



AI MARKETING EXPERTS
DEDICATED PODCAST

CHRIS CHEETHAM-WEST
INT'L SPEAKER | TRAINER



INNOVATION

SPRING CONFERENCE

Peer Connections | Usable Tools | Tested Strategies



ROLLING HILLS ZOO
625 N Hedville Rd | Salina, KS
Thursday, April 23 & Friday, April 24



Hotel Group Rate

Holiday Inn | 3145 South 9th Street, Salina | Choose Flash Sale Price
Call 785.404.6767 for Group Rate \$119+tax/night | Book by March 22.



Thursday, April 23

- 9:00am – 11:00am KAHCC Board Meeting
(Optional for KAHCC members)
- 12:30pm – 1:00pm Registration
- 1:00pm – 1:15pm Welcome
- 1:15pm – 2:15pm The Truth Gone Wild!
Patients tell us what we need to know
- 2:15pm – 2:30pm Break
- 2:30pm – 4:00pm Explore the AI Habitat
AI Marketing Experts - Live Podcast
- 4:00pm – 5:00pm Animal Encounter / Hotel Check-in
- 5:00pm – 5:30pm Talk 20s (topic order may change)
Build an App for That - Kristen Birket
Ads for Pennies on the Dollar - Bryce Dolan
- 5:30pm – 8:30pm Dinner & Member Meeting
Museum Mixer - A Social Safari
Join the expedition and wander your way
along a trail of curated fun, food & friends.
- 8:30pm – 9:00pm Adjourn for the Evening - Drive Safe

Friday, April 24

- 8:00am – 8:30am Registration (breakfast on your own)
- 8:30am – 9:00am KHA Advocacy Update – Jaron Caffrey
- 9:00am – 10:15am Talk 20s (topic order may change)
Creative Patient Solutions - Clay County General
Public Transportation + more topics
- 10:15am – 10:30am Break
- 10:30am – 12:00pm Work Smarter, Not Harder: Mastering
AI for Healthcare Marketing
Featuring Chris Cheetham-West
- 12:00pm – 12:15pm Break

Share your Talk 20: Contact Roger Stockman at
roger.stockman@rhrjc.org by Friday, March 20.

- 12:15pm – 2:00pm Emerald Awards
Presentation & Luncheon *the Emerald*
Submit entries by 5:00pm, March 6

Emerald Award Sponsor
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REGISTER

KAHCC Spring Conference Registration - 2026

Name _____ Title _____

Address _____ City _____ St _____ Zip _____

Organization _____ Email _____

Phone _____ Dietary Restrictions? ☐ Vegetarian ☐ Gluten Free ☐ Other _____

NOTE: 2026 KAHCC Membership is required to attend the conference. If you're membership isn't current, please join/renew below.

FULL CONFERENCE: ☐ \$175 - Includes all sessions, Thursday dinner/adventure (cash bar), Emerald Awards luncheon, Zoo admission

SINGLE DAY: ☐ \$100 - Thursday Only - Includes Thursday sessions, dinner/adventure (cash bar), Zoo admission

☐ \$100 - Friday Only - Includes Friday sessions, Emerald Awards Luncheon, Zoo admission

PAY MEMBERSHIP: ☐ \$40 Active/Healthcare Agency Member ☐ \$50 Associate Member / Vendor or Marketing Agency

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 13.

NOW! REGISTER & PAY ONLINE

[Enter Your Work](#)

[Emerald Award call for entries. Be a winner.](#)
[Submit your entries by 5pm, March 6, 2026.](#)



Panel: The Truth Gone Wild!
Patients tell us what we need to know

Following the popularity of our speaker panel of patients at the KHA Fall Convention, we listened to your feedback and are bringing patients back. This time, they will be shining a light directly on US.

What are marketers doing well, or not so well, in connecting patients to needed health education or resources? How do patients like to learn about local services available? Why? Where are they going to get their information? Why? What do they expect in their user experience?

Come with your own questions as we all learn the unvarnished truth, together.



Explore The AI Habitat
LIVE Podcast featuring the AI Marketing Experts

Thousands tune in each week, across numerous podcast platforms, to hear about the latest AI tips and tricks from these five front line industry marketers.

Today, KAHCC will get the luxury of being part of a LIVE Podcast where they share some of the top tactics they use and have helped others implement to multiply reach and results.

Whether it is cheat codes to uncover market insights, ways to 10x your content creation, or diving into the newest AI tool or feature upgrade, they've got their fingers on the pulse and have a passion for spilling the tea. They love to share nuggets of wisdom like these:

"The web design secret nobody tells you" "This AI trick will 10x your video content"

ABOUT THE SPEAKERS:

These five are changing their industries by helping small business owners and individuals become better business owners and marketers with free and low cost AI tools.



Jennifer Crego
Margott Agency

Chris Hunter
Roof Marketing Heroes

John Clendenning
CCMM

Laura Sutherly
Agitation

Brad Killgore
Online Marketing Media



Animal Encounter, Rolling Hills Zoo
Special guests unknown

You can use this time to check-in at your hotel, explore the zoo, or hang around with the animals. Learn about three zoo creatures with a chance to formally meet one of them.

NEW

**All Killer, No Filler:
Introducing Talk 20 Sessions**

We've all sat through that hour-long presentation that could have been a 10-minute email. **Talk 20** is our promise that it won't happen here.

We've challenged our sharpest presenters with the ultimate constraint: tell your story in no more than 20 slides, and spend no more than 20 seconds on each one. This format strips away the excess and forces a laser focus on the core innovation.

The Benefit to You:

It's the ultimate ROI on your attention span. You get highly concentrated doses of brilliance, without the boredom. Because the sessions are so short, you can consume multiple innovative concepts in the time it usually takes to sit through one standard session. Get the gold nuggets, ask your burning questions, and buckle in for the next talk.



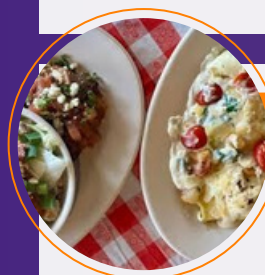
Talk Topics

Winning Wisdom: 2025 Emeralds Best In Show
Shelly Conrady, NMC Health
Build an App for That: Using AI to Create Tools
Kristen Birket, Patterson Health
Ads for Pennies on the Dollar
Bryce Dolan, Clay County Memorial
Creative Patient Solutions
Clay County General Public Transportation

Showcase Your Talents

We're looking for a few more Talk20 presenters. Have you done something really cool that others can replicate? Hacks? Special skills we can all learn from? School of hard knocks never to repeat?

WE NEED YOU! Reach out to Roger Stockman at roger.stockman@rhrjc.org by Friday, March 20.



Dinner - Crowd-Pleasing Pasta
KAHCC Membership Meeting

Described by a reviewer on Trip Advisor as "As good as NYC Italian!" and another said "One of the best we have found in the US." We're excited to have Salina's infamous Martinelli's Little Italy serving up some of their house favorite pastas and scrumptious chopped salad.

During dinner, we will have our bi-annual KAHCC Membership meeting. Join us for updates and vote on issues that help drive the future of our organization.

Museum Mixer: A Social Safari

KAHCC will be taking over the museum at the Rolling Hills Zoo for an evening of food, fun and friends.

Last year's Paint Party was a big hit. So, we've added multiple opportunities for everyone to get to share stories, laugh and network.

Watering Hole

Unleash your inner party animal! Grab a drink at the Cash Bar and prowl the grounds for "wild" new connections.

Museum Prowl

Embark on a high-stakes scavenger hunt through the zoo's museum. Track down hidden artifacts and ancient secrets to prove you have the sharpest eyes in the herd.

AI-nimal Selfie Contest

Put your new tech skills to the test! Snap a selfie and use AI prompts to transform yourself into a wild wonder. It's part tech-savviness, part animal instinct. Show us your best pixs for a chance to win!

Creation Center: Art in the Wild

Unleash your inner beast! Whether you're painting a KAHCC masterpiece, getting "zen" with intricate zootangles, or molding clay into your spirit animal, it's time to let your creativity run wild. No cages—just unbridled imagination.

Trivia Trek

Are you the "Alpha" of the pack? Grab your phone for this mobile-app-based digital challenge. Battle your colleagues in a fast-paced trivia race and see if you can claw your way to the top of the leaderboard.

Grazing Along the Safari

Even the fiercest marketing predators need a break! Follow the safari trail for a selection of wild treats and sweet refreshments. Take advantage of all the spots to refuel, relax, and swap stories with the rest of the herd. No foraging required!



Featuring treats from
Lucinda's Katering, Abilene, KS

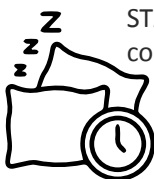
DRIVE SAFELY!

Your safety is important to us. Transportation will be available between Rolling Hills Zoo and area hotels, if you need it following evening activities.

Hotel Group Rate

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STAYING OVER NIGHT? A variety of hotels are available within a short drive from the Zoo ([click & scroll for list](#)). Due to other conferences in the area, you may wish to book your room early. We have 60 rooms blocked for our KAHCC conference here:





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.



Talk20 - All Killer: No Filler
Multiple presenters from Kansas health care agencies



Some of the greatest inspirations come when communicators have the opportunity to do what they do best – share with one another. We will continue our new Talk20 sessions with audience-participation on tips that work to help keep one another ahead of the game.



Chris N. Cheetham-West, MBA
Work Smarter, Not Harder: Mastering AI for Healthcare Marketing

Between social media, patient communications, and paid campaigns, do you feel like your to-do list never actually ends—it just evolves? It's time to stop drowning in the "busy work" and start using the future to your advantage.

Don't Miss IT: Make AI Your New Favorite Coworker

In this fast-paced session, you won't just leave with "ideas." You'll walk away with a practical, step-by-step AI workflow you can implement today to reduce your workload and improve your impact.

- Discover the "cheap & powerful" toolkit of free and low-cost AI apps you can start using before the session even ends.
- Automate the boring stuff when you learn how to combine multiple AI tools to handle repetitive tasks.
- See AI in action with real-world case studies of healthcare organizations that are already winning with AI marketing.
- Get seen when people use AI to search for providers and health care questions.

ABOUT THE SPEAKER:

Chris N. Cheetham-West, MBA is an international speaker, author of "Leading in a Virtual World," and former Google team member. Known for sharing a wealth of actionable ideas, he specializes in helping small teams and global brands work more efficiently through smart marketing and technology.



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

2026 Emerald Awards & Luncheon

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



the Emerald

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