MIDWEST REGION NP ENTREPRENEURSHIP

DUAL TRACK CONFERENCE IN MINNEAPOLIS

Thursday 7/12/18 Dutch Treat Dinner & Networking

Friday 7/13/18

7:15am  Coffee and Muffins and Exhibitors

7:30  Welcome and Thank Yous

8:00  **Who and Why is NNPEN?**
   - 4Founders

8:20  **NP Entrepreneur as Market Disruptor**
   - Sandy Berkowitz, RN, JD

8:45  **What Does an NP Entrepreneur Look Like in the Midwest? And Why?**
   - Dianne Willer-Sly, NP, Moderator
   - Gretchen Moen, NP, MN
   - Gretchen Schumacher, NP, MI
   - Mary Foarde

9:15 Break

9:30 CHOOSE A SESSION

**Getting Started Track:** Am I Ready?

- Ken Klingensmith
- Argelia Diaz, NP, NY
- Carol Lewallen, NP, IA

OR

**Owner Track:** Speed Consults

- Lynn Rapsilber, NP, CT, Facilitator
- What Your Business Plan Should Do For You—Michael Lawler, NP, PA
- Why an LLC structure is Important—Nancy Nelson, RN, JD, MN
- Financing—Brian McDonald, MN District of SBA and Ines Zemaitis, NP, CT

10:45 Break
11:00  CHOOSE A SESSION

Getting Started Track: Sequential Speed-Dating with Heavy-hitter NP Entrepreneurs

- Beth Kaplan, NP, PA, Facilitator
- Gretchen Moen, NP, MN
- Kitty Kidder, NP, NH
- Wendy Wright, NP, NH
- Gretchen Schumacher, NP, MI
- Amy Tannahill, NP, MN

OR

Owner Track: Rural and Urban Nurse-led Primary Care Without Brick and Mortar

- Sandy Berkowitz, RN, JD, Moderator
- Thompson Aderinkomi
- Genevieve Swenson, NP, MN
- Mary Nissen, NP, SD and IA

12:15pm  Box Lunch Networking and Exhibitors

1:30  Follow the Money (Barriers and the Promise of Value-Based Payments)

- Lorraine Bock, NP, PA, Moderator
- Kitty Kidder, NP, NH
- Wendy Wright, NP, NH
- Heidi Wold, NP, AZ

2:30  Break

2:45  Cash Business as Side Hustle

- Lorraine Bock, NP, PA, Moderator
- Carol Brinkman, NP, MN
- Katherine Pohlman, RN, JD
- Laura Sandquist, NP, MN

3:45  Recap

4:00  Adjourn