

Join your colleagues for networking, leadership CME and mentorship.

ISMA's Committee on

WOMEN IN MEDICINE 2015 RETREAT INVITATION



ISMA
INDIANA
STATE
MEDICAL
ASSOCIATION

Programming on **Saturday, February 28**
West Baden Springs Hotel • French Lick

Discounted room rate all weekend
RESERVE BY FEBRUARY 13

- 10 a.m. - 5 p.m. CME and lunch
- 5 p.m. Reception • 6 p.m. Dinner

6.0 Hours *AMA PRA Category 1™* Credit*

Influencing & Working With Others

Hear from Butler University Corporate & Executive Education's

- Sheri Lynn Fella, Director of Business Development
- Carolyn Goerner, PhD

We are always trying to bring other people around to our way of thinking: our colleagues to share our interests and priorities, our companies to give us the resources we need, and our patients to heed our advice. Unfortunately, this is often a frustrating practice; even if others physically hear what we say, the message can get lost, be misunderstood, or even be ignored. This session will help you examine your own influence style and develop effective communication strategies for a variety of audiences. You'll end the day being able to:

- Craft messages the target of your influence can understand and agree with
- Recognize your own influence style
- Outline ways to approach various audiences to appeal to their interests
- Develop awareness how your language or nonverbal presentation could thwart your influence attempts
- Coach and develop those around you to enhance their performance
- Reflect on your strengths as a communicator, and develop strategies to enhance your effectiveness

**Questions? Contact Sandy Miller at
smiller@ismanet.org or (800) 257-4762.**

Fee:

- \$200 ISMA members / \$300 nonmembers

Membership pays: Become an ISMA member and receive \$100 off your registration fee.

Fee includes: CME, lunch, reception and dinner; see instructions below to make room or spa reservations on your own.

Registration:

- Register at www.ismanet.org/go/WiMretreat.
- Important: Please mark the meal functions you will be attending on your registration.

Overnight Accommodations:

- Call (888) 936-9360 and use **group code 0315ISM** to receive discounted rate.
- Rate is available Friday, Feb. 27 - Sunday, Mar. 1.
- Reserve by Feb. 13 for discounted rate.

Spa Services:

- To make reservations, call (812) 936-5801 or visit www.frenchlick.com/spas/westbaden.

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