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Last year we ignited the **spark...**

# NOW WE GO

2023 WOMEN IN HEALTHCARE LEADERSHIP CONFERENCE  
November 10, 2023 • Pewaukee, WI

Join us to celebrate our 10<sup>th</sup> Anniversary of Women in Healthcare Leadership Conferences



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## EVENT AUDIENCE

All leaders in roles from emerging leader and early careerist to C-suite executives, whether employed with a hospital or health system, clinic or medical group, long-term care or senior living setting, vendor or industry partner, consulting firm or self-employed as an entrepreneur. Students and those in a career transition are also welcome!

## REGISTRATION

Table (8 seats)	\$925
Individual Early Bird (before 10/20)	\$125
Individual (on or after 10/20)	\$150

[click here to register](#)

## LODGING

Lodging is available at The Ingleside Hotel. Contact them directly at 262-547-0201 to make your reservation. Single/Double room rates for the conference are \$145 per night, and available in the “HFMA Women in Healthcare Leadership” room block. Rooms available until block is full.

[click here to reserve your room](#)

## PROGRAM LEARNING OBJECTIVES

Following our 2022 theme and taking inspiration from our 2023-2024 HFMA-WI President’s theme, our conference seeks to inspire healthcare leaders to overcome challenges, and achieve the confidence, vision and clarity to persevere.

## CONTINUING EDUCATION

### HFMA EDU Hours: 5.5

Please visit the HFMA website for information on reporting continuing education for certification maintenance.

### ACHE Qualified Education Credits: 5.5

As an independent chartered chapter of the American College of Healthcare Executives, American College of Healthcare Executives – Wisconsin Chapter is authorized to award 5.5 hours of ACHE Qualified Education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

Hours shown are for full conference attendance. Please report actual sessions attended when submitting continuing education hours.

## THANK YOU

### Planning Committee

Jessica Vogen, Chair  
Cheryl Budworth, MBA, Co-Chair

### Committee Members

Audra Hoffmann, MBA, CPA, CHFP  
Jayme Cramer, BA, CRCR  
Kathleen Olewinski, MS, FACHE  
Colleen Nolan, CRCR CCT CBCS  
Nikki Schmidt, MBA  
Jordyn Kopplin  
Tori Munnik, MHA  
Adrienne Bryant  
Jourdan Miller  
Kim Osinaike, CRCR

Conference content, format, and details are subject to change. Please consult our chapter website at [www.hfmawisconsin.com](http://www.hfmawisconsin.com) for the latest information.

## CONFERENCE SCHEDULE

### NOVEMBER 9

6:00 – 7:30 pm

#### Purse Bingo & [Waukesha Women's Center](#)



We ask that all attendees of the networking event bring hygiene items to be donated to the Waukesha Women's Center. Attendees will be given a bingo card in exchange for their donation, and will have a chance to play to win a purse.

### NOVEMBER 9-10



#### Clothing Drive for [UW-Milwaukee Career Closet](#)

The UWM Career Closet is a fantastic resource that provides students with access to a diverse collection of FREE new and gently used business casual and business professional clothing. Students in need are appreciative of donated professional attire to wear when preparing for an upcoming interview, a career fair.

##### Items they are in need of include:

- Dress Shirts and Pants
- Skirts and Dresses
- Coats, Blazers, and Suits
- Dress Shoes
- Belts

We are only seeking gently used or new professional attire. Articles with rips or stains cannot be used for this purpose.

Bring items to the Purse Bingo networking social on Thursday, November 9th from 6:00 to 7:30 p.m. at The Ingleside Hotel in Pewaukee, or any time during the Women in Healthcare Leadership Conference on Friday, November 10th from 7:15 a.m. (Registration) through 3:45 p.m. when the conference wraps up. There will be a bin located near the Registration table for clothing generously donated throughout the event on both dates. Thank you!

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### NOVEMBER 10

7:15 – 8:15 am

#### Registration and Breakfast

8:15 – 8:30 am

#### Welcome & Opening Remarks

8:30 – 9:30 am

#### Women in Leadership: A Safe, Interactive Introspective

*Speaker: Ann Jordan*  
*President and CEO, HFMA*

In this session, HFMA's first female chief executive will share her perspectives on the progress women have made in achieving leadership roles--and the work that has yet to be done. She will share strategies for success, including leveraging the power of storytelling, understanding the hard facts about gender disparities in leadership, empowering selves and others, and more. Attendees will gain insights and inspiration to successfully navigate their career paths and support others in their professional journeys.

##### Learning Objectives

- Gain insight into challenges and opportunities for women in leadership roles.
- Discover new perspectives on issues related to women in leadership.
- Discuss a multifaceted approach to advancing women's leadership status.

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### 15 MINUTE BREAK

- 9:45 – 10:45 am **9 ways to Catapult your People Leaders from Good to Great**  
*Speaker: Carmen Wolf*
- The Great Resignation and Quiet Quitting aren't just buzzwords. Peoples' expectations and objectives for their work have changed. Employees are quitting because they want to feel valued by the organization and their manager, and they want to feel a sense of belonging.
- We understand that if we want to retain our stars and build high performance teams, we've got to change the way our organization connects with our people.
- But what does that look like? What can we do in a practical sense?
- In this session you'll learn:**
- Three fundamental mistakes organizations are making
  - How to remove the 'daily pain' for your leadership team
  - Nine practical ways to catapult your leaders from good to great
- You'll come away energized with new ideas and practical solutions that you can apply in your workplace immediately. You'll learn how we help organizations to create a more human workplace.

### 15 MINUTE BREAK

- 11:00 am – 12:00 pm **Finding My Possible**  
*Speaker: Tara Gundrum*  
*Author, Podcast Host, Adventurist, Project Coordinator, Executive Assistant*
- A motivation story on how to create a life of adventure.
- 12:00 – 1:00 pm **Lunch**
- 1:00 – 2:15 pm **Challenges Women Face in their Careers Panel**  
*Panelists: Sandy Fragale, Dr. Janice Litza, Karen Turner, Christina Orr*
- This dynamic session will feature four accomplished female healthcare finance leaders, who will share their experiences and expertise on navigating the unique obstacles and opportunities in their field. Gain valuable insights, strategies, and inspiration to empower women in healthcare finance and drive positive change in the industry.

### 15 MINUTE BREAK

- 2:30 – 3:45 pm **Developing Leaders Who Grow a Winning Culture**  
*Speaker: Steve Jones*
- Culture either happens by design or default. Steve Jones will be discussing how to intentionally create and grow a "winning" culture by developing leaders within your organization. The importance and power of connection, mindset, and servant leadership are specific topics that will be covered in leadership development and cultural growth.
- 3:45 – 4:00 pm **Closing Remarks & Door Prize Giveaway**
- 4:00 pm **Adjourn**

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## ABOUT OUR SPEAKERS



### Ann Jordan

#### Presentation: *Women in Leadership: A Safe, Interactive Introspective*

Ann Jordan, is President and CEO of the Healthcare Financial Management Association, which equips its more than 100,000 members nationwide to navigate a complex healthcare landscape. She is the first female CEO in HFMA's 77-year history.

Ann was previously the CEO of ASQ, a global membership association with members in more than 130 countries. She joined ASQ in 2017 and was named CEO in January 2021. Her expertise in the intricacies of association management and need for quality governance in a not-for-profit organization helped ASQ evolve and adapt to the unprecedented challenges facing organizations in today's world.

Prior to joining ASQ, Ann held leadership roles and global responsibilities in diverse industry areas committed to quality systems and improvement, including original equipment manufacturers (OEM), maintenance, repair and operations (MRO) and insurance and risk management solutions. She began her career as a practicing lawyer.

Ann holds a J.D. from University of Iowa College of Law and B.A. in Political Science and Psychology. She lives in the Historic Third Ward neighborhood of Milwaukee, WI.



### Carmen Wolf

#### Presentation: *9 Ways to Catapult Your People Leaders From Good to Great*

Carmen is an entrepreneurial business leader having grown up helping out in her father's bridge construction company and subsequently owning her own retail store at the age of 19. She's built a career leading teams that have delivered exceptional results. Carmen's extensive experience ranges across the retail, healthcare, consulting, and technology services firms from start-ups to Fortune 5 companies. She has also served in voluntary leadership positions within several professional organizations as a board member and holding positions of secretary, treasurer and president. As a servant leader who demonstrates passion, compassion, transparency & trust she coaches individuals, teams, and executives to become high-performing.

In her spare time you might find her biking, golfing, creating gardens & landscapes, traveling or enjoying her greatest joy – her awesome husband, Fran, 7 amazing children and 6 beautiful grandchildren.



### Tarra Gundrum

#### Presentation: *Finding My Possible*

Tarra Gundrum was born and raised in St. Louis, Mo. She enlisted in the United States Marine Corps where she served 8 years; her service specialties included Motor Transportation Operator, Black Belt Martial Arts Instructor Trainer, and Drill Instructor.

In 2020, Tarra published 'Finding My Possible', a book about changing her narrative and creating a life of adventure. In March of this year, Tarra launched 'The Possible Project Podcast' - a storyteller podcast about 'Everyday people, doing extraordinary things.'

Tarra is currently serving as Executive Assistant to the Washington County Executive, Co-President of the West Bend Noon Rotary Club, Judge Advocate for the Marine Corps League- Kettle Moraine Detachment, and active board member with The Volunteer Center Washington County.

Tarra and her husband Jason have two children, Jazmyn and Destiny.



### Sandy Fragale

#### Panel: *Challenges Women Face in their Careers*

Sandy Fragale is the CEO of Orthopedic & Sports Medicine Specialists (OSMS). With a career that began at KPMG in Milwaukee, this Green Bay native has seen OSMS grow from one clinic in Green Bay with five physicians and 16 employees to 28 physicians and clinics in Green Bay, Marinette, and Neenah, employing over 300 team members under her leadership. Sandy's success is rooted in her belief in fostering a positive organizational culture. She's also an active advocate for community involvement, serving on various boards and organizations like the YWCA, The Arthritis Foundation, and Big Brothers Big Sisters, where she has volunteered for nearly 12 years, impacting the lives of local youth. Sandy holds a CPA certification and a Bachelor of Science in Accounting from the University of Wisconsin.

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### Dr. Janice Litza

#### Panel: *Challenges Women Face in their Careers*

Dr. Litza is a board-certified Family Medicine physician with a unique background in Integrative Medicine, having completed fellowship training at the University of Arizona in 2017. Her extensive career has seen her in progressive academic and leadership roles, including Residency Program Director, Chief Medical Officer, and speaking at local, national, and international events. She has a rich history of providing comprehensive Family Medicine, including obstetrics and hospital care. Dr. Litza's commitment to patient care and advocacy for vulnerable populations has led to leadership roles within Ascension, including AMG Primary Care Medical Director, Vice President of Medical Affairs, and Regional Chief Medical Officer. She recently returned to academic medicine as Ascension Wisconsin's Founding Family Medicine Program Director in April 2023. Dr. Litza, of Puerto Rican heritage and a Milwaukee native, also serves on community boards and the Development Committee for the National Hispanic Medical Association. Outside of her work, she enjoys the company of her two adult children, three dogs, and various hobbies like yard work, nature walks, cooking, reading, and traveling with her partner.



### Karen Quinlan Turner

#### Panel: *Challenges Women Face in their Careers*

Karen Quinlan Turner serves as the Senior Administrator for Children's Specialty Group and the Chief Administrator for the Department of Pediatrics at the Medical College of Wisconsin. Her role, which began in August 2020 and expanded in June 2022 to include Children's Specialty Group, involves strategic development, clinical growth, and community engagement. She oversees faculty recruitment, business operations, finance, budgeting, and regulatory compliance for a department with 275 faculty, 430 staff, and 23 divisions. In July 2021, Karen played a pivotal role in creating an integrated organizational structure between Children's Specialty Group, Children's Wisconsin Hospital and Health System, and the Medical College of Wisconsin, maintaining the missions of an academic medical center. Prior to her current role, Karen held executive leadership positions at Wayne State University Physician Group, Royal Oak Beaumont Hospital, and Wake Forest Baptist Health System. Her academic career began at Northwestern University, and she holds a bachelor's degree from Northwestern and an MBA from the University of Chicago. Outside of work, Karen enjoys spending time with her family and friends, golf, movies, and reading.



### Christina Orr

#### Panel: *Challenges Women Face in their Careers*

Christina Orr is a dedicated healthcare professional currently serving as the Assistant Medical Center Director at the Clement J. Zablocki VA Medical Center in Milwaukee, Wisconsin. With over six years of experience at the center, Christina has demonstrated a commitment to the well-being of veterans and the community at large. Her background as a Physical Therapist in the government sector has equipped her with the skills and knowledge needed to excel in her current leadership role. Christina's empathetic and compassionate nature shines through in her interactions, as seen in her thoughtful and supportive comments on various posts within her network. Her active involvement in professional organizations, such as the NAHSE Wisconsin Chapter, highlights her continuous dedication to the healthcare field and her desire to make a positive impact.



### Steve Jones

#### Presentation: *Developing Leaders Who Grow a Winning Culture*

Steve Jones is a professional leadership coach, keynote speaker, and best-selling author who teaches leaders to empower themselves and others, and create cultures of strength, unity, and resiliency.

Steve's positive impact developed as a teacher and head football coach at Kimberly High School, where throughout 11 seasons he led his teams to a record of 129-9 (including 70 consecutive wins) and five state championships. Steve's winning formula is now captivating Fortune 500 companies, professional sports organizations, and competitive leaders looking to inspire successful teams.

Steve is the Co-founder of Jadin-Jones Coaching and Consulting, focusing on leadership, culture, and mindset. He has been commissioned by numerous leading organizations including the Green Bay Packers, Verizon, Kimberly-Clark, and Stryker Medical. Steve is the co-author of best-selling book *The Twin Thieves* and is currently a facilitator at the Center of Exceptional Leadership at St. Norbert College.

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