

# INNOVATION

## SPRING CONFERENCE



Thu & Fri  
April 24 – 25



Meridian Center  
1420 E Broadway  
Newton, KS



More Than a Day  
of learning together



**Usable Tools**



**Tested Strategies**



**Peer Connections**

Join us at the KAHCC Spring Innovation Conference, where health care communicators and marketers gather to share cutting-edge strategies and insights to elevate your game. Whether you're a one-person show or part of a team, you'll learn from a series of interactive workshops and keynote sessions. Network with like-minded professionals as you unlock secrets to success in the ever-evolving world of health care marketing!

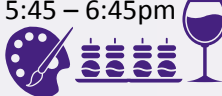
### NEARBY HOTELS & GROUP RATES | APRIL 23-25

[Comfort Inn & Suites](#) | 1205 E 1st St | Short drive to venue | \$102 +tax/night  
Call 316.836.2004 for KAHCC Group Rate | Book by Monday, March 31

[Holiday Inn Express & Suites](#) | 1430 E Broadway | No group rate available  
Adjacent to Meridian Center | Limited Rooms | Book Early



## Thursday, April 24

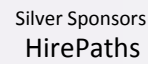
- 9:30am – 11:30am KAHCC Board Meeting @ NMC Health  
(Optional for KAHCC members)
- 12:30pm – 1:00pm Registration
- 1:00pm – 1:15pm Welcome
- 1:15pm – 2:15pm AI in Marketing: Tips, Tricks & Tools  
Krissy Buck, ShockStarter @ WSU Tech
- 2:15pm – 3:30pm Peer Panel – And Streeeeetch!  
Big Results with Little Time and Small Budgets
- 3:30pm – 3:45pm Break
- 3:45pm – 4:45pm Grab Those Shades for Bright Futures  
Mary Beth Jarvis, NXTUS
- 4:45pm – 5:45pm Hotel Check-in / NXTUS Connect
- 5:45 – 6:45pm  Canvases, Canapes & Corks\*  
Paint Party with Connie Rhodes  
Wine Tasting from Grace Hill Winery (\$15 kit)\*
- 6:45pm – 7:15pm Bus to Back Alley
- 7:00pm – 9:00pm Dinner & Social - Back Alley Pizza  
125 W 6th St | [See the menu](#)
- 8:40pm – 9:00pm Bus to Meridian Center

## Friday, April 25

- 8:00am – 8:30am Registration
- 8:30am – 9:00am KAHCC Membership Meeting
- 9:00am – 9:30am KHA Advocacy Update – Jaron Caffrey
- 9:30am – 10:45am Peer Panel – Do You Accept This Rose:  
Getting Providers, Staff & Leadership to Engage
- 10:45am – 11:00am Break
- 11:00am – 12:00pm Leading Change: Welcome to the Jungle  
Scott Metzler, Coach to Emerging Leaders
- 12:00pm – 12:15pm Break
- 12:15pm – 2:00pm **Emerald Awards**  
Emerald Award Sponsor  
**Submission & Luncheon**  
Submit entries by 5:00pm, March 7



*the Emerald*



# REGISTER

## KAHCC Spring Conference Registration - 2025

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Organization \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Dietary Restrictions?  Vegetarian  Gluten Free  Other \_\_\_\_\_

MARK YOUR PARTICIPATION: Paint Party  Yes  No Dinner at the Back Alley?  Yes  No

FULL CONFERENCE: \$150 KAHCC Members \_\_\_\_\_ \$190 non-members \_\_\_\_\_ (includes KAHCC Membership)

SINGLE DAY: \$80 KAHCC Members \_\_\_\_\_ \$120 non-members \_\_\_\_\_ (includes KAHCC Membership)  4/24  4/25

\*WINE TASTING: Local Grace Hill Winery selections at Thursday evening tasting event, \$15 per tasting kit \_\_\_\_\_

Mail this form with check payable to KAHCC to: Jan Fenwick, Kansas Hospital Association, 215 SE 8th Ave., Topeka, KS 66603.

Cancellation Policy: Registrations may be transferred to another individual at any time. No refunds will be made for cancellations received after April 14.

**NEW! REGISTER ONLINE**

We'll send you an invoice



Krissy Buck, ShockStarter & WSU Tech  
AI in Marketing: Tips, Tricks & Tools



As an innovator, I love to keep my finger on the pulse of what is coming next in digital marketing and understanding social media trends and tools (AI) are two things at the top of my list. Journey with me as we break down new AI and social media opportunities and uncover how you can use them to help achieve your goals.

ABOUT THE SPEAKER:

Krissy is the Program Director of ShockStarter, a student-led digital marketing agency, and an educator at WSU Tech. She equips current and future marketers with the knowledge and skills needed to use digital marketing to create meaningful connections for themselves and their brands. As the former Chief Community Officer at QuiCC, she impressively expanded their user base to span 77 countries in just ten months.



Member/Peer Panel - And Streeetch!  
Getting Big Results with Little Time and Small Budgets

Some of the greatest inspirations come when communicators have the opportunity to do what they do best – talk to one another.

Based on KAHCC member recommendations and requests, this year’s conference will offer an audience-participation panel discussion on how to do more with less. Bring your ideas as we spend time together discovering what is and isn’t working on the frontline.

Do you have great tips to share? Want to be part of the panel? Contact Roger Stockman at [roger.stockman@rhrjc.org](mailto:roger.stockman@rhrjc.org) by Friday, March 7.



Mary Beth Jarvis, NXTUS - President & CEO  
Grab Those Shades for Bright Futures

The next best thing in healthcare is just around the corner or may already be in the works. All it's waiting for is the right catalyst or partnership to make it happen. Learn how you can be part of strengthening the healthcare ecosystem with help from growth-minded entrepreneurs and innovators.

ABOUT THE SPEAKER:

Mary Beth previously led Wichita Festivals, spent 15 years in communication, public affairs and international relations for Koch Industries, and served as a Captain in the U.S. Air Force. She is an active community leader and was named one of 50 Kansans You Should Know, as well a Wichita Business Journal Power 50, Newsmaker, Innovator, and Hall of Fame honoree for the 40 Under 40 and Women in Business programs.

# CANVASES | CANAPES | & CORKS

THURSDAY – EVENING ACTIVITIES



Connie Rhodes, Painter -  
Carriage Factory Art Gallery  
Rejuvenate Your Creativity: Paint Party



Escape the stress of communications and marketing with this hands-on acrylic painting workshop. Led by local artist and seasoned instructor Connie Rhodes, this transformative experience is designed to refresh your creativity and provide a relaxing break from your daily demands.

That's right! Step away from your screens and explore the calming world of color and canvas. Give yourself a chance to unwind, unleash your creativity, and leave with a masterpiece that represents your journey toward a more balanced professional life.

No experience? No problem - Connie's designed a piece for all skill levels. BONUS! Enjoy some tasty hors d'oeuvres while you paint. Included with conference registration.

Paint Party Sponsor



Wine Tasting with  
Grace Hill Winery.  
Taste up to 6 selections

What do doctors and wine have to do with one another? Maybe not what you think!

As you paint, join us for a delightful wine tasting featuring selections from the local Grace Hill Winery. Founded by Drs. David and Deanna Manlove, this family-run winery began with hobbyist roots in 2004 and has grown into a respected producer of quality wines.

Experience a variety of Grace Hill's finest. Whether you're a wine expert or a newcomer, this tasting promises a delightful exploration of flavors and winemaking artistry.

**\$15 Wine Tasting Ticket required**



Dinner & Social  
Back Alley Pizza | 125 W 6th



This former food truck committed to fresh ingredients has turned into a must-eat staple in Newton. Join us for a tasty supper and time to connect or reconnect with your peers. Check out what one reviewer had to say on his journey to find the best pizza in Kansas.

Included with your conference registration, dinner features a 10" personal pizza, salad or sub of your choice, soft beverage, and dessert. A selection of beers are available for purchase. Check out the menu.

**PLACE YOUR ORDER AT REGISTRATION**

**DRIVE SAFELY & GET ON THE BUS!**

Transportation will be provided between Back Alley Pizza and The Meridian Center





Janae Talbott, KAHCC President  
KAHCC Membership Meeting



Join us for our semi-annual membership meeting. Learn about current and future KAHCC activities, and vote on issues to help keep KAHCC strong.



Jaron Caffrey, KHA Director of Workforce and Health Care Policy  
KHA Advocacy Update



Get an update on what's happening with state and federal healthcare legislation, and learn how you can play a role in supporting positive decisions with your legislators.



Member/Peer Panel - Do You Accept This Rose?  
Getting Providers, Staff & Leadership to Engage

Some of the greatest inspirations come when communicators have the opportunity to do what they do best – talk to one another.

Based on last year's requests, we will offer an audience-participation panel discussion on tools that work to help keep one another informed as well as get others to participate in sharing our message. Bring your ideas as we spend time together discovering what is and isn't working on the frontline.

Do you have great tips to share? Want to be part of the panel? Contact Roger Stockman at [roger.stockman@rhrjc.org](mailto:roger.stockman@rhrjc.org) by Friday, March 7.



Scott Metzler, Passionate Storyteller & Lifelong Learner  
Leading Change: Welcome to the Jungle

Leadership is often complex and challenging, especially during times of change. While managing tasks and deadlines is crucial, being a human-centered leader may be your key to unlocking even greater success. Explore how personalities impact leadership, learn essential truths and discover a change model that can improve your effectiveness.

**ABOUT THE SPEAKER:**

Scott is a member of the International Coaching Federation who shares his passion for leadership with emerging leaders and established organizations. With a diverse background in public administration, literature, philosophy, and a 30-year career in emergency services, he brings a deep understanding and interdisciplinary approach to tackling challenges.



Sarah Hancock, [New Boston Creative Group](#)

## 2025 Emerald Awards & Luncheon

Celebrate the creativity and success of your fellow communicators with this year's award presentation.



*the Emerald*

Emerald Award  
Sponsor

