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**MONDAY, JUNE 6, 2005**

- 010...Keynote Address: Gutsy Leadership: Creating a Workplace That Explodes With Productivity, Passion and Profitability — *Kevin Freiberg, EdD*
- 020...Making Heroic Service Really Happen — *Liz Jazwiec, RN*
- 030...Better Practice Management through Benchmarks, RBMA 2004 Survey and Key Indicators — *John J. Cerngul, JD, CPA; Randal J. Roat, CHBME, CHC*
- 040...Coding and Reimbursement Update — *Walter C. Blackham, MS, RT(R)*
- 050... Key Trends in Oncology - What You Need to Know — *Maira Feingold, MPA*
- 060...Lighten Up - Simple Steps to Managing Morale — *Liz Jazwiec, RN*
- 070...Denial Management Techniques — *Charlotte L. Kohler, CPA, CPAM, CVA, CPC*
- 080...Creating a Culture of Accountability — *Marc Halley, MBA*

**TUESDAY, JUNE 7, 2005**

- 090...General Session: Using Information Technology as a Competitive Advantage — *Murray Reicher, MD*
- 100...General Session: ACR Updates — *Pam Kassing, RCC*
- 110...Emerging Technologies That Flourish in the Academic Setting — *David Gorman*
- 120...Improving Operations - A Case Study — *Alicia Vasquez, CRA*
- 130...I'm Invited to Sit in the Company Skybox, Is It OK? — *Donald Bachman, MD*
- 140...Power Purchasing - How to Write an RFP — *Patricia A. Kroken, FACMPE, CRA*
- 150...PACS - The Total Cost of Ownership — *Eliot L. Siegel, MD*
- 160...Joint Venturing Heart Imaging with Cardiologists — *W. Kenneth Davis, Jr., JD*
- 170...Outsourcing Night Call - The Promise and the Pitfalls — *Joseph A. Serio, CPA, MBA, FACMPE*

**WEDNESDAY, JUNE 8, 2005**

- 180...Stark III - Will It Really Happen — *Thomas W. Greeson, JD*
- 190...Facilitation, Mediation and Conflict Resolution — *Lynn Litow Flayhart, MBA, MEd*
- 200...Reducing the Risk of Malpractice in Breast Imaging — *Bonnie Rush, RT(R)(M)(QM)*
- 210...General Session: Radiology and the Future of Health Care — *Jeffrey C. Bauer, PhD*

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