



2017 ANNUAL CONFERENCE

Friday, November 3rd 2017

Official Call For Speakers

We are looking for dynamic speakers, workshop facilitators and panelists to share the stage at the 5th annual, award-winning Women Lead **HERe** Conference at the historic Wrigley Mansion in Phoenix, AZ. Brene Brown's recently released book, "Rising Strong" will serve as our conference theme and inspiration. Speakers and attendees will receive a copy of the book at the conference.

In summary, "Rising Strong" describes a 3-phase process of bouncing back from failure, which you can implement in both your own life and as a team or company, in order to embrace setbacks as part of life, deal with your emotions, confront your own ideas and rise stronger every time.

This year's ideal **HERe** presenter:

- Is experienced, comfortable and vibrant in front of large groups (200+)
- Has an authentic story of vulnerability to share, or an actionable learning message/activity to teach
- Is respectful of differing opinions and is not overtly religious or political
- Is willing to partner with **HERe** to deliver the best possible experience for the audience
- Is interested (schedule permitting) in attending the whole event and engaging with attendees
- Is open to helping spread the word about the event

Are you interested in joining the conversation? Simply send an email to Speaker Lead Diane Jones (talktojonesy@gmail.com) with "**HERe** Speaker Proposal" as the subject line. Please include a copy of your bio, some speaker references, and an overview of your presentation topic ideas. Speakers are encouraged to consider a philanthropic approach to speaker fees and expenses.

About HFMA and **HERe**

HFMA is the premier membership organization serving healthcare CFO's and finance professionals, as well as leaders in health plans, physician practices and supporting organizations. As a 501c3 non-profit, the Arizona HFMA chapter and its members are committed to finding the best ways to deliver value in healthcare. Visit www.azhfma.org for additional information.

The **HERe** initiative is an effort that aims to inspire not only women but men invested in the professional development of women leaders. While the **HERe** program grew from healthcare roots, today's events span far beyond the healthcare arena. Attendees include leaders from healthcare, entrepreneurs, philanthropic organizations, and the general business sector. The Arizona HFMA chapter has been a nationwide leader in the development of curriculum and events designed to inspire, learn and connect. Visit www.hfma.org/here for links to featured articles, blogs, and other content.



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