

The 15th Annual Western Regional Trustee Symposium

ARIZONA • COLORADO • IDAHO • MONTANA • NEBRASKA • NEVADA • NEW MEXICO • UTAH • WYOMING

Keynote speakers include:

Jamie Orlikoff



Joy Johnson Wilson



Clint Maun



Dr. John Combes



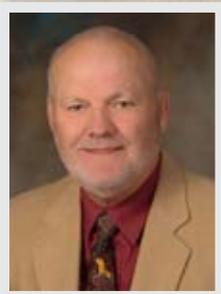
RIDING* the *RAILS **Toward Governance Excellence**

June 8-10, 2011

**Embassy Suites Downtown/Old Market
Omaha, Nebraska**



TO TRAINS



John C. Klosterman

Dear healthcare trustees and executives,

Now is the time to mark your calendar and make your plans to attend the 15th Annual Western Regional Trustee Symposium in Omaha, Nebraska on June 8-10, 2011. This is the only educational event in the western states that is planned by trustees, for trustees, with emphasis on both critical access and PPS hospitals. It is a great opportunity to meet and exchange ideas with over 200 trustees and executives. The theme of this year's symposium is "Riding the Rails Toward Governance Excellence." Just as Omaha was the launching point for the transcontinental railroad, this symposium can be the launching point for development of new skills, new knowledge and new ideas in healthcare governance. In an era of rapidly changing healthcare rules and regulations, this symposium will give you the tools you need to succeed. Your knowledge and understanding of the current environment is critical to the future of your hospital.

The people in your community are counting on you to provide the necessary knowledge and leadership to assure the viability of your facility. This symposium has been carefully planned to help you identify and manage those critical governance decisions and issues by providing the information and practical tools that you will need. This is my personal invitation to attend this outstanding symposium that will be focused on your needs. WRTS has developed a reputation for providing timely, affordable, forward-looking education, plus the opportunity to meet and network with healthcare leaders from eight other states who all share a common goal.

You should consider bringing your spouse, as the symposium hotel is just across the street from Omaha's Old Market, a historic warehouse district that has been transformed into a center for the arts, dining and shopping. A special event will be held on Thursday evening at The Durham Museum, which is within walking distance of the hotel. Please take the time to review this brochure. Make the symposium an agenda item for your next board meeting. We look forward to seeing you in June.

Sincerely,

John C. Klosterman
Chair, 15th Annual Western Regional Trustee Symposium
Member, Butler County Health Care Center Board of Trustees
David City, Nebraska

What did 2010 attendees value most?

- The content of the workshops were higher quality and more relevant to trustees than the AHA Annual Meeting. Good Job!
- The conference was a nice balance of specific hospital topics and overall management/trustee topics
- Overall—great seminars; worthwhile; productive
- John Nance—best presentation I've seen in years
- A great day. Roundtable conversations are excellent
- Gregg Redfield—extremely helpful for new board members
- Mary Totten—excellent content and very nice presentation
- Kathleen Kelly added "extras" which held your interest

Cover photo courtesy of



Where will it be held?

The Western Regional Trustee Symposium (WRTS) will be held at the Embassy Suites Downtown/Old Market in Omaha, Nebraska from June 8-10, 2011.

LODGING INFORMATION:

Embassy Suites Downtown/Old Market
555 South 10th Street
Omaha, NE 68102
(402) 346-9000 or 1-800-EMBASSY
www.embassysuitesomaha.com

Embassy Suites rate is \$159 (single/double occupancy) per night plus tax.

RESERVATIONS:

To help keep the symposium registration fee at a reasonable price, attendees are encouraged to stay at the Embassy Suites Downtown/Old Market. Embassy Suites has a personalized WRTS web page to make reservations.

Log on to www.trusteesymposium.org/location.htm to make your online reservation. Group Name: Association's 15th Annual Western Regional Trustee Symposium. Group Code: WRT.

Embassy Suites guests will be provided with breakfast daily. Guests not staying at Embassy Suites may purchase breakfast coupons at \$10 per person, per day. See registration form.

If you have any issues with hotel arrangements, please contact Heather Bullock, Nebraska Hospital Association, at hbullock@nhanet.org or at (402) 742-8148.

The cut-off date for securing lodging for the WRTS is May 8, 2011.

AIRPORT:

Eppley Airfield (Omaha Airport Authority) is located approximately 5 miles from downtown Omaha.

SHUTTLE SERVICE, RENTAL CARS & TAXI SERVICE:

Embassy Suites provides a complimentary round-trip airport shuttle.

Rental cars available through Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National and Thrifty. Several taxi services are available from the airport, as well.

PARKING:

Guests staying overnight have discounted \$8 self-parking with their suite key to Embassy's south lot. Other options include valet parking at \$14.00, metered parking (10 hour) on the street, complimentary after 5:00 p.m.; and four city-urban parking lots within 1/2 block of the front door.

ATTRACTIONS:

Experience world-class museums and attractions, enjoy fine or casual dining or indulge yourself with unique shopping. Omaha is packed with things to do! You'll find vibrant art and entertainment opportunities throughout the city. Theater, live music and traditional and contemporary art are all available to fit every style and taste. And taste is Omaha's specialty—with hundreds of prime restaurants that are sure to satisfy.

Omaha is filled with amazing entertainment options. Its historic warehouse district, the Old Market, is within walking distance of the Embassy Suites Downtown and offers an array of boutique shopping, fine dining and an exciting entertainment experience, all set amongst rustic brick streets, creating a charming, old-world atmosphere. Omaha is also home to the Henry Doorly Zoo—the world's largest indoor desert, under the world's largest glazed geodesic dome, next to the world's largest indoor tropical rainforest. Walk through an underwater tunnel in the world-class aquarium, plus many other features!

Who should attend?

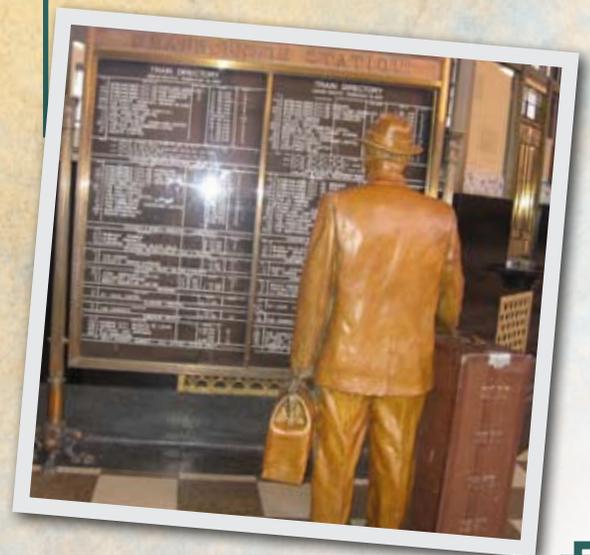
Trustees and executive staff from hospitals and health systems are encouraged to attend as a team, and a discount is provided if four or more individuals attend from the same organization and register under one payment. Spouses and guests are also welcome to attend the group meal functions, but will need to register.



Why should you attend?

Symposium attendees will gain increased knowledge about many issues through educational sessions, networking and information exchange with other trustees. The educational sessions provided will address the following important issues to healthcare trustees:

- Governance in Time of Reform
- The Process of Replacing a CEO
- Health Care Reform: Implications for the Trustee
- Federally Qualified Health Centers
- Unlocking the Mystery of the Medicare Cost Report
- The Role of Boards, PPACA and Community Benefit
- Affiliations: Is Now the Right Time?
- Intentional Governance
- Physician Recruitment: Rules and Tools
- Health Care Reform, Deform or Perform



WEDNESDAY, JUNE 8

9:00 a.m.

Registration and Sponsor Showcase

10:45 a.m. - 11:00 a.m.

Opening Ceremony

Laura J. Redoutey, FACHE, President, Nebraska Hospital Association

John C. Klosterman, Chair, 15th Annual Western Regional Trustee Symposium - David City, NE

11:00 a.m. - 11:30 a.m.

Juli Burney, Comedian and Motivational Speaker



Kicking off the symposium with a message filled with humor and poignance, Nebraska native and multiple award winning teacher, humorist and author, Juli Burney makes an amazing connection with her audiences. She entertains with the ability of a headlining comedian while either motivating or training with ease as a nationally recognized speaker. Ms. Burney has been honored by her state as Artist of the Year because of her ability to help improve people's lives through humor and effective use of communication tools. She reminds each of us that we have the strength within us to face any of life/work challenges and to find joy in each moment.

Sponsored by:



11:30 a.m. - 12:15 p.m.

Symposium Welcome Luncheon

The goal of this luncheon is to give attendees the opportunity to visit with new and longtime colleagues.

Keynote Address 12:15 p.m. - 1:15 p.m.



Jamie Orlikoff

Governance in the Time of Reform

James E. Orlikoff, President, Orlikoff & Associates, Inc. - Chicago, IL

Health reform, whether driven by legislation or market forces, is upon us. It brings unprecedented change, challenge and uncertainty.

While no one can say exactly what the post-reform environment will bring, the transition period will be fraught with tension, market and organizational turbulence, and severe economic risk. Effective governance has never been more critical to the survival and success of healthcare organizations. This presentation will outline the challenges and opportunities confronting hospitals and their leaders, and emphasize practical strategies to keep boards ahead of the demanding curve of change.

James (Jamie) Orlikoff specializes in healthcare governance and leadership, strategy, quality, organizational development and risk management. He is the National Advisor on Governance and Leadership to the American Hospital Association and Health Forum, and is the Senior Consultant to the Center for Healthcare Governance. He was named one of the 100 most powerful people in healthcare in the inaugural list by *Modern Healthcare* magazine. Mr. Orlikoff has been involved in leadership, quality and strategy issues for over 30 years. He has worked with hospital and system governing boards to strengthen their overall effectiveness and their oversight of strategy and quality. He has worked extensively on improving the relationships between boards, medical staffs and management. He has written 15 books and over 100 articles, and has served on hospital, college and civic boards.

Mini Workshop 1:30 p.m. - 4:30 p.m.

Trustee Toolkit Experience

Lanny Kope, EdD, Sierra Vista Regional Health Center - Sierra Vista, AZ and Penny Brooke, APRN, MS, JD, University of Utah College of Nursing - Salt Lake City, UT

Created for trustees serving in their first term as a hospital trustee, the Trustee Toolkit mini workshop is designed to help beginning trustees understand the various governance and financial aspects of healthcare. The workshop is organized in three parts: A) *Inside the Board Room*, which deals with the fundamentals of being a hospital trustee; B) *Understanding Hospital Finance*, which is directed toward developing an awareness of how hospitals are financed; and C) *Outside the Board Room*, which encompasses the various healthcare issues with which hospital trustees must deal, as well as the resources available to assist them in this endeavor.

Lanny A. Kope has been active in healthcare governance for over 30 years. With leadership responsibilities at the national and regional levels, Dr. Kope was the Chairman of AHA's Committee on Governance and AHA's Leadership Development Committee.

Penny S. Brooke is both an advance practice nurse and an attorney. She is also a professor at the University of Utah College of Nursing, is licensed as a psychiatric nurse specialist and consults/speaks nationally and internationally on nursing standards of care. She is Chairperson of the AHA Committee on Governance and has served on the AHA Leadership Development Committee since 2009, as well as the AHA Task Force on Healthcare Reform Payment Plans.

Session 1 – The Process of Replacing a CEO: The Most Important Duty a Board Will Perform

Mike Jakino, CPA, Board Chairman, San Juan Regional Medical Center – Farmington, NM and Kathy Powell-Florip, President, Alliance Search Management, Inc. – The Woodlands, TX

This presentation will provide hospital trustees with a broad overview of the search process to replace a long-tenured, successful CEO. Two-thirds of western region hospitals were listed with the highest CEO turnover rates in 2009 (*Modern Healthcare*, August 9, 2010), averaging 20 percent per year. This presentation will advise trustees of the importance of the task they face should their CEO leave. It will also provide them a rough framework from which they can meet this infrequent, but critical challenge.

Mike Jakino currently serves as the Chairman of the board of directors for San Juan Regional Medical Center, one of the largest rural healthcare providers in the U.S., with 253 licensed beds and revenue exceeding \$250 million.

Kathy Powell-Florip has been a managing consultant in the healthcare executive search industry since 1986. She has completed hundreds of searches for organizations ranging from 25-bed rural hospitals to some of the world’s preeminent teaching and research organizations. Her practice includes specializations in academic healthcare to financial leaders and marketing leaders, and rural healthcare provider leadership.

Session 2 – Board Development by Referral

Margaret J. Sumption, MSED, LPC, SPHR, Sumption & Wyland – Sioux Falls, SD

“Time is running short. Round up the usual suspects.” Is this the way your board recruits new board members? There is another way! Board development by referral is a proven step-by-step strategy to evaluate the leadership skills needed for your board to search, screen, cultivate and select the right board members. Looking at board recruitment and selection in a new way can bring about dynamic results for your board, bringing talented, hardworking and engaged leaders forward to contribute to the success of your organization.

Margaret J. Sumption, along with her partner Michael Wyland, has owned and operated Sumption & Wyland, a consulting firm specializing in leadership and team training, board development, strategic planning and executive coaching, for 20 years. She serves as adjunct faculty for the University of Sioux Falls and Colorado Technical University, delivering coursework in grant and proposal writing, leadership and management.

Session 3 – Federally Qualified Health Centers (FQHCs): Threat or Opportunity?

John Waltko, Vice President, Regulatory and Financial Reporting, QHR – Brentwood, TN

FQHCs may pose a threat to smaller, rural hospitals by offering outpatient and other profitable service lines that directly compete with hospital services. Designed to serve medically underserved areas or populations, FQHCs receive significant benefits from the government that are not available to rural and critical access hospitals. In this session, you will learn to: A) Identify potential business challenges posed by FQHCs; B) Make strategic choices that best fit your hospital’s market situation; C) Position your hospitals to compete or collaborate successfully with FQHCs; and D) Meet essential governance requirements for FQHC designation.

John Waltko has requisite experience of over 20 years in the healthcare industry. Mr. Waltko specializes in regulatory research, cost report reviews, provider-based clinical financial studies, rural health clinic reviews, financial reporting issues and ongoing monitoring of developing federal public policies.

Session 4 – Unlocking the Mystery of the Medicare Cost Report

Ann M. King White, CPA, BKD CPAs & Advisors – Denver, CO

This session will serve as a “101” course for board trustees and hospital executives who want to unlock the mystery of Medicare cost reporting for critical access and rural hospitals. The presenter will discuss the importance of the cost report, share key factors that play into the reimbursement success for hospitals, and highlight key components of the new cost reporting form changes that could impact your organization. Other opportunities for potential reimbursement for critical access and rural hospitals will be discussed. The goal of the session will be for participants to gain a better understanding of the cost reporting process, importance and potential opportunities.

Ann M. King White has been with BKD for more than 27 years. She works with a variety of healthcare providers and is actively involved in all aspects of healthcare services, including accounting and auditing, practice management, third-party reimbursement, management systems and other financial management services.

2:45 p.m. – 3:15 p.m.

Break and Sponsor Showcase

3:15 p.m. – 4:30 p.m.

Concurrent Sessions Repeat

5:00 p.m. – 6:00 p.m.

Welcome Reception

Whether you are a seasoned veteran of the symposium or a new attendee, this informal reception is the perfect conclusion to a full day of activities.



Keynote Address

9:00 a.m. – 10:15 a.m.



Joy Johnson Wilson

Healthcare Reform Update

Joy Johnson Wilson, Senior Federal Affairs Counsel and Health Policy Director, National Conference of State Legislatures – Washington, DC

Over a year has passed since the signing of the two health reform bills into law. This presentation will review the activities of the Obama Administration and Congress, the states and the courts regarding the implementation of some of the key provisions of the new laws.

Joy Johnson Wilson has been with National Conference of State Legislatures (NCSL) since 1978. The NCSL represents the legislatures of the 50 states, its commonwealths, territories and the District of Columbia. As Federal Affairs Counsel, she assists with overall government relations, administrative and public affairs activities in the NCSL Washington Office. As Director of Health Policy, she designs and implements the lobbying strategy for the conference on healthcare issues. She recently served as a non-voting member of Medicaid Commission established by Secretary Mike Leavitt of the U.S. Department of Health and Human Services during his tenure as Secretary. Ms. Wilson also served on the Financing Working Group of the National Vaccine Advisory Committee.

Concurrent Sessions

10:30 a.m. – 11:45 a.m.

Session 5 – Healthcare Reform: Implications for the Trustee

John R. Combes, MD, Senior Vice President, American Hospital Association and President, Center for Healthcare Governance – Washington, DC

The passage of health reform legislation will require new skills and competencies for trustees. Anticipated changes in the delivery system will shift the focus of board work from competition to collaboration and from maximizing revenue to increasing value. Payment reform will require trustees to better understand quality data performance improvement and the impact of quality on revenue production. Physician partnership in delivering healthcare value for patients will become an increasingly important strategic approach for governance.

John R. Combes, MD, is a Senior Vice President at the American Hospital Association (AHA) and President of the Center for Healthcare Governance (CHG), an AHA affiliate organization. CHG is a dynamic community of board members, executives and thought leaders dedicated to advancing excellence, innovation and accountability in healthcare governance through education, tool development and research. Dr. Combes also serves as Senior Fellow at the Hospital Research and Education Trust (HRET), and in that role focuses on quality and leadership issues in patient safety, end-of-life care and clinical performance improvement.

Dr. Combes currently serves on the boards of the Hospital Sisters Health System, a 13-hospital health system in Illinois and Wisconsin, and the West Virginia Medical Institute, a multi-state quality improvement organization. He also is a member of the Not-for-Profit Advisory Council of the National Association of Corporate Directors. He lectures frequently on governance and quality.

Session 6 – The Role of Boards, PPACA and Community Benefit

Julie Trocchio, Senior Director, Community Benefit and Continuing Care, Catholic Health Association – Washington, DC

In this session, participants will recognize the role and responsibility of senior leadership in developing and reporting a community benefit program under the new IRS framework. Ms. Trocchio will clarify IRS requirements and show you how to answer 990 Schedule H questions using professionally recognized reporting standards. Participants will understand CEO and board responsibilities for ensuring an exceptional community benefit program. In this session, you will: A) Understand public policy issues that are driving the need to be more accountable and transparent about community benefit; B) Learn strategies to meet the fiduciary and mission requisites for hospital tax exemption; and C) Learn how to separate charity care from bad debt and hear about best practices in financial assistance policies and practices.

Julie Trocchio, coordinates the Catholic Health Association (CHA) activities related to planning and reporting community benefits and leads CHA advocacy on the charitable purpose of non-profit healthcare. She also coordinates CHA programs and advocacy related to the well-being of aged and chronically ill persons in need of long-term care, home and community-based services.

Session 7 – Intentional Governance

Sean Patrick Murphy, Esq., Senior Vice President and General Counsel, Solaris – Edison, NJ

Hospitals and health systems are challenged on every front—enormous regulatory and public scrutiny, finances and inadequate reimbursement, and the demand for high-quality patient care. If good governance truly is more than a haphazard collection of governance practices, if high-performing boards are truly culture-driven teams, then they need to do what every good team and athlete does: learn, grow and improve. A governing board’s primary responsibility is one of oversight. That is, reviewing and analyzing the organization’s processes and performance. In order to conduct this important job of oversight, the board must also look critically at itself, its own culture and performance, and ensure the board is functioning at its peak, so it can truly focus on the real work of governing. This presentation focuses on board dynamics and culture, and intentional governance—a deliberate and intentional process that enables boards to realize their highest potential.

Sean Patrick Murphy is also a Senior Fellow at the Jefferson University School of Population Health in Philadelphia, PA and a member of the expert faculty of the Governance Institute in San Diego, CA. He lectures and writes extensively in healthcare and health law.

Session 8 – Affiliations: Is Now the Right Time?

Brian R. Haapala, MHSA, FACHE, Managing Director, Stroudwater Associates – Portland, ME

Historically, affiliations were structured with a “hub and spoke” approach dominated by large systems, with rural and community hospitals considering joining the system only as a last resort. The Patient Protection and Accountable Care Act (PPACA) has further increased the drive for consolidation among healthcare providers. Is the rural hospital’s only option to sell out? No! Approaches to affiliations are changing in the industry and one size does not fit all. In this session, Mr. Haapala will discuss the key steps in the process to identify whether an affiliation is needed, and if so, how to identify goals and objectives and how to go about selecting a partner. Most importantly, Mr. Haapala will offer recommendations for how the board stays engaged and in control of the entire process.

Brian R. Haapala collaborates with hospital leaders to improve performance through strategic planning, operations assessments and financial modeling. Bringing these perspectives together, he leads facility studies for hospital replacement or renovation, often in partnership with banking and architectural professionals.

Session 9 – Physician Recruitment: Rules and Tools

Lisa Benzel, Area Health Education Center Director, South Central Montana – Dillon, MT and Cherie Taylor, CEO, Northern Rockies Medical Center – Cut Bank, MT

Given the difficulties in finding, much less recruiting, physicians to many rural communities, Montana Area Health Education Centers (AHECs) have taken on the challenge of addressing their state’s healthcare workforce shortage—especially in the rural and frontier areas of the state, AND doing it for a much reduced cost compared to headhunter fees. Participants will be provided with a toolkit to take back to their facility to make the recruitment process easier and more effective. The presenters will also cover aspects that can be tweaked to your own facility and state.

Lisa Benzel has over 20 years of rural healthcare experience working in clinical and non-clinical roles, with the last eight years in physician recruitment. Her background provides her with a broad understanding of healthcare careers, as well as the hardships faced in rural areas. She currently focuses on healthcare workforce issues throughout the state.

Cherie Taylor has been working in rural healthcare for over ten years. Ms. Taylor served as the North Central Montana Area Health Education Center Director for ten months. She has experience with recruiting and being the recruiter.

12:00 p.m. – 1:15 p.m.

Networking Luncheon & Table Topic Discussions

Enjoy lunch while networking with colleagues before returning to your session. Tables will be labeled with topics of interest and you may choose the one that interests you most.

1:30 p.m. – 2:45 p.m.

Concurrent Sessions Repeat

Fill your Thursday evening agenda with dinner and a tour of The Durham Museum, which is located within walking distance of Embassy Suites. Participants will have the opportunity to privately tour the entire museum before the social hour. Dinner will be hosted in the museum's Swanson Gallery.

Beautiful architecture blends with memories of a time gone by at The Durham Museum. Making its home in one of Omaha's most unique treasures, Union Station, The Durham Museum offers a fascinating look at the history of the region and offers a broad range of traveling exhibits covering subjects ranging from history and culture, to science, industry and more through its affiliation with the Smithsonian Institution and strong ties with the Library of Congress, National Archives and the Field Museum.

The exhibit *Capture the Moment: The Pulitzer Prize Photographs* will be running during the symposium. Created by the Newseum, *Capture the Moment: The Pulitzer Prize Photographs* is a dramatic display of award-winning Pulitzer photography. From the poignant shot of an ailing Babe Ruth watching his number being retired at Yankee Stadium to the U.S. Marines raising an American flag atop Mount Suribachi on Iwo Jima, the photographs illustrate the enduring power of the still image.

Union Station opened its doors to the public on January 15, 1931 as one of the finest examples of Art Deco architecture in the United States. This magnificent facility served millions of rail travelers and was well-known for its "modern" amenities and lavish style. Today, Union Station serves as the home of The Durham Museum, and its grandeur has not diminished with time. In fact, this building shines brighter than ever and continues to welcome visitors from around the globe.

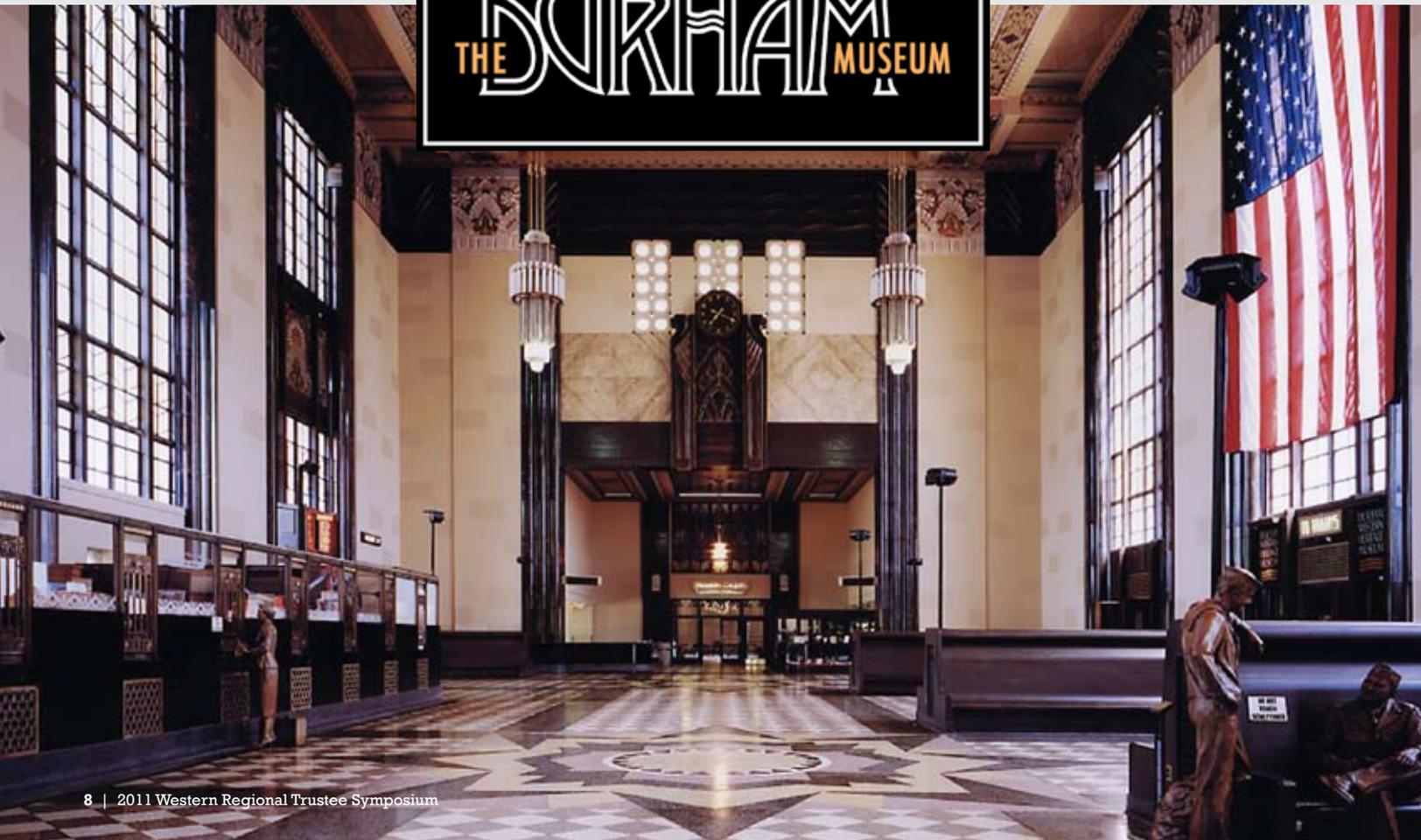
This is an optional event and tickets must be purchased to attend. See the registration form.



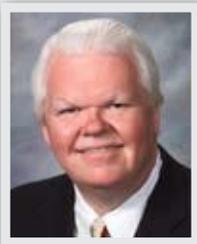
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HECKER**
— LLP —



Closing Keynote Address 8:00 a.m. – 10:00 a.m.



Clint Maun

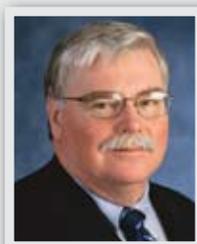
Healthcare Reform, Deform or Perform

Clint Maun, CSP, President and Senior Partner, Maun-Lemke – Omaha, NE

Healthcare professionals react with one of three attitudes regarding the current culture of change. They can choose to accept either the attitude of reform, deform or perform. These three attitudes determine the various ways to manage and lead change in your organization. In today's healthcare facilities, change is inevitable and your approach will design the success patterns achievable for you and your team(s). This session will utilize invigorating lecture, humor, case studies, group discussions and question/answer.

Clint Maun is nationally recognized for his innovative leadership in healthcare consulting, speaking and research. He is one of a select few to receive the Certified Speaking Professional (CSP) designation of distinction from the National Speakers Association. As cofounder of Maun-Lemke, Mr. Maun has over 38 years of experience in healthcare management, leadership, quality enhancement and self-development programs. His visions, ideas, techniques and concepts are currently at work in thousands of organizations throughout the country. He has the proven ability to motivate individuals to positive action and implement results-oriented change. Using his vast experience and knowledge of the healthcare industry, Mr. Maun can provide proven and practical approaches to address the challenges facing healthcare today.

AHA Federal Update 10:15 a.m. – 11:15 a.m.



Dr. John Combes

AHA Federal Update

John R. Combes, MD, Senior Vice President, American Hospital Association and President, Center for Healthcare Governance – Washington, DC

This session will provide a comprehensive federal perspective on the state of healthcare in America and pending legislation that will impact our nation's hospitals. The federal update is designed to share innovative ideas and information as we collaborate to provide better healthcare services to our communities.

Dr. Combes serves as Senior Fellow at the Hospital Research and Education Trust (HRET). In that role, he focuses on quality and leadership issues in patient safety, end-of-life care and clinical performance improvement. Dr. Combes currently serves on the boards of the Hospital Sisters Health System, a 13-hospital health system in Illinois and Wisconsin, and the West Virginia Medical Institute, a multi-state quality improvement organization. He also is a member of the Not-for-Profit Advisory Council of the National Association of Corporate Directors.

Closing Comments 11:15 a.m. – 11:45 a.m.

John C. Klosterman, Chair, 15th Annual Western Regional Trustee Symposium, will offer comments to conclude the symposium.

Bina Eggensperger, Chair-elect for the 16th Annual Western Regional Trustee Symposium, will provide a preview of the symposium scheduled for June 13-15, 2012 in Big Sky, Montana.

General Information

There are a number of ways to conveniently register for the symposium using the registration form on the next page. Confirmation will be sent to you within 10 days of receipt of your paid registration.

- MAIL:** Peggy McCreary, Education Coordinator
Colorado Hospital Association
7335 East Orchard Road, Suite 100
Greenwood Village, CO 80111
- FAX:** (720) 489-9400 (Credit card registrations only)
- ONLINE:** www.trusteesymposium.org

IMPORTANT NOTE: Payment must accompany your registration and can be made by check or Visa/MasterCard. Checks should be made payable to: Colorado Hospital Association.

The Western Regional Trustee Symposium is reasonably priced, and hospitals are encouraged to send multiple attendees and benefit from the group discount.

REGISTRATION FEES:

Registration deadline is May 20, 2011. (A \$55 processing fee will be added to registrations received after that date and for any on-site registrations.)

Individual Hospital Member	\$495 (Includes Wednesday, Thursday and Friday sessions)
Four or More Hospital Members*	\$450
Spouse/Guest**	\$85
Durham Museum Dinner & Tour	\$75
On-site Registration	\$550
Breakfast coupons ***	\$10 per person, per day for guests not staying at Embassy Suites

* Registrations must be received together to qualify for the discount.

** The spouse/guest fee includes the Welcome Reception, and Thursday and Friday luncheons. The Durahm Museum event is not included in this fee.

*** Breakfast is provided to Embassy Suites guests. Breakfast coupons \$10 per person, per day for guests not staying at Embassy Suites.

CANCELLATION POLICY:

Registration fees are non-refundable unless notice is received by May 20, 2011. However, alternates from the same hospital can be substituted. If a notice is received prior to May 20, 2011, refunds will be given, less a \$75 administrative processing fee.

HOTEL CANCELLATION:

A non-refundable one night's room and tax is required at the time of booking.

CONTINUING EDUCATION CREDIT CATEGORY II (Non-ACHE Credit):

Attendees at this program can receive up to **10.75 hours** of pre-approved Category II (non-ACHE) continuing education credits towards advancement or recertification with the American College of Healthcare Executives. Participants in this program wishing to have the continuing hours applied towards Category II credit should list their attendance when applying for advancement, recertification or reappointment in ACHE.

ACCESS TO MEETING:

The Western Regional Trustee Symposium wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act, please advise us by indicating any special needs on the registration form provided. You will be personally contacted to make arrangements.

Questions? Need More Information?

Contact Peggy McCreary at (720) 330-6034 or e-mail peggy.mccreary@cha.com

REGISTRATION FORM



Riding the Rails Toward Governance Excellence

Western Regional Trustee Symposium
June 8-10, 2011
Omaha, Nebraska

Registration deadline: May 20, 2011.

Please fill out a separate registration form for each person attending the meeting. If additional forms are needed, you may make copies. If you have questions or need assistance, contact Peggy McCreary at (720) 330-6034 or peggy.mccreary@cha.com.

Please print clearly

Name _____

Title _____

Organization _____

Address _____

City, State, ZIP _____

Phone _____ Fax _____

E-mail _____

Name and phone of person completing this form: _____

Registrant Survey:

If you are a trustee, how many years have you served? _____

WEDNESDAY, JUNE 8

Governance in Time of Reform - Jamie Orlikoff

Attending Not attending

Mini-Workshop - 1:30-4:30 p.m.

Trustee Toolkit Experience

Concurrent Sessions - Select session you will be attending (one for each time slot)

- | | | |
|----------------------------------|---|---|
| 1. Process of Replacing a CEO | <input type="checkbox"/> 1:30-2:45 p.m. | <input type="checkbox"/> 3:15-4:30 p.m. |
| 2. Board Development by Referral | <input type="checkbox"/> 1:30-2:45 p.m. | <input type="checkbox"/> 3:15-4:30 p.m. |
| 3. FQHCs | <input type="checkbox"/> 1:30-2:45 p.m. | <input type="checkbox"/> 3:15-4:30 p.m. |
| 4. Unlocking the Mystery | <input type="checkbox"/> 1:30-2:45 p.m. | <input type="checkbox"/> 3:15-4:30 p.m. |

Welcome Luncheon Attending Not attending

Welcome Reception Attending Not attending

THURSDAY, JUNE 9

Concurrent Sessions - Select session you will be attending (one for each time slot)

- | | | |
|------------------------------------|---|---|
| 5. Healthcare Reform: Implications | <input type="checkbox"/> 10:30-11:45 a.m. | <input type="checkbox"/> 1:30-2:45 p.m. |
| 6. Role of Boards | <input type="checkbox"/> 10:30-11:45 a.m. | <input type="checkbox"/> 1:30-2:45 p.m. |
| 7. Intentional Governance | <input type="checkbox"/> 10:30-11:45 a.m. | <input type="checkbox"/> 1:30-2:45 p.m. |
| 8. Affiliations | <input type="checkbox"/> 10:30-11:45 a.m. | <input type="checkbox"/> 1:30-2:45 p.m. |
| 9. Physician Recruitment | <input type="checkbox"/> 10:30-11:45 a.m. | <input type="checkbox"/> 1:30-2:45 p.m. |

FRIDAY, JUNE 10

Healthcare Reform, Deform or Perform - Clint Maun

Attending Not attending

AHA Federal Update - Dr. John Combes

Attending Not attending

SYMPOSIUM REGISTRATION FEES:

(includes Wednesday, Thursday and Friday sessions)

Hospital Member: \$495/person

Four or More Members*: \$450/person

TOTAL: \$ _____

SPOUSE/GUEST FEE:

Spouse/Guest: \$85 per person

TOTAL: \$ _____

(Includes Welcome Reception and Thursday and Friday lunch. This does not include the Thursday evening event.)

Spouse/Guest Name: _____

Welcome Reception (Included in spouse registration fee)

Attending Not attending

DURHAM MUSEUM DINNER & TOUR:

\$75 per person

TOTAL: \$ _____

Spouse/Guest Name: _____

MISCELLANEOUS:

Late/On-site Fee: \$55 per person

TOTAL: \$ _____

(Registrations after May 20, 2011)

Breakfast coupons: \$10 per person, per day

(For guests not staying at Embassy Suites) TOTAL: \$ _____

GRAND TOTAL DUE: \$ _____

*Multiple Registration Discount

If four or more individuals from your organization submit registrations at the same time, each may register at this reduced rate. This discount does not apply to a spouse and/or guest registering for the symposium.

METHOD OF PAYMENT:

Check (Payable to Colorado Hospital Association)

Visa MasterCard

Name on Card _____

Card Number _____

Expiration Date _____

Signature _____

SPECIAL NEEDS:

Please list _____

THREE WAYS TO REGISTER:

1. **Mail** registration form and check payment to:

Peggy McCreary, Education Coordinator
Colorado Hospital Association, 7335 East Orchard Rd., Ste 100,
Greenwood Village, CO 80111

2. **Fax** form with credit card information to: (720) 489-9400

3. **Online at www.trusteesymposium.org**

For Association Use Only

Date Received: _____

Amount Received: _____ Date Posted: _____

For Association Use Only

Check Number: _____

Comments: _____

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