




Sunday, March 25, 2018	
3:30 p.m. - 7:30 p.m.	Conference Check-In, Information, Dine Around Confirmations for Monday, Tour Confirmations for Wednesday <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>
5:30 p.m. - 7:30 p.m.	NACCCDO Board and PAMN Steering Committee Individual Dinners <i>(Limited to NACCCDO Board and PAMN Steering Committee)</i>

Monday, March 26, 2018	
7:00 a.m. - 8:00 p.m.	Conference Check-In, Information, Dine Around Confirmations for Monday, Tour Confirmations for Wednesday <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>
8:00 a.m. - 9:00 a.m.	NACCCDO Board and PAMN Steering Committee Working Breakfast (Limited to NACCCDO and PAMN Board Members) <i>Cascade Ballroom I-A, I-B, I-C (Mezzanine Level, Second Floor)</i>
9:00 a.m. - 11:00 a.m.	NACCCDO Board and PAMN Steering Committee - Joint Meeting (Limited to NACCCDO and PAMN Board Members) <i>Fifth Avenue Room (Grand Level, Fourth Floor)</i>
11:00 a.m. - 3:30 p.m.	Pre Conference Workshop: Maximizing Social Media Impact in Cancer Communications with Lee Aase, Kristine Austin, Dan Hinmon and Cynthia Manley, Colleen Young (Limited to Pre-Registered, Pre-Conference Workshop NACCCDO or PAMN Attendees, additional fee applies, lunch included) <i>Cascade Ballroom II (Mezzanine Level, Second Floor)</i>
11:30 a.m. - 12:30 p.m.	CDO Lunch with Development Presenting and Platinum Sponsors (Limited to NACCCDO Chief Development Officers and Invited Development Presenting and Platinum Sponsors) <i>Grand Crescent (Grand Level, Fourth Floor)</i>
12:30 p.m. - 3:30 p.m.	CDO Retreat with Suzanne Laurie , including a panel discussion with Shelley Gitomer, Suzanne Hilser-Wiles and Doug Stewart (Limited to Chief Development Officers, additional fee applies) <i>Vashon (San Juan Level, Third Floor)</i>
4:00 p.m. - 5:00 p.m.	Immunotherapy 101 with Fred Appelbaum, MD <i>Grand Ballroom III (Grand Level, Fourth Floor, next to Sponsor Hall)</i>
5:00 p.m. - 6:00 p.m.	This is NACCCDO with Michael Delzotti and Sally Wajahn (Open to all NACCCDO Members and Non-Members) <i>Fifth Avenue Room (Grand Level, Fourth Floor)</i>
5:00 p.m. - 6:00 p.m.	NCI Update with Melanie Martinez Santos <i>Grand Crescent (Grand Level, Fourth Floor)</i>
6:00 p.m. - 7:00 p.m.	Welcome Reception in Sponsor Hall <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>
7:15 p.m. - 9:00 p.m.	Dine Around, Downtown Seattle (Reservations by Conference, all actual costs are the responsibility of the individual)

Tuesday, March 27, 2018								
	NACCCDO TRACK 1 (Major Gifts)	NACCCDO TRACK 2 (Pipeline/Annual Giving)	NACCCDO TRACK 3 (Strategic Initiatives)	NACCCDO TRACK 4 (Planned Giving)	PAMN TRACK 1	PAMN TRACK 2	PAMN TRACK 3	
6:15 a.m.	NACCCDO/PAMN Walk/Run, Meet your guides David Kolk, Peter Lamothe and Suzanne Beers in the <i>Westin Hotel Lobby</i>							
6:15 a.m. - 7:00 a.m.	NACCCDO/PAMN Wake Up Yoga with Hannah Franke (Limited to 20 attendees, based on first come first served, sign up at the registration desk) <i>Adams (2nd Floor)</i>							
7:00 a.m. - 6:00 p.m.	Conference Check-In, Information, Tour Confirmations for Wednesday <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>							
7:30 a.m. - 8:30 a.m.	Breakfast in Sponsor Hall <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>							
8:30 a.m. - 9:45 a.m.	Welcome and Plenary Session 1: "The Future of Philanthropy" with Mary Snapp, Corporate Vice President and Lead of Microsoft Philanthropies <i>Grand Ballroom III (Grand Level, Fourth Floor, next to Sponsor Hall)</i>							
9:45 a.m. - 10:00 a.m.	Refreshments and Networking with Sponsors <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>							
10:00 a.m. - 11:00 a.m.	Session 1	Addressing The Most Challenging Donor Situations with Polish and Purpose. Speakers: Michael Delzotti and Chris Kasavich <i>Fifth Avenue Room (4th Floor)</i>	Unleashing Pedal Power to Fund Cancer Research. Speakers: Chris Allan, Andrea Gomes Morrison, Karl Koon, and Daniel Podoll <i>Vashon (3rd Floor)</i>	Why me? BeCAUSE I want to? Why a company supports a charity, or more so, why they choose not to. Speakers: Jennifer Hickok, Lee Rhodes, Lisa Roeder, and Sheena Wilde <i>St. Helens (2nd Floor)</i>	Not applicable, only three NACCCDO tracks session 1	Strategy Integration: Data Drive. Speakers: Dan Cave and Michael Gonzalez <i>Grand Crescent (4th Floor)</i>	Communicating Science. Speaker: Sona Thakkar and Cynthia Vitelli <i>Elliot Bay Ante Room (Lobby Level, 1st Floor)</i>	Bringing Value to Patients: Addressing Financial Toxicity. Speakers: Judy Fortin and Veena Shankaran, M.D., M.S. Blakely <i>(Third Floor)</i>
11:00 a.m. - 11:45 a.m.	Refreshments and Networking with Sponsors <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>							
11:45 a.m. - 12:45 p.m.	Session 2	Six Traits of Highly Effective MGOs. Speaker: Eli Jordfald <i>Fifth Avenue Room (4th Floor)</i>	How to capitalize on partnerships with second party fundraisers. Speakers: Murphy Dunne and Nancy Francisco-Welke <i>Vashon (3rd Floor)</i>	The Donor Journey and Lessons for Cancer Programs Fundraising. Speakers: Joseph Calger and Joe Krovoza <i>St. Helens (2nd Floor)</i>	Creating a Strong Fundraising Partnership. Speakers: Jessica Breitbarth, Erin McKenna, and Mary Susan Wilson <i>Olympic (2nd Floor)</i>	Affiliation Strategy: Successfully launching a network with community hospitals. Speakers: Laurel DiBrog, Whitney Greene-Nymo, and Arlinda Warren <i>Grand Crescent (4th Floor)</i>	Being Prepared for the Likes of Harvey and Irma: Weathering the Storm with Strategic Crisis Communications. Speakers: Crista Latham, Brette Peyton, and Lisa Worley <i>Elliot Bay Ante Room (Lobby Level, 1st Floor)</i>	Not applicable, only two PAMN tracks session 2.
12:45 p.m. - 2:00 p.m.	NACCCDO Luncheon with Awards <i>Cascade Ballroom (Mezzanine Level, Second Floor)</i> Sponsored by				 CAUSEFORCE <small>Transformational Fundraising Delivered</small>			
12:45 p.m. - 2:00 p.m.	PAMN Luncheon with Networking Table Discussions <i>Elliot Bay (Lobby Level, First Floor between Front Desk and South Elevators)</i>							
2:00 p.m. - 2:30 p.m.	Dessert and Networking with Sponsors <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>							
2:30 p.m. - 4:00 p.m.	Plenary Session 2: "Can the Cloud Cure Cancer" with Mike Clayville, Vice President, Worldwide Commercial Sales at Amazon Web Services <i>Grand Ballroom III (Grand Level, Fourth Floor, next to Sponsor Hall)</i>							
4:00 p.m. - 4:30 p.m.	NACCCDO & PAMN Board Photos <i>Grand Crescent (4th Floor)</i>							
4:00 p.m. - 5:15 p.m.	Bonding, Beer and "Be the Match" <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>							
5:30 p.m. - 9:00 p.m.	Monorail transfer to Evening Event at Museum of Pop Culture (MoPOP) Sponsored by				 AMERGENT <small>Working Together to Create Friends for Life</small>			

Wednesday, March 28, 2018								
	NACCCDO TRACK 1 (Major Gifts)	NACCCDO TRACK 2 (Pipeline/Annual Giving)	NACCCDO TRACK 3 (Strategic Initiatives)	NACCCDO TRACK 4 (Planned Giving)	PAMN TRACK 1	PAMN TRACK 2	PAMN TRACK 3	
6:15 a.m.	NACCCDO/PAMN Walk/Run, Meet your guides David Kolk, Peter Lamothe and Suzanne Beers in the <i>Westin Hotel Lobby</i>							
6:15a.m. - 7:00 a.m.	NACCCDO/PAMN Wake Up Yoga Hannah Franke (Limited to 20 attendees, based on first come first served, sign up at the registration desk) <i>Adams (2nd Floor)</i>							
7:00 a.m. - 7:00 p.m.	Conference Check-In, Information and Tour Confirmations <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>							
7:30 a.m. - 8:30 a.m.	Breakfast in Sponsor Hall <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>							
8:30 a.m. - 9:30 a.m.	Session 3	Distilling Your Message From Bench to Bedside to Donor. Speakers: Kate Kaming, Evonne Kaplan-Liss, and Patricia Thompson-Carino, PhD <i>Fifth Avenue Room (4th Floor)</i>	Peer to Peer Fundraising (Walks, Runs and Bike Rides) Events. Speakers: Adelina Espat, and Andrea Gomes Morrison <i>Vashon (3rd Floor)</i>	Strategies for Faculty Engagement. Speakers: Sarah C. Christensen, Hillary D. Repucci and Tina Lang-Stuart <i>St. Helens (2nd Floor)</i>	Gift Acceptance Policies in Action. Speakers: Amy Goldman, Mary Lyons Anderson, and Renee Kurdzos <i>Cascade Ballroom II (2nd Floor)</i>	Engaging Leaders in Social Media. Speakers: Lisa Anderson, Judy Fortin and Wendy Sue Swanson,MD <i>Grand Crescent (4th Floor)</i>	How to Market to Your Catchment Area: Speakers: Andrew Flannigan and Matthew Huesser <i>Cascade Ballroom 1-A (Second Floor)</i>	Working with External Partners. Speakers: Kristin Ludwig, Melanie Martinez Santos, Rachel Salis-Silverman and Chris Zurawsky <i>Cascade Ballroom 1-B (2nd Floor)</i>
9:30 a.m. - 10:00 a.m.	Refreshments and Networking with Sponsors <i>Grand Ballroom I and II (Grand Level, Fourth Floor, near registration)</i>							
10:00 a.m. - 11:30 a.m.	Session 4	Business Meeting and Benchmarking (Limited to NACCCDO Members) . Speakers Linda Cameron and Michael Hibler <i>Fifth Avenue Room (4th Floor)</i>			The Knock-Down, Drag-Out Fight of Local SEO. Speakers: Ryan O'Neill-Moon and Jennifer Seggev <i>Grand Crescent (4th Floor)</i>	Using Brand Journalism to Tell Your Own Stories. Speakers: Jill Chadwick and Nicole Fawcett <i>Cascade Ballroom 1-A (Second Floor)</i>	Not applicable, only two PAMN tracks session 4.	
11:30 a.m. - 1:00 p.m.	Luncheon and Plenary Session 3: Cancer Center Directors' Panel with Dr. Gary Gilliland and Dr. Roy Jensen Raffle Drawing at 11:55 a.m., must be present to win. <i>Grand Ballroom III (Grand Level, Fourth Floor)</i> Sponsored by 							
1:15 p.m. - 3:45 p.m.	Tours at Fred Hutchinson Cancer Research Center (Complimentary) or Chihuly Garden and Glass (\$30 additional fee) <i>Departures from Westin Hotel Lobby</i>							
4:00 p.m. - 4:30 p.m.	Social Think Tank Pre-Session Reception hosted by contributing sponsors and open to all attending the 4:30pm-6:00pm Social Think Tank Sessions <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>							
		Social Think Tank Track 1	Social Think Tank Track 2	Social Think Tank Track 3	Social Think Tank Track 4	Social Think Tank Track 5		
4:30 p.m. - 4:55 p.m.	Social Think Tank Session 1	The Voice of the Digital Customer, what you don't know can affect your brand with gSight by Greystone.Net and Moffitt <i>Vashon (3rd Floor)</i>	Cancer Center Donor Research: Surprising Findings, Crucial Conclusions with TrueSense Marketing, Roswell Park and MD Anderson <i>Cascade Ballroom II, 2nd Floor)</i>	Using Big Data to Predict Which Patients are Most Grateful with Gobel Group and City of Hope <i>Cascade Ballroom I-A (2nd Floor)</i>	Driving Conversions through Online Testing with Donlon Agency and Fred Hutch <i>Cascade Ballroom I-B (2nd Floor)</i>	Bridging the Gap between Annual and Major Giving with Borns Group/VDM and Abramson Cancer Center <i>Cascade Ballroom I-C (2nd Floor)</i>		
5:00 p.m. - 5:25 p.m.	Social Think Tank Session 2	<i>The Voice of the Digital Customer, concludes at 5:15 p.m.</i>	<i>Cancer Center Donor Research concludes at 5:15 p.m.</i>	Amplifying Impact: How a Grateful Patient is Transforming our Cancer Patient Experience with Gelb Consulting and Emory Winship Cancer Institute <i>St. Helens (2nd Floor)</i>	Changing Perspectives: Engaging Research Scientists in Philanthropy with Advancement Resources, Siteman Cancer Center and Jackson Laboratory <i>Olympic (2nd Floor)</i>	Beyond the Numbers: Using Analytics to Drive Fundraising Performance with Grenzbach Glier and Associates and Rutgers <i>Blakely (Third Floor)</i>		
5:30 p.m. - 5:55 p.m.	Social Think Tank Session 3	Best Practices in Collaborating with AACR to Leverage Content and Increase Visibility for Your Cancer Center with AACR, Siteman Cancer Center and The Wistar Institute <i>Cascade Ballroom I-B (2nd Floor)</i>	How to leverage technology to generate the most highly qualified leads for planned gifts at the lowest cost with MarketSmart, City of Hope and Dana Farber <i>Cascade Ballroom I-A (2nd Floor)</i>	In Any Event: A strategic and analytical approach to driving philanthropy through Event Programs with Marts&Lundy and Fred Hutch <i>Grand Crescent (4th Floor)</i>	The Development Dance: How to Effectively Lead Your Faculty Without Stepping On Their Toes with Plus Delta Partner and Abramson Cancer Center <i>Fifth Avenue Room (4th Floor)</i>	Not applicable, only 4 Social Think Tank tracks session 3.		
6:00 p.m. - 7:00 p.m.	Social Think Tank Reception hosted by contributing sponsors and open to all that attended the Social Think Tank Sessions <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>							
7:00 p.m.	Evening at Leisure, or optional Wine Tasting for purchase at the Tasting Room (\$60 inclusive, minimum guarantee 25 attendees, 70 max)							

Thursday, March 29, 2018						
	NACCCDO TRACK 1 (Major Gifts)	NACCCDO TRACK 2 (Pipeline/Annual Giving)	NACCCDO TRACK 3 (Strategic Initiatives)	PAMN TRACK 1	PAMN TRACK 2	
6:15 a.m. - 7:00 a.m.	NACCCDO/PAMN Wake Up Yoga with Hannah Franke (Limited to 20 attendees, based on first come first served, sign up at the registration desk) <i>Adams (2nd Floor)</i>					
7:00 a.m. - 11:30 a.m.	Conference Check-In and Information <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>					
7:30 a.m. - 8:30 a.m.	Breakfast <i>Grand Ballroom III (Grand Level, Fourth Floor, near registration)</i>					
8:30 a.m. - 9:45 a.m.	Session 5	Power of the Annual Giving Pipeline: Strategies to Identify Major & Planned Giving Prospects. Speakers: Peter Lamothe and Sarah Trimmer <i>Fifth Avenue Room (4th Floor)</i>	Young Professional Groups: Harnessing the Next Generation's Philanthropic Energy. Speaker: Michelle Adcock and Heidi Rogers <i>Vashon (3rd Floor)</i>	Precision Philanthropy: Artificial Intelligence and the Future of Generosity. Speaker: Nathan Chappell and Nathan Fay <i>St. Helens (2nd Floor)</i>	Pedal to the Medal. Speakers: Chris Allan, Matthew Faulkner, Amy Ferguson, Karl W. Koon, Andrea Gomes Morrison, Kristen Ordonez and Lisa Roeder <i>Grand Crescent (4th Floor)</i>	Internal Communications: Case Studies in Creative Approaches. Speakers: Kathleen McCool and Jeremy Moore <i>Blakely (3rd Floor)</i>
9:45 a.m. - 10:00 a.m.	Refreshment Break <i>Grand Ballroom Foyer (Grand Level, Fourth Floor)</i>					
10:00 a.m. - 11:00 a.m.	Session 6	Innovator of the Year Award Presentations. Speakers: Nathan Fay and Edward Lee <i>Fifth Avenue Room (4th Floor)</i>	The Future of Fundraising: Training and Retaining Millennial Talent. Speakers: Chris Kasavich and Andy Schade <i>Vashon (3rd Floor)</i>	Mid-Level Career Management. Speakers: Suzanne Beers, Peter Lamothe, Lacy Moser, Anthony Moyer and Courtney Weeks. <i>St. Helens (2nd Floor)</i>	Pivot Points: How to Navigate Big Changes at Your Cancer Center. Speakers: Judy Fortin and Melinda Sommerfeld <i>Grand Crescent (4th Floor)</i>	Social Media Evolved. Speakers: Dustin Horn, Jenny Miller, and Jenny Nowatzke <i>Blakely (3rd Floor)</i>
11:00 a.m.	NACCCDO & PAMN Sessions Conclude					