

A wellness workshop for our healthcare community



**Minnesota Cares**

# SPONSOR PROSPECTUS



## Minnesota Cares

October 7–8, 2022

Minneapolis Convention

Center

[wellnessmn.org](https://wellnessmn.org)

Since early March of 2020, Minnesota’s healthcare community has consistently responded to care for us throughout the unprecedented challenges of COVID-19. Their service and care have taken a tremendous toll on their well-being and their families, yet they continue to provide care and support functions courageously and skillfully. These champions demonstrate their commitment and sacrifice in a multitude of roles, settings, and locations.

This special two-day event is designed to provide paths toward healing, restoration, evidence-based learning, resilience, and fun as a “Thank You” for our healthcare community across the state. The workshop will offer well-deserved support and tools to nurture and sustain personal well-being. We need your support to support our healthcare heroes.

# Why the URGENCY?

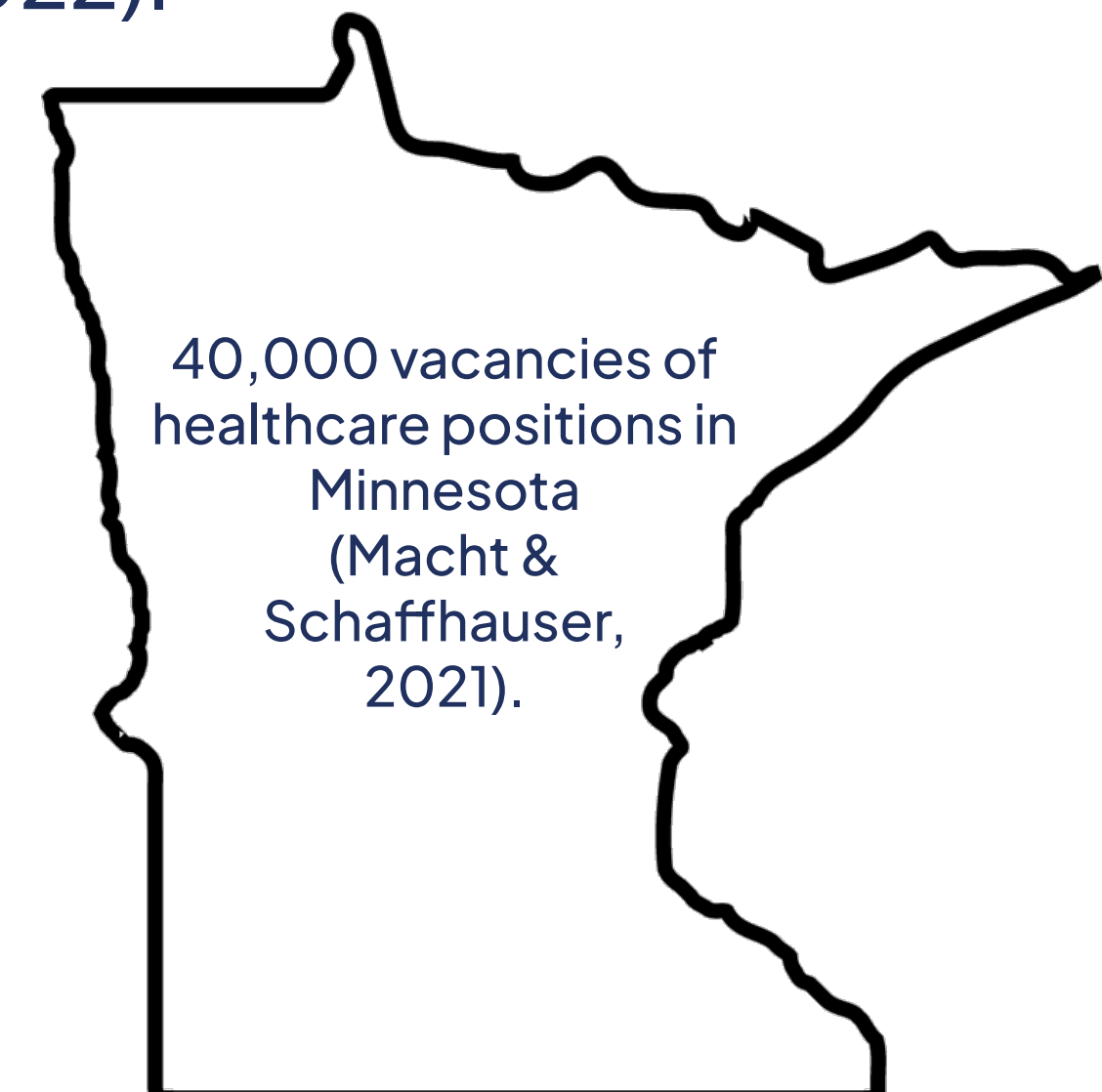
Healthcare workers responsible for providing direct care for COVID-19 patients are more likely to have depression, anxiety, and mental distress (Kaushik, 2021).

Burnout among nurses has been widely recognized, yet nurses are not the only providers who are struggling. Burnout and job dissatisfaction accounts for 26 percent of all planned Physician Assistant workforce exits, and 22 percent of Respiratory Therapy exits in Minnesota (MN Dept Health, 2022).

“We are far enough into this pandemic to face the true reality there isn’t any more help coming,” said Kelley Anaas, an ICU nurse. “But the front line, the only line, still needs support and incentives to keep going. We need those in the position of power to see our humanity, recognize our limits and fill our cups so we can keep pouring from them.” (Cook, 2022).



**Our  
healthcare  
community  
needs care  
STAT!**



# Who is Welcome?



...And any other members of our healthcare community



**Free Registration**

**Array of Workshop  
Options**

**ATTENDEES WILL RECEIVE**

**Continuing education  
credits to maintain  
professional licensure**

**Nutritious Meal**



# FRIDAY EVENTS

EACH WORKSHOP ROUND WILL OFFER 8-9 PROFESSIONAL TOPICS

## SESSION #1

8:00 AM-12:00 PM

8-9 AM	Welcome/Keynote
9-9:15 AM	Transition
9:15-10 AM	Workshop Round 1
10-10:15 AM	Transition
10:15-11 AM	Workshop Round 2
11-11:15 AM	Transition
11:15-12 PM	Workshop Round 3

## SESSION #2

12:30 PM-4:30 PM

12:30-1:30 PM	Welcome/Keynote
1:30-1:45 PM	Transition
1:45-2:30 PM	Workshop Round 1
2:30-2:45 PM	Transition
2:45-3:30 PM	Workshop Round 2
3:30-3:45 PM	Transition
3:45-4:30 PM	Workshop Round 3

## SESSION #3

5:00 PM-8:30 PM

5-6 PM	Welcome/Keynote
6-6:10 PM	Break
6:10-7:20 PM	Workshop Sampler
7:20-7:30 PM	Break
7:30-8:30 PM	Story Slam



# SATURDAY EVENTS

EACH WORKSHOP ROUND WILL OFFER 8-9 PROFESSIONAL TOPICS

## SESSION #4

8:00 AM-12:00 PM

8-9 AM	Welcome/Keynote
9-9:15 AM	Transition
9:15-10 AM	Workshop Round 1
10-10:15 AM	Transition
10:15-11 AM	Workshop Round 2
11-11:15 AM	Transition
11:15-12 PM	Workshop Round 3

## SESSION #5

12:30 PM-3:30PM

12:30-1:30 PM	Welcome/Keynote
1:30-1:40 PM	Break
1:40-2:50 PM	Workshop Sampler
2:50-3PM	Break
3-3:30 PM	Comedy Group



# KEYNOTE SPEAKERS



**JESSE ROSS**

Jesse is a diversity, equity, and inclusion consultant, executive coach, and international speaker who has delivered over 400 speaking engagements at colleges, conferences, corporate and nonprofit companies, with a large number of Fortune 500 companies.

Jesse offers insight into leadership, communication, team-building, and performance under stress. Jesse has been engaging his audience with his Morning Minute call-to-actions on his Instagram and LinkedIn page since before our world went into civil unrest.







**KIRSTEN LIND SEAL**

Kirsten Lind Seal, PhD, LMFT, is a psychotherapist and Associate Professor of MFT at Saint Mary's University of Minnesota, where she teaches Ethics and Arts Therapies. Her research has been published in the Journal of Marriage and Family Therapy, the Journal of Couple and Family Relationships, and Psychology Today. She has published several case studies in the Psychotherapy Networker, a national magazine for therapists. She has presented locally, nationally and internationally at the American University in Paris, and has done multiple webinars during the pandemic for companies such as Best Buy. As a content expert she has been interviewed on CNN.com, Politico.com and in Real Simple magazine. She maintains a completely virtual private practice and appears biweekly on WCCO (CBS) TV's Midmorning show in Relationship Reboot, a segment dealing with relationships.

In her first career, Kirsten worked as a performing artist in concert dance, musical theater, cabaret, and standup comedy. She has performed her one-woman show in Minneapolis, NYC, Seattle and LA. The Star Tribune said of the show, "Funny smart and charming" and City Pages called it "Brilliant." Her television credits include commercials for Target, Sears, Orville Redenbacher popcorn and Palmolive. Other TV appearances range from a fake commercial on Saturday Night Live to Unsolved Mysteries, where she portrayed the sister of a crime victim in White Bear Lake, MN. Her favorite performing credit by far, though, is a brief appearance in Purple Rain, since she had spent the previous summer assisting and taking weekly dance classes with Prince and his band members in preparation for filming at First Avenue in Minneapolis.





**TIM EGGBRAATEN**

Tim Eggebraaten has been a police officer since 1992 and had many different roles during his career with the Detroit Lakes, MN Police Department – DARE Instructor, Patrol Sergeant, Investigative Sergeant, K-9 Handler, and Chief of Police from 2011 – 2016. Tim retired from the DLPD in November 2016 after 24 ½ years in law enforcement and 3 years as a correctional officer in Clay County, MN. Tim and his wife, Denise, have three sons and make their home in Detroit Lakes. Tim began talking about his own career path and leadership journey in 2016 and found that talking with others about personal and emotional topics really helped in his own healing process and learned that others can benefit from knowing that they are not alone in their own journey.

Tim will talk (and sing) about keeping the harmony in our lives and finding that balance so that we can truly be successful in all aspects of our lives. Tim has spent many years performing as a one-man-band and will use the power of music during his presentation to inspire and move our healthcare community.



# A Unique, Limited Opportunity

Minnesota Cares is more than a conference; it is a special 2-day event that enriches the well-being and education of the health care community who give endlessly to all Minnesotans.

Don't miss this exclusive opportunity to support an event focused on healing and learning.



# SPONSORSHIP LEVELS

**\$20,000**

**PARTNERSHIP**

**1 Available**

8' Exhibitor Booth  
Logo and Web link on  
WellnessMN.org Website  
Recognition in break out rooms  
Logo in Printed Agenda  
Logo in Event Signage  
Included in Press/Media  
Releases  
Logo on Lanyard

**\$10,000**

**GOLD**

**3 Available**

8' Exhibitor Booth  
Logo and Web link on  
WellnessMN.org Website  
Recognition in break out rooms  
Logo in Printed Agenda  
Logo in Event Signage  
Included in Press/Media  
Releases

**\$5,000**

**SILVER**

**6 Available**

8' Exhibitor Booth  
Logo and Web link on  
WellnessMN.org Website  
Recognition in break out rooms  
Logo in Printed Agenda  
Logo in Event Signage

**\$250**

**EXHIBITOR**

**15 Available**

8' Exhibitor Booth  
Logo and Web link on  
WellnessMN.org Website



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# A LA CARTE SPONSORSHIP

SPONSORSHIP WILL BE RECOGNIZED AT VENUE

STAGE AND  
AUDIO/VISUAL

OFFICIAL HOST OF  
ONE REFRESHMENT  
BREAK

KEYNOTE SESSION

BREAKOUT ROOM

PARKING RAMP

\$2,000

\$1,000

\$1,000

\$600

\$500

1 Available

5 Available

5 Available

8 Available

Unlimited

# How to Help

## BECOME A SPONSOR

Sponsorship levels are available from \$250 to \$20,000, with sponsor recognition in all materials

## PROVIDE IN-KIND SUPPORT

Donate gift cards, massages, gift bags, bus or van transportation, lodging, or many other items

## SUPPORT YOUR STAFF'S ATTENDANCE

Healthcare providers can also support this effort by giving staff time to attend and facilitating transportation and lodging

Contact  
Us

Click Here To  
Pledge Your  
Sponsorship



Minnesota Cares  
wellnessmn.org

# Planning Committee

The following professionals have volunteered their time and expertise to conduct all the planning, logistics, and operations to provide this opportunity for our healthcare community. For those labeled “Retired”, some of their previous positions are listed.

**Kerry P. Appleton, MAN, RN, CCRN-K**  
Resilience Coach, North Memorial Health

**Donna Blomquist, RN (Retired)**  
Regional Healthcare Preparedness Coordinator (Ambulatory Care Clinics and Long-Term Care Facilities), Metro Health & Medical Preparedness Coalition; Employee Safety Coordinator, Allina Clinics

**Jane E. Braun, MS, CTR, MNCEM (Retired)**  
Director of Emergency Preparedness and Response, Minnesota Department of Health;  
COVID Testing and Vaccination Operations, State Emergency Operations Center

**Susan Carolan, RN, PHN (Retired)**  
Commander, United States Navy Nurse Corps;  
Manager, Disease Prevention and Control and Emergency Preparedness, Anoka County; COVID Testing and Vaccination Operations, State Emergency Operations Center

**Chris Chell, BSW, MBA**  
Regional Healthcare Preparedness Coordinator (RHPC), Metro Health & Medical Preparedness Coalition

**Carol Christians**  
Metro Health & Medical Preparedness Coalition

**Patricia Hadfield, RN, BSN, MS (Retired)**  
Clinical Care Supervisor; Administrative Nursing Supervisor, Hennepin County Medical Center; Member of the Minnesota Mobile Medical Team (MMMT).

**Kari Lappe, RN (Retired)**  
Executive Director, Comprehensive Advanced Life Support (CALS);  
Emergency Department Regions Hospital; EMS education

**Mark Lappe (Retired)**  
42 years of service as a paramedic and emergency manager, Hennepin County Medical Center

**Hanna Marzinske, MBA**  
Southcentral/Southwest Regional Behavioral Health Coordinator, Minnesota Department of Health

**Eric Mens**  
Intern, Metro Health and Medical Preparedness Coalition

**Emily Moilanen, MPH**  
Regional Healthcare Preparedness Coordinator (RHPC), Metro Health & Medical Preparedness Coalition

**Judy Seaberg, RN, PHN, MnCEM (Retired)**  
Healthcare Preparedness Program Manager, Minnesota Department of Health;  
Statewide Healthcare Coordination Center (SHCC) Manager for COVID-19, State Emergency Operations Center

**Adam Shadiow, MBA, MEP**  
Executive Director, Arrowhead EMS Association



# References

Cook, M. (2022, January 13). Overwhelmed health care workers share stories of professional pandemic perils. Minnesota Legislature. <https://www.house.leg.state.mn.us/SessionDaily/Story/17028>

Kaushik, D. (2021, June 4). Medical burnout: breaking bad. Assoc American Medical Collages Insights. <https://www.aamc.org/news-insights/medical-burnout-breaking-bad>

MN Dept Health (2022, March 28). Minnesota's health care workforce: pandemic-provoked workforce exits, burnout, and shortages. <https://www.health.state.mn.us/data/workforce/docs/2022workforcebrief.pdf>

Macht, C. & Schaffhauser, A. (2021, December). Critical Condition: the health care workforce in Minnesota. Minnesota employment and economic development. <https://mn.gov/deed/newscenter/publications/trends/december-2021/critical.jsp>

