



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

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
	Share your Talk 20: Contact Roger Stockman at <a href="mailto:roger.stockman@rhrjc.org">roger.stockman@rhrjc.org</a> by Friday, March 20.
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

12:15pm – 2:00pm	Emerald Awards Presentation & Luncheon  <i>the Emerald</i> Submit entries by 5:00pm, March 6
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Gold Sponsors



**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**



### 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](#)  
[Roofer Marketing Heroes](#)

[John Clendenning](#)  
[CCMM](#)

[Laura Sutherly](#)  
[Agtivation](#)

[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.



**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.



**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](mailto:roger.stockman@rhrjc.org) by Friday, March 20.

Enter Your Work

Emerald Award call for entries. Be a winner.  
Submit your entries by 5pm, March 6, 2026.

## 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 Catering, 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.



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:

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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.



## 2026 Emerald Awards & Luncheon

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



*the Emerald*

Emerald Award  
Sponsor

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HEALTH MARKETING

Sarah Hancock, New Boston Creative Group