

Sponsored by



# CONVENTION DAILY



★ Wednesday, August 17, 2011

## Tuesday General Session Highlights

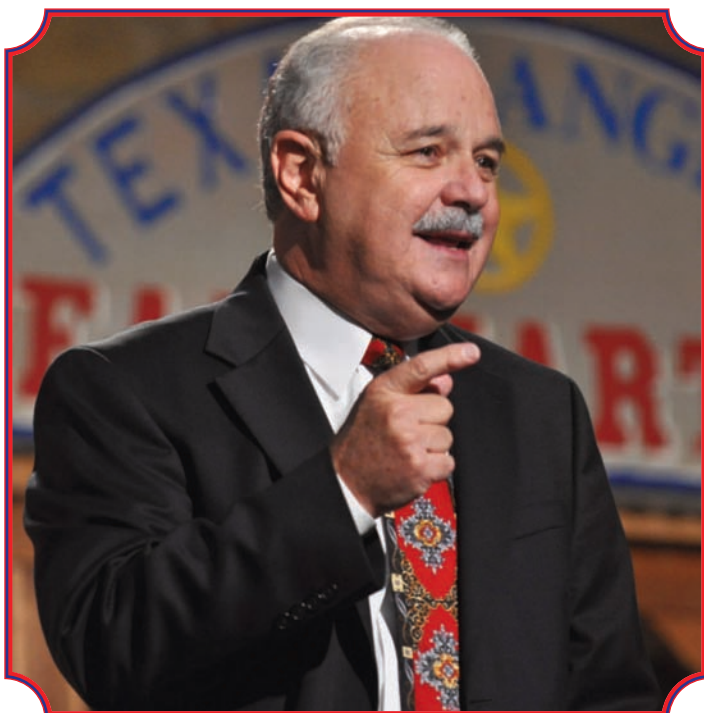
AHRA President Roland Rhynus and AHRAEF Chair Maureen Firth opened Tuesday's General Session, generously sponsored by FUJIFILM Medical Systems, USA, Inc., announcing the 2011 recipients of the Osborn and Broadley scholarships. The Osborn Scholarship was awarded to Laura K. Haas, Kyle Kellum, and Vicki Novick, while the Broadley Scholarship was awarded to Amanda Daugherty Keri Deacon. AHRA CEO Ed Cronin then took the stage alongside Firth to recognize and thank the many sponsors of the AHRA Education Foundation.

Tony Galles of FUJIFILM Medical Systems, USA, Inc., introduced keynote speaker Bruce Wilkinson and his engaging talk, "Managing, Motivating, and Leading a Multigenerational Workforce." Wilkinson took the stage with gusto and enthusiasm, beginning his talk by reminding the audience that life is constantly presenting us with options, choices, and consequences. In every option that we come across, it is the messenger, not the message, that bears the most significance. As medical imaging managers, we are that messenger. People don't quit organizations, Wilkinson explained, they quit bosses.

The speaker went on to highlight ways to manage, motivate, inspire, and lead a medical workforce, and touched on the many generations and backgrounds that make up that workforce. Wilkinson pointed out that our only choice as leaders is to be respected, rather than nice; the key to leadership is being uncomfortable. Change is inevitable, but adaptability is optional.

Good communicators make good leaders, and they have the ability to inspire employees and garner a relationship based on trust and respect. That is the foundation of a good employer-employee relationship, key in our role as messengers. ★

**Get updates instantly on the Annual Meeting Blog with your smartphone using this barcode.** Download the free app at [gettag.mobi](http://gettag.mobi). Then scan your phone over the barcode to the right.



### contents



- Investing in Your Future .....2
- MetalQuest Commits \$15,000
- Member Match! .....3
- Thank You, Design Team .....4
- Session Update .....4
- Transforming the Imaging
- Enterprise .....5
- Exhibit Hall Information .....6
- 2011 Awards & AHRA Fellow
- Reception .....8-9
- Last Chance to Vote for Your
- Favorite Poster .....9
- The Future of Diversity in
- Healthcare in America .....11
- Keynote Session & Speakers .....12

