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FEBRUARY 2012: SPEAKERS AND TOPICS ANNOUNCED FOR THE 4TH ANNUAL CFO FORUM

The Wisconsin Chapter of the HFMA announces speakers and topics for the 4th annual CFO Forum held at the Ambassador Hotel on March 21, 2012. “This year’s event is focused on professional development,” said Stephanie Chedid, President of Cleary Gull Advisors Inc., who is chairing the event. “Attendees will learn about the skills necessary to advance their career in today’s environment, how to become a more integral leader at their organization and will hear from leaders in the healthcare industry about mentoring and building an extraordinary team.” Executive level talent from some of the largest hospital systems in the state of Wisconsin are among the speakers.

“Historically, this event has been open to healthcare CFOs and CEOs only,” said Shawn Gretz, Sales and Marketing Manager for Americollect and VP of Programs for HFMA Wisconsin. “Given the focus on professional development, we’ve opened the event to all healthcare finance professionals and are encouraging CFOs to bring the best and brightest from their teams to hear what it takes in today’s market to advance in their careers.”

The half day event is expected to draw between 50 and 75 attendees.

Topics and Speakers

1. Transitioning to the Top

Catherine Jacobson, President of Froedtert Health

Steve Little, President and CEO, Agnesian HealthCare

Cathy and Steve will share their personal stories about ascending from CFO to President/CEO.

2. Today's CFO – Delivering Beyond the Numbers

Mark Madden and **Kathy Noland, RN PhD**, senior professionals for B.E. Smith, a healthcare executive search and interim leadership placement firm, will discuss the skills and qualities that high-performing healthcare organizations are looking for from a CFO – visionaries, strategists and team builders armed with financial expertise.

3. CFO Panel – Your Role in Mentoring, Hiring and Team Building

A panel of CFOs will discuss effective mentoring, hiring, and team building strategies that helped them and others succeed. Strategies that made them become better CFOs, helped them spot talent and motivate their teams to advance in their own careers.

Panelists: **Linda Hoff**, CFO, Meriter Hospital and President, Physicians Plus Insurance Corp.

Charlie Johnson, CFO, SSM Healthcare of Wisconsin

Blaine O'Connell, recently retired CFO, Froedtert & Community Health

Carl Knauer, AACN, Consultant, Aurora Health Care, Inc.

Moderator: **Carol May**, VP Finance & Operations/CFO Sauk Prairie Memorial Hospital & Clinics

4. **Getting from Here to There; Managing Your Career**

Fran Wiesner, MHA, Senior Business Advisor of MRA, will provide attendees with tips and tactics to identify personal strengths, enhance essential skills and become a better leader. Fran brings over 30 years of hands-on business experience in both healthcare management and multi-industry leadership development.

Healthcare provider members and non-members of the HFMA are invited to attend. The cost of the event, which includes four meeting sessions and an evening reception at the Milwaukee Public Museum, is \$150. View additional information and register online at www.hfmawisconsin.com

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The Wisconsin Chapter of HFMA is the leading professional membership organization for healthcare financial managers in the state of Wisconsin. Currently, the organization is over 600 members strong. Learn more about HFMA and [JOIN](#) us to get more access to all the valuable information and resources we have to offer.

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