

# THE ALCHEMY OF RACISM ON HEALTH: IMPLICATIONS FOR PRACTICE

**FRI, SEPT 15, 2023 | IN-PERSON**  
THE INGLESIDE HOTEL – PEWAUKEE, WI



**7:30 – 8:15**      *Registration / Login*

**8:15 – 8:30**      **Welcome and Program Overview**

**8:30 – 9:30**      **KEYNOTE: What is Critical Race Theory and What Does it Have to do with Health Care?**  
Gloria Ladson-Billings, PhD – *Author; Professor Emerita, University of Wisconsin–Madison*

**9:30 – 9:40**      *Break*

**9:40 – 10:40**      **Vulnerability and Public Health Emergencies: A Wisconsin Nursing Workforce Initiative**  
Kelly Kruse Nelles, MS, RN, APRN-BC – *Executive Director, National RN Practice Development Center; Lead Faculty & Practice Development, Wisconsin Center for Nursing*  
Suzanne Bottum-Jones, MA, RN – *Director of Product and Implementation, ABAIT, LLC*

**10:40 – 10:50**      *Break*

**10:50 – 11:50**      **Seeking Equity through Digital Health Literacy**  
Gwenn Weaver, MBA, MS LS - *Independent Consultant*

**11:50 – 12:50**      *Lunch served – time to connect!*

**12:50 – 1:20**      **What do the results of the 2022 Wisconsin RN Workforce Survey reveal about RN Workforce Diversity?**  
Susan J. Zahner, DrPH, RN, FNAP, FAAN – *Professor and Associate Dean for Faculty Affairs, University of Wisconsin-Madison School of Nursing*

**1:20 – 1:30**      *Break*

**1:30 – 2:30**      **Strategies to Improve Recruitment and Retention of Diverse Professionals - A Health System Journey**  
Thomas Veese, RN, MS - *Chief Nursing Officer/VP Quality, Froedtert Holy Family Memorial*  
Janice Simmons, PhD - *Chief Culture and Learning Officer, Froedtert Health*  
Mathew Gnirk, CMIP - *Director of Environmental & Linen Services, Froedtert Memorial Lutheran Hospital*  
Jessica Kronenberg, RN, BSN - *Nurse Manager, Maternal Fetal Newborn Unit, Froedtert Hospital*  
Sasha Pieper - *Operations Manager – Environmental & Linen Services, Froedtert Hospital*  
Brenda Fairfull, MAOD - *Organizational Development Change Management, Froedtert Health*

**2:30 – 2:40**      *Break*

**2:40 - 3:40**      **Health Inequities: At the Intersection of Ageism and Racism, Implications for Practice**  
G. Adriana Perez, PhD, ANP-BC, FAAN, FGSA - *Associate Professor, Anthony Buividas Term Chair in Gerontology and Senior Fellow, Leonard Davis Institute of Health Economics, University of Pennsylvania, School of Nursing*

**3:40 – 4:00**      **Closing Remarks and Review of the Day**  
Thomas Veese, RN, MS - *Chief Nursing Officer/VP Quality, Froedtert Holy Family Memorial*

**4:00**              *Conference Ends – complete the online evaluation for CE credit*

Registration fee - **\$150**      Student Nurse - **\$50**

Register online at [bit.ly/register-wcn](https://bit.ly/register-wcn)

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