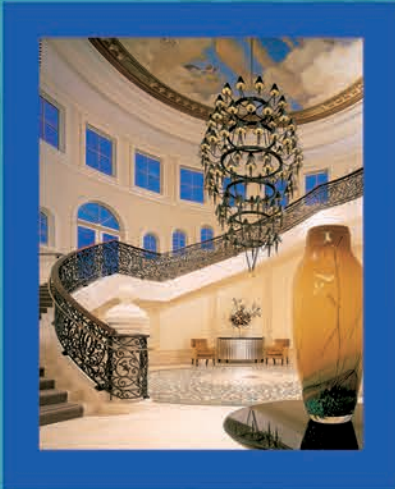




HASC ANNUAL MEETING

A white silhouette of a beach chair and an umbrella, positioned centrally below the title text.

May 11-13, 2011
St. Regis Resort Monarch Beach
Dana Point, California



**HOSPITAL
ASSOCIATION**
OF SOUTHERN CALIFORNIA®



Dear Member,

Do you want to know more about thriving in the new health care environment? Join us at the HASC Annual Meeting, May 11–13, 2011. You'll learn how to lead a quality-focused organization, hear about new models for physician engagement and find out how to position your hospital to succeed under health care reform. It's also a great opportunity to network with industry peers and relax at one of Southern California's premiere resorts. You're encouraged to bring members of your executive team and board.

Each year, exciting and informative speakers attract hundreds of attendees. The 2010 Annual Meeting drew more than 200 health care executives, 100 sponsor representatives, and 150 family members and guests. This year's guest speakers include:

- Peter Pronovost, MD, innovator in improving health care quality
- Len Nichols, economist and founder of Health CEOs for Health Reform
- C. Duane Dauner, CHA President and health care advocate
- Jeffrey Zaslow, Wall Street Journal columnist and best-selling author of *The Last Lecture*

Plus, you'll enjoy a number of fun events—like a golf tournament; round-robin doubles tennis; 5K-fun run/walk; guest programs; and several networking events. Don't miss out—sign up today. We look forward to seeing you there.

Sincerely,



Jim Barber

*Jim Barber
President & CEO*



Richard E. Yochum

*Richard E. Yochum
2011 HASC Chair*



Meeting Agenda at a Glance

WEDNESDAY, MAY 11

10 a.m.	Golf Tournament, Shotgun Start
2 – 7:30 p.m.	Registration
4:30 – 6 p.m.	HASC Board Meeting
6 – 9 p.m.	Welcome Reception and Buffet Dinner

THURSDAY, MAY 12

7 – 8:30 a.m.	CFO Invitational Breakfast
7:30 – 8:45 a.m.	Member and Guest Breakfast
9 – 9:15 a.m.	Welcome Jim Barber, HASC President and Richard E. Yochum, 2011 HASC Chair, President and CEO, Pomona Valley Hospital Medical Center
9:15 – 10:15 a.m.	General Session: Shaking Up the Status Quo, Peter Pronovost, MD
10:30 – 11:30 a.m.	General Session: Where We Stand in Washington D.C. and Sacramento, C. Duane Dauner
11:45 a.m. – 1 p.m.	Member and Guest Buffet Lunch
1:15 – 3:45 p.m.	Concurrent Breakout Sessions
1:15 – 3:15 p.m.	Guest Event
4 – 5:30 p.m.	Round-Robin Tennis Tournament
6 – 9 p.m.	Strolling Dinner and Sponsor Exhibit

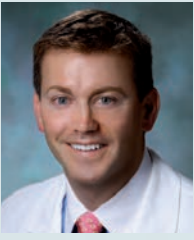
FRIDAY, MAY 13

6:30 a.m.	5K-Fun Run and Walk
7:30 – 8:45 a.m.	Continental Breakfast
9 – 10 a.m.	General Session: How will Hospitals Survive and Thrive through National Health Reform and Beyond?, Len Nichols
10 – 11 a.m.	General Session: Moving On: A Heartfelt and Humorous Look at Life's Transitions, Jeffrey Zaslow
11 – 11:15 a.m.	Meeting Wrap Up with Jim Barber

SOCIAL EVENTS AT A GLANCE

Wednesday, 10 a.m.	Golf Tournament, Shotgun Start
Wednesday, 6 – 9 p.m.	Welcome Reception
Thursday, 11:45 a.m. – 1 p.m.	Member & Guest Lunch
Thursday, 4 – 5:30 p.m.	Round-Robin Tennis Tournament
Thursday, 6 – 9 p.m.	Strolling Dinner and Sponsor Exhibit
Friday, 6:30 a.m.	5K-Fun Run and Walk

About the Speakers



Peter Pronovost, MD

Shaking Up the Status Quo

After seeing a toddler die from substandard care, Peter Pronovost, an anesthesiologist and critical-care specialist at Johns Hopkins Hospital in Baltimore, set out to change the way hospitals deliver care. In *Safe Patients, Smart Hospitals*, Pronovost makes a compelling case for shaking up what he calls an archaic and often "toxic" medical culture. You'll hear how he brought about massive change at Johns Hopkins Hospital and continues to shape the way the world thinks about medical care.



C. Duane Dauner

Where We Stand in Washington D.C. and Sacramento

C. Duane Dauner will present an update on health care reform and major policy issues at the state and federal levels. Dauner has been active in national hospital and health issues, serving on a number of American Hospital Association (AHA) and American College of Healthcare Executives (ACHE) boards and committees. The author of a book and numerous articles, he is a nationally known leader on health issues and a lecturer at several university graduate programs in California. Dauner has been president/CEO of the California Hospital Association (CHA) since 1985.



Len Nichols

How will Hospitals Survive and Thrive through National Health Reform and Beyond?

Len Nichols is the former head of Health CEOs for Health Reform—a group with a pivotal role in helping policymakers recognize that delivery system and health insurance reform were both necessary and feasible. A highly respected health care economist and former health policy advisor to the World Bank and the Pan American Health Organization, Nichols is the leading voice on alternative payment, reform models and how hospitals can position themselves to prosper in a new world of transparency and incentive realignment. You won't want to miss his provocative presentation.



Jeffrey Zaslow

Moving On: A Heartfelt and Humorous Look at Life's Transitions

Wall Street Journal columnist Jeffrey Zaslow writes about the moments when life takes a turn—whether it's in our business or personal life. In his presentations, Zaslow delves into the recesses of our cultural psyche, with results that are surprising, funny and often extremely moving. You'll get an inside look at the phenomenon that led to his bestselling book, *The Last Lecture*, about terminally ill professor Randy Pausch. He'll also share lessons learned from *Highest Duty*, the book he co-authored with Captain Chesley B. Sullenberger III, the pilot who famously landed U.S. Airlines flight 1549 in the Hudson River.

Breakout Sessions

In addition to our general sessions, you can choose from four breakout sessions with leading experts in health care and organizational change. In the sessions currently under development, you will:

- Discover the five most powerful lessons in business in the Disney Leadership Summit seminar
- Hear about successful models of physician integration and operationalized engagement at your hospital
- Learn how to develop hospital operations that work for you, your staff and your patients under health care reform
- Get the strategies and practices that can help your organization thrive in the new health care environment



General Information

Registration Information

There are three ways to register for this year's Annual Meeting:

By fax: (213) 629-4272, attention Leticia Salcido

By mail: HASC Annual Meeting, 515 South Figueroa Street, Suite 1300, Los Angeles, CA 90071-3300

Online: Visit www.hasc.org and click the "Events" tab. Scroll down to "Annual Meeting" to find more information.

Early registration is advised.

Conference Registration Package

The registration fee for each attendee includes education sessions, listed meals, receptions and entertainment. We gratefully acknowledge our sponsors and their contributions, which make it possible for our members to attend at a reduced rate. See the packet for more information about sponsorship.

Conference Cancellations

Conference cancellations received in writing prior to April 29, 2011, will be subject to a \$50 processing fee. Conference refunds cannot be issued after this date. Substitutions are accepted at any time.

Hotel Information and Reservations

The St. Regis Monarch Beach Resort is located at One Monarch Beach Resort, Dana Point, CA 92629. A special rate of \$305 (plus applicable taxes) per single or double occupancy per night has been arranged for this conference. For reservations, please call (888) 627-7219 (toll free), and identify yourself as part of the HASC room block. Your credit card will be charged for one night at the time of your reservation.

Deadlines for Special Rates

HASC appreciates the overwhelming response to this event each year and we encourage you to reserve early. The HASC room block expires on April 12, 2011, or until it is sold out. After April 12, the hotel is not required to honor the group rate. Reservations may be cancelled prior to May 2, 2011, for a full refund. After May 2, cancelling guests will be responsible for the entire reservation. In the event you arrive late or depart early, the resort will charge your credit card for the total number of nights reserved. HASC will make every effort to identify a replacement guest if you need to cancel after May 2.

Member Retreats

You are invited to bring your executive teams and key board members to this event and host your own one-day retreat in conjunction with the Annual Meeting. Complimentary conference rooms are available for the retreats only on Wednesday, May 11. To make arrangements, please contact Pat Wall at (213) 538-0715 or pwall@hasc.org.

Hospitality Events

HASC requires that all participants refrain from planning hospitality events or activities at any time during the Annual Meeting without HASC's permission. Planning independent events at any time during the Annual Meeting without HASC's permission may result in cancellation of the event and forfeiture of any deposits for food and beverage orders.

Attire

Dress comfortably in casual wear for all meetings and activities. Select meals may be outdoors, weather permitting.

Americans with Disabilities Act

If you require any of the auxiliary aids or services identified in the Americans with Disabilities Act, please call Leticia Salcido at (213) 538-0737.

Many Thanks to Our 2010 Sponsors!

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