miaja Cassidy, CCO HCMC**

Miaja Cassidy joined HCMC in 2016 as Chief Compliance Officer, with responsibility for Information Privacy and Security, Internal Audit, and Regulatory Review and Analysis. Before joining HCMC, Miaja was the Healthcare Compliance Officer at Target, where she created and ran the Healthcare Compliance division. She is a Certified Healthcare Compliance Professional (CHCP) and a Certified Compliance and Ethics Professional (CCEP). Before joining Target, she practiced law for fifteen years and has held positions at Medica, ING US and other healthcare companies focusing on risk mitigation, privacy, security, public policy and compliance.

## Registration Form – Women Lead HERe 2017

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### Registration Fee - \$99

Note If also attending the Winter Institute (Jan. 26-27) you will receive a \$50 discount on the Winter Institute Registration.

### Your Information (please print)

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*Name & Title*

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*Membership ID*

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*Address*

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*City, State, Zip*

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*Phone*

---

*Ext.*

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*Email*

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### Professional Headshot

Would you like to have your professional headshot taken?  Yes  No

### Happy Hour

Will you be attending the Happy Hour from 4:30-6pm  Yes  No

### Social Event

Attending Paint & Pallet Social Event?  Yes  No

### How to Register & Payment Information

#### By Credit Card: Please register online at:

<http://events.constantcontact.com/register/event?llr=du6lrzxab&oeidk=a07edk14m8331929a6a>

**By Check:** Please complete registration form and fax to HFMA, Attn: Michelle Miner 221 North 1<sup>st</sup> Street, Suite 200, Minneapolis, MN 55401 Checks should be made payable to HFMA and Mailed to the aforementioned address.

### Hotel Information

#### Bloomington Hilton

**3900 American Blvd West**

**Bloomington, MN 55437**

Here is a link to the hotel's block of rooms for the conference:

[http://www.hilton.com/en/hi/groups/personalized/M/MSPBWHF-HFMA-20170125/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/M/MSPBWHF-HFMA-20170125/index.jhtml?WT.mc_id=POG)

### 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 scheduled program.

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