



# Rural Minnesota Health Forum

Bringing rural healthcare leaders together through education, collaboration, and shared connection

May 20-21, 2026








Hosted by:



**Arrowwood Resort and Conference Center**

2100 Arrowwood Ln, Alexandria, MN 56308

Special Thanks to the Forum Keynote Speaker, Breakfast, Lunch, Break & General Session Sponsors!

<u>Keynote Speaker Sponsors</u>		<u>Breakout Session Speaker Sponsors</u>	
		 	  VitalHealthLinks
<u>Breakfast Sponsors</u>	<u>Lunch Sponsors</u>	<u>Break Sponsors</u>	
	 		

*A partnership of rural healthcare organizations working together to strengthen the delivery of healthcare in rural Minnesota.*

## Connect directly with rural healthcare leaders from across Minnesota.

### Event at a Glance

- Wednesday, May 20, 2026: Golf Event or Cider House Gathering & Picnic
- Thursday, May 21, 2026: Vendor Fair, Educational Sessions, and Keynotes
- Audience: Rural healthcare leaders

### Sponsorship Packages

**All sponsorships include recognition on event signage, in the forum brochure, on partner websites, meals, and access to educational sessions.**

Sponsorship Level	Fees	Registrations Included	Includes
<b>Keynote Speaker Sponsorship</b> (3 available)	\$3,600	4 attendees	Introduce keynote speaker, participation in golf or cider house event, picnic, & vendor fair booth
<b>Lunch Sponsorship</b> (0 available)	\$2,100	2 attendees	Lunch recognition, participation in golf or cider house event, picnic, & vendor fair booth
<b>Breakfast Sponsorship</b> (1 available)	\$1,600	2 attendees	Breakfast recognition, participation in golf or cider house event, picnic, & vendor fair booth
<b>Break / Snack Sponsorship</b> (2 available)	\$1,600	2 attendees	Break signage, participation in golf or cider house event, picnic, & vendor fair booth
<b>Breakout Session Sponsorship</b> (2 available)	\$1,100	2 attendees	Introduce session speaker, participation in golf or cider house event, picnic, & vendor fair booth
<b>Golf or Cider House Gathering + Vendor Fair</b>	\$925	2 attendees	Participation in golf or cider house event, picnic, & vendor fair booth
<b>Vendor Fair Only</b>	\$675	2 attendees	Vendor Fair booth
Additional Attendee – Full Event	\$325	1 attendee	Wednesday networking event, picnic, Vendor Fair, meals, and sessions
Additional Attendee – Vendor Fair Only	\$175	1 attendee	Vendor Fair & Forum Sessions

# GOLF/CIDER HOUSE EVENT & PICNIC - Wednesday, May 20, 2026

Vendors and sponsors may select one networking experience on Wednesday, with all participants coming together afterward for a shared evening picnic.

## Golf Event

Location: Arrowwood Resort and Conference Center, Atikwa Golf Club

10:00 am – Registration

11:00 am – Welcome & Introductions

11:30 am – Shotgun start time (scramble teams will be formed)

- Scramble-style golf event paired with rural healthcare CEOs and executive leadership
- Teams of four will be assigned by event hosts
- Includes lunch, refreshments, and picnic following the event

If you would like to host a game or host a golf hole (Marshmallow Drive, Closest to the Pin, Minute to Win It, etc.), please indicate this on your online registration form and the Rural Health Alliance office will connect with you or you can contact Erik Malchow [erik.malchow@myrha.com](mailto:erik.malchow@myrha.com) or Caleigh Mehnert [caleigh.mehnert@myrha.com](mailto:caleigh.mehnert@myrha.com).

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## Cider House Gathering

Location: Arrowwood Resort and Country Blossom Farms

11:30 am – Registration - Arrowwood, Lake Le Homme Dieu room

12:00 pm – Transportation to Country Blossom Farms

12:30 pm – Lunch at Country Blossom Farms

3:15 pm – Transportation back to Arrowwood

- Relaxed networking experience with rural hospital CEOs and executive leadership
- Transportation provided from Hotel/Event Center
- Includes lunch and refreshments

**Country Blossom Farms** is a family-owned, 100-acre destination where farm charm comes to life. Stroll the grounds, explore the bakery and gift shop, and take in the many attractions this beautiful farm has to offer. Enjoy crisp, fresh-pressed cider or sample their handcrafted hard ciders while savoring a delicious bakery-fresh lunch served at 12:30. Your visit also includes a guided farm tour and time to experience a variety of on-site activities—making it a perfect blend of flavor, fun, and relaxation.

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## Picnic: Lobster/Steak Fry *(Steaks Sponsored by US Foods)*

Lobster / Steak Fry *(Steaks sponsored by US Foods)*

Arrowwood Resort & Conference Center Cottages

*Join fellow sponsors, vendors, and rural healthcare leaders for a casual outdoor picnic immediately following the Golf Event and Cider House Gathering. This shared experience offers additional time to connect in an informal, relaxed setting.*

# RURAL MINNESOTA HEALTH FORUM - Thursday, May 21, 2026

7:00 - 8:00 AM	<p><b>Registration/Vendor Fair</b></p> <p><i>Breakfast will be served during this time.</i></p> <p style="text-align: right;"><b>Knutson Construction</b></p>
8:00 - 8:10 AM	<p><b>Welcome</b></p> <p>Denise Schneekloth, Executive Director, MN Rural Health Cooperative</p>
8:10 - 9:00 AM	<p><b>MN Rural Health Association Legislative Update</b></p> <p><i>Mark Jones, Executive Director, MRHA</i></p>
9:10 - 10:10 AM	<p><b>General Session/Keynote: “Communicate and Celebrate! Creating Moments that Matter. Building Stronger Connections in Healthcare.”</b> <i>Joy Baldrige</i></p>
10:10 - 11:15 AM	<p><b>VENDOR FAIR</b></p>
11:15 AM - 12:15 PM	<p><b>Educational Breakout Sessions</b></p> <ol style="list-style-type: none"> <li>1. “Show You the Money” - Finding Your Own Rural Hospital Strategic Financial and Reimbursement Improvements - <b>Daniel Larsen, Principal &amp; Ryan Strusz, Principal, Clifton Larson Allen</b></li> <li>2. Employment and Healthcare Law Updates: Implications for Rural Healthcare Leaders—<b>Heather Springer, Attorney &amp; Morgan Brekke, Attorney, Woods, Fuller, Shultz &amp; Smith, P.C.</b></li> </ol>
11:15 AM - 12:30 PM	<p><b>Networking Meetings—Education/Vendor Presentation Details TBD</b></p> <ul style="list-style-type: none"> <li>• <b>Materials Management - TBD</b></li> <li>• <b>Business Office/Billing - <u>Patient Billing Success</u> - Amy Fajardo, CS, RCM, MedCycle Solutions</b></li> <li>• <b>Nursing - <u>When Mistakes Matter Strategies for Enhancing Medication Safety and Managing Risk</u> - Kayla Boyd BSN, RN, MSHCT, CPHRM, COPIC</b></li> <li>• <b>Pharmacy - <u>Pharmacy-Walking the Line to Financial Sustainability</u> - Heidi Larson, PharmD, SpendMend</b></li> </ul>
12:15 - 1:15 PM	<p><b>LUNCH</b> (Lunch will be available for vendors at 12:00 p.m. and those attending lab, pharmacy, imaging, and materials management meetings will have lunch available at 12:30 p.m.)</p> <p style="text-align: right;"><b>Transmed, Inc &amp; Labcorp</b></p>
12:15 - 1:15 PM	<p><b>VENDOR FAIR</b></p>

# RURAL MINNESOTA HEALTH FORUM - Thursday, May 21, 2026

1:15 - 2:15 PM	<b>Educational Breakout Sessions</b> <ol style="list-style-type: none"><li>1. <u>Thriving in the 2026 Care Management Landscape: Maximizing Revenue Through CCM &amp; APCM</u> - <i>Shane Grivich, ChartSpan</i></li><li>2. <u>Building Trustworthy AI in Critical Care: Responsible Adoption</u> - <i>Adam Kehler, OBS</i></li><li>3. <u>Understanding Workforce Pathways to Strengthen Rural Healthcare</u> - <i>Kelly Asche, Senoir Research, Center for Rural Policy and Development</i></li><li>4. <u>Listening Beyond the Survey - What Teams Really Need from Their Leaders</u> - <i>Kaylea Bosman, Virtulead Consulting</i></li></ol>
2:15 PM	<b>Break</b>
2:30 - 3:30 PM	<b>Closing Session: "Navigating Change in a Constantly Evolving Healthcare Environment"</b> <i>Joy Baldrige</i>
3:30 PM	<b>Closing Remarks</b> Prize Winners are Announced – Must be present to win



# EXHIBIT / SPONSORSHIP - Vendor Fair

## Vendor Fair Information:

- Booth size - Standard 2' x 6' draped /skirted table with two chairs
- Complimentary Wi-Fi provided
- Electricity is available upon request for an additional fee of \$25.00 (please indicate in your registration)
- Exhibitor registration for two representatives (including the Thursday breakfast and lunch)

## Confirmation:

- A registration confirmation will be e-mailed to your company's contact upon receipt.

## Set-Up:

- The exhibit space will be available for set-up from 5:00-7:00 pm on Wednesday, May 20 and again at 7:00 am on Thursday, May 21.

## Exhibit Hours:

- The exhibit area will be open to conference attendees Thursday, May 21, 2026 from 7:00-8:00 am, 10:10-11:15 am and 12:15-1:15 pm.

## Meals:

- Complimentary breakfast & lunch will be provided for up to 2 participants on Thursday, May 21, the day of the educational event.

## Miscellaneous:

- Nametags and event materials will be provided for each registered sponsor/vendor at the registration table.
- There will be a door prize drawing at the closing of the education day. If you would like to participate in the drawing, please indicate in the online registration form and keep your door prize at your booth.
- All sponsors will be provided a list of attendees following the event.
- Sponsor logos will be displayed on all event signage and on the Medi-Sota, Rural Health Alliance, and MN Rural Health Cooperative websites.

## Accommodations:

- Attendees & sponsors are responsible for hotel reservations and fees.
- The special room rate at the Arrowwood Resort & Conference Center starting \$109/Night. Please reserve your room by Friday May 1, 2026.
- To make a reservation, please call the Arrowwood Resort directly at 320-762-1124.

**Be sure to mention you are with the Rural Minnesota Health Forum!**

## Registration:

Register online [HERE](#) or copy/paste in your browser ([mrhc.net/ruralmnhealthforum-vendor](http://mrhc.net/ruralmnhealthforum-vendor))

**Deadline: Friday, May 1, 2026**

## Questions:

Christina Wangen – [cwangen@mrhc.net](mailto:cwangen@mrhc.net)

Denise Schneekloth – [dschneekloth@mrhc.net](mailto:dschneekloth@mrhc.net)

# REGISTRATION

Registration for this event can be found online at: [mrhc.net/ruralmnhealthforum-vendor](https://mrhc.net/ruralmnhealthforum-vendor)

*(If the hyperlink in this document does not direct you to the registration form, copy and paste the link in browser)*

**Deadline to register: Friday, May 1, 2026**

\*\*Please contact Christina Wangen ([cwangen@mrhc.net](mailto:cwangen@mrhc.net)) or Denise Schneekloth ([dschneekloth@mrhc.net](mailto:dschneekloth@mrhc.net)) if you have event or registration questions\*\*

## EXHIBIT / SPONSORSHIP - Vendor Fair

Fees - See attached additional sponsorship opportunities - (to be paid in full prior to the event)

**Golf or Cider House Gathering & Picnic (May 20, 2026) & Vendor Fair (May 21, 2026) - \$925.00**

**Vendor Fair Only (May 21, 2026) - \$675.00**

May 20, 2026 - Golf Event Information

- It is the goal of the event hosts to pair each vendor with CEOs/Administrators/Executive Leadership for 18 holes of golf.
- Teams of 4 will be assigned by event hosts and will be identified at registration.
- Registration for the Golf Event includes up to two participants to golf (you can also have one golf and one host a game or one attend golf event and one attend Winery event), refreshments, lunch, and attendance at the picnic following the golf event.
- Logos will be included on all signage and on the Medi-Sota, Rural Health Alliance, and MN Rural Health Cooperative websites.
- Vendors will receive a list of attendees of the golf event.
- There will be a door prize drawing held at the end of the tournament. If you would like to bring a door prize, please bring it to the registration table. Door prizes are not required, but greatly appreciated.
- If you would like to host a game or host a golf hole (Marshmallow Drive, Closest to the Pin, Minute to Win It, etc.), please indicate this on your online registration form and the Rural Health Alliance office will connect with you or you can contact Erik Malchow [erik.malchow@myrha.com](mailto:erik.malchow@myrha.com) or Caleigh Mehnert [caleigh.mehnert@myrha.com](mailto:caleigh.mehnert@myrha.com).

May 20, 2026 - Cider House Gathering Information

- This event will provide a relaxing opportunity to network with CEOs/Administrators.
- Registration for the Cider House Gathering includes up to two participants to attend Winery (you can also have one attend golf event and one attend Cider House event), lunch and attendance at the picnic following the Cider House event.
- Logos will be included on all signage and on the Medi-Sota, Rural Health Alliance, and MN Rural Health Cooperative websites.
- Vendors will receive a list of attendees of the Cider House.
- There will be a door prize drawing at the end of the Cider House. If you would like to bring a door prize, please bring to the lunch.