



# National Rural Health Association

**State Rural Health Association Leadership Conference**  
*Renaissance Washington DC Downtown Hotel*  
*999 9th St NW, Washington, DC 20001*  
**July 11-12, 2023**

## AGENDA

### **Tuesday, July 11, 2023**

**7:30 am – 10:00 am EDT**

**Registration**

Potomac Registration Desk (Ballroom Level)

**8:00 am – 8:55 am**

**Networking** *(No food or coffee provided)*

Meeting Room 8/9 (Meeting Room Level)

*Facilitated by Lisa Rantz, State Association Council Chair & Board President of Hawaii SRHA*

**9:00 am - 9:30 am**

**Welcome, Round Robin Introductions**

Meeting Room 8/9

*Alan Morgan, National Rural Health Association (NRHA), Chief Executive Officer*

*Lisa Rantz, State Association Council Chair & Board President of Hawaii SRHA*

**9:30 am – 10:00 am**

**How to Maximize Your Policy Efforts Within Your Membership Organization**

Meeting Room 8/9

*Carrie Cochran-McClain, DPH, NRHA Chief Policy Officer*

During this discussion focused presentation, NRHA Chief Policy Officer and her team will discuss ways to maximize your SRHA's policy efforts within the membership organization structure.

**10:00am – 11:00am**

**Policy Discussion Breakout Groups**

Meeting Room 8/9

In these two 30-minute sessions, SRHAs will divide into self-identified groups based on interest in issues and trends of relevance. There will be two 30-minute breakout sessions so that attendees may attend multiple breakout sessions if they choose. NRHA government affairs staff will facilitate the breakout groups.

Breakout Session Topics and Facilitators:

- **Discussion Topic: Developing a State Rural Health Association Policy Shop**
  - *Carrie Cochran-McClain, DPH, NRHA Chief Policy Officer*
  - *Meeting Room 8/9*
- **Discussion Topic: How to Engage the Executive Branch: Submitting Comments on Rules, Proposed Rules, and Regulations.**
  - *Alexa McKinley, JD, NRHA Regulatory Affairs Manager*
  - *Meeting Room 10/11*
- **Discussion Topic: How to Communicate your Message: Utilizing Tools Like VoterVoice**
  - *Grace Girard, NRHA Grassroots and Communications Coordinator*
  - *Meeting Room 10/11*

**11:00 am - 11:15 am**

Networking Break

**11:15 am - Noon**

**Hawaii State Rural Health Association: A Case Study**

Meeting Room 8/9

*Gregg Kishba, Rural Health Coordinator for the Hawaii State Office of Primary Care & Rural Health and Ex-Officio HSRHA Board Member*

*Lisa Rantz, Hawaii State Rural Health Association Board President*

During this session, longtime leaders from the Hawaii State Rural Health Association will discuss how the SRHA grew from a small organization with less than \$10,000 in grant funding to an organization with over \$1 million dollars in grant funding a full-time staff person. They will also discuss the relationship between the SRHA and the island rural health associations and the SRHA and the state office of rural health.

**12:00 pm- 1:30 pm**

**Regional Lunch Networking (On your own)**

During this period, we encourage State Rural Health Association to go to lunch with other leaders from their region. NRHA will be happy to provide nearby restaurant locations. *NRHA will staff will be sending out a poll to help facilitate lunch groups and reservations, if necessary.*

**1:30 pm - 2:00 pm**

**How to Determine Which Grant Opportunities are Right for Your SRHA**

Meeting Room 8/9

*Amy Elizondo, NRHA, Chief Strategy Officer*

During this discussion, NRHA Chief Strategy Officer will discuss how NRHA determines which grant opportunities are right for the organization. This includes staff capacity to (1) respond to the RFP in the midst of other activities of the organization; (2) manage the grant activities within the defined budget and timeline; and (3) meet the reporting requirements.

**2:00pm – 3:00pm**

## **Grant Focused Discussion Breakout Groups**

Meeting Rooms 8/9 and 10/11

In these two 30-minute sessions, SRHAs will divide into self-identified groups based on interest in issues and trends of relevance. There will be two 30-minute breakout sessions so that attendees may attend multiple breakout sessions if they choose. NRHA Program Services staff will facilitate the breakout groups.

Breakout Session Topics and Facilitators:

- **Discussion Topic: Finding and Securing Grants**
  - *Amy Elizondo, NRHA Chief Strategy Officer*
  - *Meeting Room 8/9*
  
- **Discussion Topic: How to Stay on Top of Reporting**
  - *Gabriela Boscán Fauquier, NRHA Senior Director of Program Services and Development*
  - *Meeting Room 10/11*
  
- **Discussion Topics: Building a Budget and Sticking to It**
  - *Laura Hudson, NRHA Sr. Director of Program Services and Contracting*
  - *Meeting Room 10/11*

**3:00 pm - 3:15 pm**

Break

**3:15 pm - 3:45 pm**

**SRHA Best Practices Panel on New Engagements/Constituencies**

Meeting Room 8/9

*Jonathan Dayton, Executive Director, Maryland Rural Health Association*

*Tina Elliott, Senior Director, Indiana Rural Health Association*

*Jed Hansen, PhD, APRN, FNP-C, Executive Director, Nebraska Rural Health Association*

*Cara Veale, DHS, FACHE, Chief Executive Officer, Indiana Rural Health Association*

This best State Rural Health Association best practice panel will focus on how associations, no matter their size, can engage with new constituencies. This discussion is meant to carry over into the following breakout sessions.

**3:45 pm - 4:45 pm**

**Breakout Group Discussions by Association Size**

In this session, SRHAs will divide into self-identified groups based on the size of their association to discuss best practices, hurdles, and trends of relevance. NRHA staff will join each small group to help with facilitation and discussion questions, if needed. The groups are:

- **Developing: Meeting Room 8/9**
- **Small: Meeting Room 10/11**
- **Medium: Meeting Room 10/11**
- **Large: Meeting Room 8/9**

**4:45 pm - 5:00 pm**

**Closing Remarks, Day Two Announcements**

Meeting Room 8/9

*Lisa Rantz, State Association Council Chair*

*Laura Hudson, Sr. Director of Program Services and Contracting*

*Zil Joyce Dixon Romero, NRHA Manager of Program Services*

**5:00 pm**

**End of Day 1**

**Wednesday, July 12, 2023**

**8:00 am – 9:00 am**

**Networking** *(No food or coffee provided)*

Meeting Room 8/9

*Facilitated by Lisa Rantz, State Association Council Chair*

**9:00 am – 9:15 am**

**Day 2 Welcome and Day 1 Recap**

Meeting Room 8/9

*Alan Morgan, NRHA CEO*

*Lisa Rantz, State Association Council Chair*

**9:15 am – 10:15 am**

**Federal Office of Rural Health Policy**

Meeting Room 8/9

*Tom Morris, Associate Administrator for Rural Health Policy, HRSA*

*Michael Fallahkair, Deputy Associate Administrator, Federal Office of Rural Health Policy*

*Sarah Heppner, Senior Advisor and Associate Director, Federal Office of Rural Health Policy*

*Alexa Ofori, Senior Advisor, Federal Office of Rural Health Policy*

**10:15 am – 10:30 am**

**Networking Break and Group Picture**

**10:30 am - 11:15 am**

**Funding Diversification Across the Organization Discussion**

Meeting Room 8/9

*Alan Morgan, NRHA Chief Executive Officer*

*Amy Elizondo, NRHA Chief Strategy Officer*

*Carrie Cochran-McClain, DPH, NRHA Chief Policy Officer*

During this session, members of NRHA's executive leadership team will discuss why and how they work to diversify the funding for their teams and the organization as a whole. The session will allow ample time for questions from attendees.

**11:15 am – 11:50 am**

**Reflections and Round Robin**

Meeting Room 8/9

*Moderated by Lisa Rantz, SAC Chair*

Attendees will have the opportunity to share their takeaways from the conference and what their priority areas are for the next year.

**11:50 am – Noon**

**Closing remarks**

Meeting Room 8/9

*NRHA staff*

**Noon**

**Adjourn**

**See you for the 2024 SRHA Leadership Conference!**