



the association for medical  
imaging management

**For Immediate Release**

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**Christine Cashen, Scott Steinberg, and Mark  
Scharenbroich to Serve as Keynote Speakers at AHRA  
Annual Meeting in Nashville**

*Keynotes supplement program designed to ensure truly valuable and comprehensive experience at premier educational event for radiology administration.*

March 9, 2016 — AHRA: The Association for Medical Imaging Management announced today three nationally recognized speakers, Christine Cashen, Scott Steinberg, and Mark Scharenbroich will serve as keynotes at the organization's 2016 Annual Meeting & Exposition. Each speaker was selected by the organization for his or her ability to effectively present on topics relevant to today's medical imaging manager, such as communication, leadership, and innovation.

"We are very excited to have secured these amazing individuals to serve as our keynote speakers for the annual meeting in Nashville," said Mark Toatley, 2016 Annual Meeting Design Team Chair. "The messages they will deliver will surely resonate with our membership during these challenging times within the medical imaging industry."

In "Stop Global Whining," the meeting's Grand Opening and Keynote address on Monday, August 1, Christine Cashen share her secret to getting what we want with what we've got in today's healthcare climate of doing more with less, and explain how we already have what it takes right now to make a difference in our workplace and our lives. Participants will learn to communicate effectively by understanding different personality styles, defuse anyone and handle conflict like a pro, create a better day with more energy and time management tools, and discover how humor can increase job satisfaction, improve morale and reduce stress.

On Tuesday, August 2, futurist speaker Scott Steinberg will demonstrate ways in which participants can lead with innovation and redefine value within their organizations and the healthcare industry as a whole by way of his expertise in helping clients of all sizes better understand emerging innovations and trends, and cultivate competitive advantage on the back of them.

On Wednesday, August 3, Mark Scharenbroich will take participants for a fun ride as they learn to become effective at making meaningful connections in both their professional and personal lives through his “Nice Bike” principle, supported by three strong actions: acknowledge, honor, and connect. Part motivational speaker, part thought provoker, and pure comedic entertainer, Scharenbroich’s keynote will inspire, teach, and engage meeting attendees.

The 2016 AHRA Annual Meeting & Exposition will be presented July 31-August 3, 2016 at The Gaylord Opryland Resort & Convention Center in Nashville, TN. In addition to these keynote addresses, the conference will feature the Advanced Track, in which industry experts will provide strategies to help tackle the challenges of healthcare’s rapidly changing landscape, and the Basic Track, designed to expedite the onboarding process for new managers or reboot the skills of existing leader. A one day CRA workshop will also be presented for imaging professionals who want to test their current knowledge base and/or prepare for taking the CRA exam. The meeting also features several action packed vendor symposiums, workshops for skill set development, and countless networking opportunities with peers and vendors.

Conference details as well as individual and group registration are available online at <http://www.ahraonline.org/AnnualMeeting>. Attendees can also register through AHRA Member Services by calling (978) 443-7591.

### **About Christine Cashen**

Christine Cashen delivers a fast-paced, hilarious program with useful content that makes her a sought after speaker worldwide. For more than 15 years, she has jazzed an amazing variety of audiences throughout the United States, Canada, South Africa and Australia. Christine is an authority on sparking innovative ideas, handling conflict, reducing stress and energizing employees.

Before hitting the speaking scene, Christine was a university admissions officer, corporate trainer and broadcaster. Hey—she even votes. Christine holds a Bachelors Degree in Communication and a Masters Degree in Adult Education. She is a member of the National Speakers Association and is a Certified Speaking Professional (CSP).

In July of 2014, Christine was inducted into the National Speakers Association, CPAE Speaker Hall of Fame ®. Admission into the CPAE Speaker Hall of Fame is a lifetime award for speaking excellence and professionalism. Inductees are evaluated by their peers through a rigorous and demanding process. Each candidate must excel in seven categories: material, style, experience, delivery, image, professionalism and communication.

What makes her unique is the “real” factor. Whether talking about her “hottie engineer” husband, her pet peeves or growing up in an Italian/Irish household, audiences always relate to her experiences, struggles and lessons. She combines a down-to-earth attitude with a colorful artistic streak. Comments such as “I feel like I’ve known her forever,” “we must take her back to our workplace” and “it felt as if Christine was speaking directly to me,” are a testament to her effectiveness and style.

Christine is the author of *THE GOOD STUFF: Quips & Tips on Life, Love, Work and Happiness*, which was named motivational book of the year by the Next Generation Indie Book Awards. She has also been featured as a creativity expert in *HOW Designs at Work* magazine. Her learning resources also include: *Get What You Want With What You’ve Got* DVD, *The Fun Factor* DVD, *The Good Stuff* CD Audio Book and *Why Can’t Everybody Just Get Along* CD.

### **About Scott Steinberg**

Recently named “The Master of Innovation” by Chase Bank and Fortune magazine, bestselling leadership and innovation speaker Scott Steinberg is one of the world’s most celebrated business speakers, futurists, and strategic innovation consultants, as seen in 600+ outlets from CNN to TIME and The Wall St. Journal. The author of *Make Change Work for You: 10 Ways to Future-Proof Yourself*, *Fearlessly Innovate* and *Succeed Despite Uncertainty*, the Fortune 500 calls him a “defining figure in business and technology” and “top trendsetter to follow.”

As the CEO of management consulting and market research firm FutureProof Strategies, he helps clients of all sizes better understand emerging innovations and trends, and cultivate competitive advantage on the back of them. An award-winning provider of keynote speeches, workshops and seminars for Fortune 500 businesses, non-profits, associations and educational institutes, he's partnered with many leading organizations to deliver game-changing leadership, education, and change management programs. His website is [www.AKeynoteSpeaker.com](http://www.AKeynoteSpeaker.com).

### **About Mark Scharenbroich**

Emmy award winning speaker Mark Scharenbroic has spent his career working in both industry and education discovering how some of the best organizations and team leaders build a culture that encourages people to perform at a higher level through greater engagement.

His credentials include: award winning author, Emmy Award® winner for an ABC TV special, National Speakers Association Hall of Fame Inductee, Golden Apple and Silver Screen Film award for his movie *The Greatest Days of Your Life...(so far)*, and international film festival award winner.

### **About AHRA: The Association for Medical Imaging Management**

AHRA is the professional organization representing management at all levels of hospital imaging departments, freestanding imaging centers, and group practices. Founded in

1973, AHRA's 5000+ members reach across the country and around the world. AHRA offers a complete slate of professional development programs, including a comprehensive selection of educational conferences and seminars, networking opportunities, award winning publications, and the Certified Radiology Administrator (CRA) credential. More details about AHRA are available at [www.ahraonline.org](http://www.ahraonline.org)

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