



Colorado Women's Forum in Health Administration January 2009 Newsletter

January Meeting Information

SPEAKER: Gay Cook
TOPIC: *The Colorado Trust: Access to Health for all Coloradans.*
DATE: Thursday, January 15th at 5:30 p.m.
TIME: Social time & cocktails begin at 5:15 p.m.
Speaker begins at 5:30 p.m.
Meeting ends approx. 7:00 p.m.
WHERE: Berenbaum, Weinshienk & Eason
48th Floor, Republic Plaza
370 17th Street
Denver, CO 80202

PARKING: Validated parking at the Sheraton Hotel (formerly Adam's Mark Hotel). Directions to the parking garage and meeting location are as follows:

Directions from I-25 Southbound: Take the Speer Blvd (southbound) exit. Merge with Speer. Continue on Speer to Colfax. Veer left on Colfax and turn left at Court Place. Take Court to 16th St and turn right (yes, onto the 16th St Mall - they allow car traffic for this!) Entrance to the garage is on the right.

Directions from I-25 Northbound: Take the Auraria Parkway Exit. Stay on Auraria Parkway. Turn right on 14th street and left on Court. Take Court to 16th St and turn right (yes, onto the 16th St Mall - they allow car traffic for this!) Entrance to the garage is on the right.

From the hotel, exit at the lobby level and cross the street to Republic Plaza (there is an entrance to Republic Plaza off of the 16th Street Mall. As the 48th floor is an even floor, when you are in the lobby of the building you will need to take the escalator down to get the right elevator. Ask at the desk for the location of the meeting room.

SPEAKER BIO

Ms. Cook is Vice President for Programs at *The Colorado Trust*, a grantmaking foundation whose mission is to advance the health and well-being of the people of Colorado. When the nonprofit PSL Health Care Corporation was sold to a for-profit organization in 1985, proceeds of the sale were used to create a foundation dedicated exclusively to the health of the people of Colorado. The Trust has worked closely with nonprofit organizations in every county across the state to improve health and well-being. To build on these efforts and address growing needs to expand health coverage and care within Colorado, The Trust committed to a new 10-year goal at the close of 2007 to achieve access to health for all Coloradans by 2018.

Before joining The Trust, Ms. Cook was the first Managing Director of the *Center for Women's Health Research* at the School of Medicine at the University of Colorado Denver—Anschutz Medical Campus. The Center is working to change the future of women's health through research into the understudied issues in women's health, training the next generation of scientists and physician-scientists to work in the underserved field of women's health research, and educational outreach for the benefit of women everywhere, their families and communities. Prior to that, Ms. Cook was Vice President of Executive Operations and Planning at Metropolitan State College of Denver and member of the President's senior staff and Cabinet. Metro State is one of the nation's largest public urban baccalaureate institutions. Before joining Metro State, Ms. Cook was a reporter, editorial writer and Managing Editor of *The Denver Post*. Her work as a journalist has been honored at the local, state, and national levels.

Ms. Cook also is Immediate Past President of the Washington, D.C.-based International Women's Forum, an organization of more than 4,200 women leaders in 21 countries throughout Africa, Asia, Europe, the Caribbean, Latin America, the Middle East and North America. She is a past director of the

IWF Leadership Foundation. The Foundation's unique Leadership Fellows Program, with components at Harvard and Cambridge Universities, trains the next generation of women leaders worldwide. Ms. Cook also is a past president of the Colorado Women's Forum and a past director of the Colorado Women's Forum Foundation. She was named a 2006 Woman of Distinction by the Girl Scouts-Mile Hi Council.

PRESIDENT'S MESSAGE

Happy New Year! I hope all of you had a wonderful and merry holiday season. I want to thank each of you for a great 2008, and invite you to help us make CWFHA fantastic for 2009. In 2008 we had a great set of speakers, including Christina Ells on the Colorado Medical Home Model, Melinda McIntyre introducing us to cutting-edge technology, Cyberknife, and Laura Roybal who provided ideas and direction for updating our resume! I also want to acknowledge our members and board members who assisted in our sponsorship of the CAHE Breckenridge event this past November. Finally, a BIG thanks to all who volunteered with CWFHA at The Gathering Place on December 6th, in lieu of our traditional holiday party. Please read more about the event and view our pictures in this newsletter, and more to come on our website.

CWFHA will kick-off 2009 with Gay Cook, VP for Programs at The Colorado Trust. We will follow with some tremendous speakers including Tracy Ryan, CNM and CEO of Rocky Mountain Midwifery Center, Inc, and Dr. Patricia Gabow, CEO and Medical Director for Denver Health. Our program meetings are the 3rd Thursday of each month; we invite you to join us for appetizers and drinks during our social time at 5:15pm, with the speaker to follow at 5:30pm. Please refer to the newsletter or our website, www.cwfha.org, for more information. Also, we will be re-formatting and re-launching an updated CWFHA website soon—we apologize for any inconvenience as we get it up and running, but look forward to sharing our new 'face-lift' with you!

I look forward to seeing you all in the new year, please join us to start the year off right!

Sincerely yours in health,
Lisa M. Betthausen
President 2008-2009

CWFHA SCHOLARSHIP

CWFHA will be awarding a scholarship this year in the amount of \$1,500. The scholarship is awarded to a female graduate student who demonstrates a commitment to enhancing the role of women in health care administration.

To be considered, candidates must be:

1. A graduate student in a health administration master degree program in Colorado with minimum grade point average of 3.0.
2. A member of CWFHA during the 2008-2009 program year.
3. On track to graduate in the scholarship year (by December 2009).
4. Available to serve the CWFHA Leadership Board as Student Liaison for the 2009-2010 program year.

Please submit the following information to be considered for the CWFHA scholarship:

1. Application letter (no longer than 3 pages) with the information below:
 - Reason for applying for the scholarship.
 - Short-term and long-term career goals.
 - The role of the female health administrator (present and future).
2. Faculty letter of nomination. A copy is acceptable if the faculty member has already sent this letter separately.
3. Letter of nomination by CWFHA member **(optional)**.

All completed application packets must be received by February 27, 2009 and need to be mailed or emailed in PDF format to:

Kellie Sheets
13847 Ivy Street
Thornton, CO 80602
Email: kellie_sheets@comcast.net
Phone: 303-915-3195

Interviews for the scholarship will be conducted in mid March.

November 2008 Speaker

Laura J. Roybal, CHCR

President, Denver Area Healthcare Recruiters Association

“Tailoring Your Resume for Today’s Pantsuits”

Laura talked about the first four steps in a job search. These steps are identify motivated skills and abilities; specify a job/peer objective; research individuals, organizations, communities, and jobs; and produce resumes and job search letters. Know your strong “suits.” What are you passionate about? Then be prepared to promote your strong “suits.”

A recruiter spends an average of 45 seconds per resume. The standard size is 3 pages for an executive level position or 10 years per page. When submitting your resume it is important to check formatting and key words, because resumes are scanned in applicant tracking systems.

The 6 C’s of Effective Resumes are:

Concise – contains only relevant information.

Complete – include information about your qualifications that relate to the desired position.

Clear – organized, logical, and easy to read.

Current – up to date work and education should be listed.

Consistent – information presented in consistent order and format.

Conceptual – positions you professionally in a visually appealing way.

Laura talked about the four types of resumes, which are chronological, functional, targeted, and tailor made resumes.

The chronological resume is the “old school” method and includes a listing of data, but does not have analysis of the data.

The functional resume allows for it to be unique, creative, it forces the applicant to do a self and job analysis, and is easier for the reviewer to read.

The targeted resume is tailored for every job you are applying for, because it matches your skills directly to the job description.

The tailor made resume includes 3 simple headings:

- professional profile
- professional experience, and
- career development/education/community work.

The tailor made resume has the components of the targeted resume, but in a less direct way.

In a tailor made resume the professional profile section takes the place of the summary statement or objective. The professional experience section should be chronological, bulleted points with action statement, and brief. Each bullet point should show situations or challenges, issues, difference, and improvement with statistics. The career development section combines education with professional development efforts; and highlights community initiatives, appointments to committees, associations, and memberships.

It is important to keep yourself up to date with new technology and trends in your field. This can be done by checking out job descriptions or postings in your field for new buzzwords and qualifications needed. Networking is important, join associations, obtain certifications, attend conferences, and join a social networking site. LinkedIn is the largest professional networking site on the web. This is a great way to contact long lost colleagues and to network with people in your field.

2008-2009 Board

- ❖ President – Lisa Betthausen
- ❖ Vice President – Kellie Sheets
- ❖ Secretary – Open
- ❖ Treasurer – Tracy King
- ❖ Program Chair – Kathy Ryan-Morgan
- ❖ Membership Chair – Janine Costantini
- ❖ Student Liaison – Jamie Craig
- ❖ Newsletter Chair – Jeannie Miller
- ❖ Webmaster – Ashley Feaster
- ❖ Past President – Ashley Feaster

CWFHA HOLIDAY PARTY: VOLUNTEERING AT THE GATHERING PLACE

On December 6th, 2008, twelve of our members and guests volunteered to cook and serve breakfast to Denver's women and children in need at The Gathering Place (TGP). The Gathering Place began in the basement of a church by two college women at the University of Denver in the 1970's. Since then, the organization has taken on a life of its own and now, located at the corner of High Street and Colfax, serves over 60,000 of Denver's women and children each year. TGP provides a safe haven with resources for women and children to pursue self-sufficiency and opportunities to acquire new skills. The Gathering Place "exists to offer women a safe haven, resources for self-sufficiency and opportunities to acquire new skills. Women who are able to meet their immediate and urgent needs can then collect their inner resources and make positive life changes for themselves and their children". The staff at TGP have created a place where women enable other women, where women can openly share their experiences, give each other advice and develop friendships to support each other in good times and bad.

CWFHA bought, cooked and served a delicious egg recipe donated by Jeannie Miller. Alexia, Ashley, Janine, Tracy, Jami, Tara, Latoya, Carol + guest, Jeannie, Lisa, and Sandra made the egg dish, brought in fresh fruit for a mixed fruit salad, and donated tea and hot chocolate (a favorite of the women). Several members donated much needed items, and The Gathering Place sends their appreciation!!

We enjoyed dishing out seconds, visiting with the women and children while they enjoyed a full breakfast, and helped clean the kitchen and eating area. Justine, The Gathering Place's VP of Volunteer Programs, toured us around the building and gave us insight into the compassion and spirit of the organization, and its concern for Denver's women and children. We saw the children's play room and playground, the food and clothing pantries, the arts & crafts room where women have created an enterprise by designing and selling handmade cards (each woman takes home 75% of the earnings of her cards sold), the computer lab, and the room where GED and other technical courses are offered.

We enjoyed the experience, and hope to volunteer and donate to The Gathering Place in the years to come. If you are interested in volunteering, or have donations, please visit their website: www.the-gatheringplace.org. Please enjoy our pictures and ask us about our experiences and impressions! More pictures coming to the website soon!

