

# Virtual Fall Education Event!



*“We’re all here because we’re not all there...but we are all in this together!”*

[Registration Information Here](#)

Time	Speaker & Topic	Sponsorship Partner
9:00AM – 9:50AM	<p>Welcome &amp; Opening Keynote</p> <p><b>Jina Forys, MBA, MLS(ASCP)<sup>CM</sup></b></p> <p><i>Work Culture: The 1 Million Piece Puzzle</i></p>	
10:00AM-10:50AM	<p><b>Rick Pudwill</b></p> <p><i>COVID- <u>C</u>oordination <u>O</u>f <u>V</u>arying <u>I</u>nnovative <u>D</u>ecisions</i></p>	
11:00AM-11:50AM	<p><b>Rochelle Odenbrett &amp; Dan Ingemansen</b></p> <p><i>Mobilizing COVID Testing</i></p>	
11:50AM-12:00PM	<p><b>Carol Collingsworth, MBA, MT(ASCP)SC</b></p> <p><i>Why CLMA?</i></p>	
12:00PM-1:00PM	<p><b>Enjoy Live Music by Erica Hanson</b></p> <p><i>~Lunch Break~</i></p>	
1:00PM-1:50PM	<p><b>Roger McCombs, MT(ASCP)</b></p> <p><i>Reference Laboratory Strategies 2021 Volume Growth Ramp It Up!!!</i></p>	
2:00PM-2:50PM	<p><b>Sabine von Sengbusch</b></p> <p><i>Importance of Diversity &amp; Inclusion in Lab Management</i></p>	
2:50 – PM 3:00PM	<p><b>Wrap Up &amp; Closing</b></p> <p><i>Thank you all so much for joining us today!</i></p>	

## Keynote Speakers



**Jina Forys, MBA, MLS(ASCP)<sup>CM</sup>**  
*Director of Central Acute Laboratories, M Health Fairview*

### **Work Culture: The 1 Million Piece Puzzle**

*What is culture? And how do we impact it? This session will incorporate self-reflection and small group discussion to consider how we can impact our work culture, and beyond!*



**Rick Pudwill**  
*Public Health Lab Manager, City of Sioux Falls/Falls Community Health*

### **COVID: Coordination Of Varying Innovative Decisions**

*Rick will share how his facility executed the 'ever-changing plan' preparing for response to the current pandemic...and what they are doing now! Rick hopes to inspire other leaders, new and experienced with emergency management and response tips to prepare leaders for if-and-when events happen in the future.*



**Rochelle Odenbrett**  
*Senior Executive Director at Sanford Laboratories*

&

**Dan Ingemansen**  
*Senior Executive Director at Sanford Laboratories*

### **Mobilizing COVID Testing**

*Sanford Laboratories will share their exciting journey from the traditional 'bricks and mortar' laboratory testing to a futuristic approach of mobilizing testing – leveraging opportunities created by the pandemic.*



**Carol Collingsworth, MBA, MT(ASCP)SC**  
*Laboratory Services Director, System Initiatives UnityPoint Health, Corporate Services  
President, CLMA National*

### **Why CLMA?**

*As President of CLMA, Carol will share her lived experience and first-hand knowledge of the incredible value and benefits of partnering with CLMA through membership.*



~Break for Lunch~

Featuring Live Music by

Erica Hanson



**Roger McCombs, MT(ASCP)**  
*Director, Laboratory Business Development*

**Reference Laboratory Strategies 2021 Volume Growth  
Ramp It Up!!!**

*Roger will share an update to Sanford Laboratories' goals to be a major player in the reference lab market. Also, what some of the new strategies are from the national reference labs and how to be prepared for them.*

**Sabine von Sengbusch**  
*Vice President of Validation/Clinical Affairs, Siemens Healthineers Laboratory  
Diagnostics*

**Importance of Diversity & Inclusion in Lab  
Management**

*Sabine will address diversity and inclusion from the perspective of people, workforce, employment, & training using her experiences in personal and professional roles.*

*Thank you all for Joining Us Today!*

\*\*\*All attendees will receive a complimentary facemask featuring:



# Registration Information

## Member Registration Link:

<https://www.clma.org/e/in/m=1&req=Edit&eid=391>

## ReNEW Member (Renew or Become a NEW Member):

<https://www.clma.org/p/cm/ld/fid=39>

**Future Member/Current Non-Member Registration:** CLMA visitors can create a guest account to keep track of CLMA education, upcoming events and more, using their own unique login information. CLMA guest accounts are free to create but do not include any of the CLMA member benefits. To create a guest account [click here](#).

Then you may use the registration link to the Event Registration Home

Page: <https://www.clma.org/e/in/eid=391>

**\*\*\*Please help spread the word by forwarding to your teams, colleagues, organizations, friends, neighbors, etc. and share on your social media pages 😊**

**Facebook, Instagram, Twitter, LinkedIn**

