IOWA HOSPITAL ASSOCIATION

NOONS IN JUNE

An IHA Summer Leadership Forum virtual series.

JUNE 4 | HANNAH UBL

JUNE 11 | DAVID PETERS, PhD
AND KIMBERLY ZARECOR, PhD

JUNE 18 | J. ANN SELZER, PhD

JUNE 25 | SONYA JONES
PROGRAM OVERVIEW
NOONS IN JUNE is a virtual event series offering a unique twist to the IHA Summer Leadership Forum, an Iowa Hospital Association annual signature event. During NOONS IN JUNE, IHA members can enjoy a bite to eat over the lunch hour while participating in a one hour leadership webinar. With nationally recognized presenters, the series will continue the conversation about culture, innovation and sustainability. NOONS IN JUNE will be held from Noon – 1 pm every Thursday in June.

Series guest host: Wixted & Company.

INTENDED AUDIENCE
- Aspiring administrative leaders/early careerists
- Clinical leaders
- Governing board members
- Marketing executives
- Patient safety leaders
- Physicians
- Quality improvement leaders
- Senior executives

PROGRAM AGENDA | JUNE 4

Noon  Leadership Redefined: A Critical Shift for the Modern Workforce
Hannah Ubl, Communication and Culture Expert and Co-founder, Good Company Consulting, Minneapolis

The tides have changed, and so have perceptions about what constitutes a good job, a good organization and good leadership. With hospitals under pressure to perform while managing the stress of employee burnout, talent shortages and financial constraints, understanding how to lead and manage an engaged workforce is more important than ever. This presentation tackles critical leadership mindset shifts that create a work environment in which everyone, despite title or experience, feels engaged, motivated and happy.

Learning objectives:
- Describe best practices from organizations with proven excellent workplaces and how their strategies can be adapted for Iowa hospitals.
- Explore a fresh perspective on work culture that challenges the way things “should be done.”
- Forecast how generational shifts will affect the future of work.
- Identify mindset-shifting insights on leading the workforce and how to stay competitive.

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Noon  **Maintaining Quality of Life and Essential Services in Shrinking Small Towns**  
*David Peters, PhD, Associate Professor and Kimberly Zarecor, PhD, Professor, Iowa State University, Ames*

How have some small towns managed to maintain quality of life and essential services, like health care, despite population losses? This session explores how entrepreneurial social infrastructure helps communities “shrink smart” by viewing depopulation not as a problem to fix, but as a process that needs managed properly. The speakers will discuss how bridging social ties, linkages to organizations, active citizen participation and confidence all help to improve the quality and availability of local services, especially health care. Specific examples from smart shrinking communities will be highlighted.

**Learning objectives:**

- Describe trends in population and quality of services in Iowa small towns.
- Explain how social and economic infrastructure affects quality of services.
- Identify local actions that promote social infrastructure and quality services.

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Noon  **Election 2020: What You Need to Know**  
*J. Ann Selzer, PhD, President, Selzer & Company and Pollster to The Des Moines Register, Des Moines*

J. Ann Selzer will offer her ringside view of what is happening in US politics. As director of The Des Moines Register’s prestigious Iowa Poll, Selzer brings in-depth knowledge of the caucus process – for good or for ill. She will walk through the challenges of the 2020 election season, with insight into why things are happening the way they are and what to expect in the fall. She is unaligned by party, so her observations into the American electorate are nonpartisan.

**Learning objectives:**

- Define the mood of the electorate.
- Identify trends in Iowa and US political thinking that affect vote decisions.
- Review the state of public opinion polls and their value.
Noon  All In  
Sonya Jones, Outreach Representative, HSHS Medical Group, Sherman, Illinois

Sonya Jones learned valuable lessons as a finalist on NBC’s The Biggest Loser. Her presentation weaves stories from the Biggest Loser Ranch and life experiences to motivate, encourage and inspire attendees to stop skimming the surface of their personal and professional lives and go “all in.”

Learning objectives:
• Explain how taking care of others relates to self-care.
• Identify six steps participants can take to live their best lives now.

SPEAKERS

Sonya Jones is an outreach representative for HSHS Medical Group and author of 44 Lessons From a Loser: Navigating Life With Laughter, Prayer and the Occasional Throat Punch. Jones captured the attention and hearts of viewers with her upbeat attitude and dedication to succeed during her tenure in Season 16 of NBC’s TV show The Biggest Loser. She was a two-time collegiate All-American in fastpitch softball and a semi-professional athlete. Jones earned a bachelor’s degree in physical education from Greenville College and master’s degrees in educational leadership and educational administration from the University of Illinois at Springfield.

David Peters is associate professor of sociology and extension rural sociologist at Iowa State University. His primary research areas include social and economic change in rural communities, specifically rural demography, poverty and public health. He leads the Iowa Small Towns Project and the Rural Opioids Project. Dr. Peters has been published in top-tier journals in rural sociology, agricultural economics and criminology. He has been awarded grants from the National Science Foundation, the US Department of Agriculture and the National Institute of Justice. Previously, he was an assistant professor of agricultural economics at the University of Nebraska. Dr. Peters earned a cum laude bachelor’s degree from the University of Minnesota, and master’s and doctorate degrees from the University of Missouri.

J. Ann Selzer is president of Selzer & Company. She has worked with The Des Moines Register as director of its Iowa Poll for 25 years. Besides public opinion work for media companies, including Bloomberg News and CNN, the firm helps a wide range of clients wishing to better understand and communicate with their audiences. Selzer earned the title of “best pollster in politics” from FiveThirtyEight.com. She is a frequent guest on major news outlets to explain polls—the process and the product—or political junkies. She is featured in a regular five-minute video show about polls, called “Get Smart on Polls,” with The Recount. Selzer holds a doctorate in communication theory and research from the University of Iowa, with her dissertation on the gender gap in American politics from 1960 to 1980.

Hannah Ubl is co-founder of Good Company Consulting. Ubl’s bold take on building workplaces that prioritize the human experience while simultaneously increasing the bottom line was informed by researching people at work for the past decade. Not afraid to ask the hard questions, she pushes participants toward self-inquiry to help them become better leaders, better managers and better colleagues.
Kimberly Elman Zarecor is professor of architecture in the College of Design at Iowa State University where she has been teaching courses in architectural history and design since 2005. Her historical research examines the cultural and technological history of architecture and urbanism in the former Czechoslovakia. She also leads a new project funded by the National Science Foundation about quality of life in shrinking rural communities in Iowa. Dr. Zarecor earned master’s and doctorate degrees in architecture from Columbia University.

REGISTRATION
Register online at www.ihaonline.org.

REGISTRATION FEES
Registration fee per facility
IHA member - $99
IHA associate member - $149
IHA nonmember - $299

After one person has registered and paid, please email iharegistration@ihaonline.org with the names and email addresses of all the additional staff who want to join. We will register them for free. It’s important that we have everyone’s email addresses so we can distribute webinar links, handouts and issue appropriate continuing education certificates.

CONTINUING EDUCATION
1.0 nursing contact hours will be awarded on June 4 and 1.0 nursing contact hours will be awarded June 11 for this series by IHA, Iowa Board of Nursing Provider No. 4. Iowa nursing contact hours will not be issued unless your Iowa license number is provided. For nursing contact hours to be offered, your webinar sign-in and sign-out times will be verified. If you are part of a group participating, you must assign an on-site proctor to oversee the process required by the Iowa Board of Nursing and Iowa Hospital Association.

By attending the NOONS IN JUNE virtual series offered by Iowa Hospital Association, participants may earn up to 4.0 ACHE-qualified education hours toward initial certification or recertification of the fellow of the American College of Healthcare Executives designation.

Board members participating in IHA’s Hospital Board Certification Program can earn 1.0 hours of face-to-face education for each webinar for up to 4.0 hours for the series.

REGISTRATION/CANCELLATION/REFUND POLICY
• If registering by mail, attach a copy of the registration form when payment is sent.
• No-shows will be billed.
• Cancellations and substitutions are welcome anytime. Cancellations and substitution requests must be sent to iharegistration@ihaonline.org.
• A full refund will be given to cancellations received 10 or more business days before the conference.
• A $50 fee will be charged to cancellations received six to nine business days before the conference.
• Refunds will not be given to cancellations received five or fewer business days before the conference.
• Refunds will be calculated by the date received and the IHA business days remaining before the conference.
• IHA reserves the right to cancel the conference because of insufficient enrollment. If so, preregistered participants will be notified, and full refunds provided.

ADA POLICY
IHA does not discriminate in its educational programs based on, religion, color, sex or disability. IHA wishes to ensure no one with a disability is excluded, denied services, segregated or otherwise treated differently than others 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 to attend this conference, please call 515-288-1955, or write to the Department of Education at IHA.