

2012 NACCDO/PAN ANNUAL CONFERENCE

SATURDAY, MAY 5 - TUESDAY, MAY 8, 2012

PORTLAND, OREGON

Portland Marriott Downtown Waterfront

Hosted by:

OHSU Knight Cancer Institute

National Association of Cancer Center Development Officers

National Cancer Institute Public Affairs & Marketing Network



**KNIGHT
CANCER INSTITUTE**
Oregon Health & Science University

Saturday, May 5

4:00 – 5:00 p.m.

Cancer 101

Josh Alumkal, M.D., Assistant Professor of Medicine, OHSU Knight Cancer Institute; Anthony Moye, Director of Development, Planning, Budgeting and Marketing, Memorial Sloan-Kettering Cancer Center; Vanessa Wasta, Associate Director, Media Relations & Web Projects, The Johns Hopkins Kimmel Cancer Center

Whether you are new to cancer fundraising, communications and marketing or need a refresher course, this session provides vast information about the field of cancer care and research. Our speakers will break down the terminology, the research and clinical lingo and the overall cancer experience to enhance your understanding and communication skills about cancer.

5:00 – 7:00 p.m.

Cinco de Mayo Welcome Reception and Speed Networking

Join your colleagues on your first evening in the City of Roses in the Exhibit Hall and Foyer of the Waterfront Marriott Hotel to enjoy festive speed networking, Mexican appetizers, mingling and opening remarks.

EXHIBIT HALL

Experience a wealth of knowledge, services and products from a wide range of industry leaders in development and communications. Our Exhibit Hall offers you the opportunity to meet directly with meeting sponsors and explore ways to enhance your development and communications potential.

The Exhibit Hall will be open the following times:

Saturday, May 5, 4 – 7 p.m.

Sunday, May 6, 7 a.m. – 12:30 p.m.

Monday, May 7, 7 a.m. – 3 p.m.

At 3:15 p.m. on Monday, we'll hold a special raffle in the exhibitor area.

Sunday, May 6

Opening Plenary

8:30 – 9:30 a.m.

The Nike Story: A Lesson about Competing and Winning

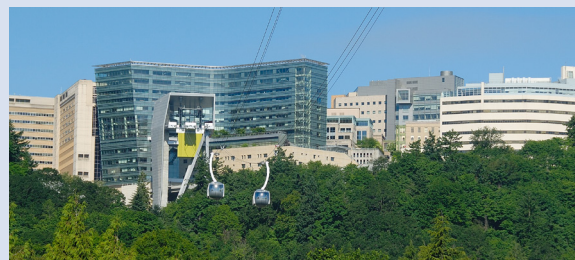


Nelson Farris, Corporate Ambassador, Nike Culture & Heritage, Global Talent Management, Human Resources

Nelson Farris has elevated storytelling into an art form, and in doing so, has molded it into a tool for helping sustain a company's brand. As one of the longest-tenured employees of Nike – which is headquartered in Oregon – he is the company's chief storyteller and uses his unique talent to capture the very essence of Nike's spirit and success. He'll lend his unique perspective on culture and brand awareness.

1:00 – 3:15 p.m.

Lunch and Tours of OHSU



We'll gather in the atrium in OHSU's newest care facility, the Center for Health & Healing, on our South Waterfront campus. Joe Gray, Ph.D., a world-renowned breast cancer and genomic researcher – and co-leader of a Stand Up to Cancer Breast Cancer Dream Team – will be our plenary speaker. Afterward we will travel on Portland's Aerial Tram, which offers panoramic views of the city, the Willamette River, and Mt Hood, to OHSU's Marquam Hill campus for tours of the Knight's Center for Cancer Cell Signaling and Radiation Medicine Department.

Monday, May 7

Plenary

3:30 – 4:45 p.m.

Changing the Face of Cancer



Brian Druker, M.D., Director, OHSU Knight Cancer Institute, JELD-WEN Chair for Leukemia Research; Associate Dean for Oncology, OHSU School of Medicine



Douglas Lowy, M.D., Deputy Director, National Cancer Institute

Learn more about how advancements in research and targeted therapies are making personalized cancer medicine a reality for more patients today and in the future.

Brian Druker, M.D., is renowned for leading the development of Gleevec, the world's first targeted cancer therapy. Gleevec is a cancer pill that works by targeting and turning off specific proteins in cancer cells that drive the growth of tumors while leaving healthy cells alone. Initially approved to treat chronic myeloid leukemia, Gleevec is now FDA-approved to treat 10 cancers. It has revolutionized cancer research by proving that targeted therapies can work and it has benefited hundreds of thousands of people around the world. As director of the Knight, Dr. Druker is committed to making personalized cancer medicine a reality for all patients.

Douglas Lowy, M.D., has devoted much of his career to understanding the biology of the human papillomavirus (HPV). He is the Deputy Director of the National Cancer Institute and Chief of the Laboratory of Cellular Oncology at NCI. His laboratory was involved in the initial development, characterization, and clinical testing of the preventive virus-like particle-based HPV vaccines that are now used in the two FDA-approved HPV vaccines. For his pioneering work, he and collaborator John T. Schiller, Ph.D., have received numerous honors, including the 2011 Albert B. Sabin Gold Medal Award.

Friday, May 4, 2012

6:30 p.m.
Chief Development Officers Reception/Dinner

Open to the Chief Development Officer at each institution.

Saturday, May 5, 2012

9:00 a.m. – 12:00 p.m.
Chief Development Officers Mini Retreat

Back by popular demand – we will again offer a mini retreat open to the Chief Development Officer at an institution. After the CDO reception and Dinner at 6:30 p.m. on Friday, May 4, join your peers for this in-depth session including but not limited to topics such as Navigating Internal Politics, Realistic Revenue Forecasting; Achieving Work/Life Balance; and Balancing Portfolio & Motivational Management Responsibilities. The session will again be a round-table format facilitated by Joe Golding of Advancement Resources and we'll be joined by Susan Hedlund, MSW, LCSW to discuss **Professional Replenishment**. Look on NACCCDO's LinkedIn for information on this important opportunity to spend time with your cancer fundraising colleagues in leadership roles at the nation's cancer centers.

5:00 – 7:00 p.m.
Cinco De Mayo Welcome Reception and Speed Networking

(See page 2.)

Sunday, May 6, 2012

9:45 – 10:45 a.m.
Profile of a Successful MGO
John Glier, President and CEO, Grenzebach Glier and Associates

The role of a successful major gifts officer is becoming more and more critical to the success of an institution's philanthropic effort. Come hear a nationally renowned leader in this field describe to you the profile of such an officer and the traits and qualities you should look for when searching for or promoting such an individual.

11:15 – 12:30 p.m.

Benchmarking & Business Meeting
Tricia Bruning, NACCCDO Chair & Senior Executive Director of Development, University of Pennsylvania Abramson Cancer Center; Debbie Dibbert, NACCCDO Vice Chair and Director of External Affairs, UNC Lineberger Comprehensive Cancer Center; Shelley Gitomer, Vice President for Development, Nevada Cancer Institute; Vicki Riedel, Executive Director of Development, Emory Winship Cancer Institute; Nicole Thigpen, Vice President, Marketing, CCS

This interactive session will present the results of the 2012 NACCCDO Benchmarking survey through an overview of trends, panel discussions, and case studies. The objective of the session is to facilitate a better understanding of what the survey really means for your own Center. The NACCCDO Benchmarking Survey & Report is the only annual review of giving trends at Cancer Centers across the United States, and has become an invaluable resource for Cancer Center development programs. The 2012 survey includes comparative data on overall fundraising, giving by source and type, campaign activity, and strategic investments by your peer institutions – don't miss New Trends and Vehicles in Fundraising!!

Also during this meeting, learn about accomplishments, leadership transitions and future initiatives of NACCCDO and how you can play a part in and best utilize NACCCDO to enhance your development efforts year-round.

Monday, May 7, 2012

Track 1
8:30 – 9:45 a.m.
Top Cancer Center Direct Appeals – an Analysis
Rick Christ, Vice President, Online Fundraising, Amergent; and Rob Walsh, Account Director, Amergent

“How did they do that?” We've pulled together the brains and heart behind some of the best creative appeals by cancer centers in the past year, and we're going to interview the staff who thought it up, got it approved and produced it.

Since 2009, Amergent has been “secretly” giving to more than 30 NACCCDO cancer centers online and in the mail, recording the process, and studying the appeals that have been sent to our “secret donor” as a result. We've reported on the process and results in previous NACCCDO sessions. This year, we'll focus on just a few of the best, and get their staff to tell you how they were put together, how they did, and what they learned. Come see how they did that!

Track 2

8:30 – 9:45 a.m.
Compelling Fundraising Events that Build Pipeline, Harness Social Media & Leverage Private Support
Kathy Werner, Director of Special Events and Marketing, H. Lee Moffitt Cancer Center & Research Institution Foundation; Kate Prael-Asagi, Director of Special Events, Fred Hutchinson Cancer Research Center; Nancy Stewart, VP of Community Relations AMC Cancer Fund, benefitting the University of Colorado Cancer Center

Learn about three distinct fundraising platforms from across the nation that are mission-focused, have built new donor acquisition channels, effectively leveraged social media and seen fundraising leap from \$500,000 to \$3 million amidst these trying economic times. Your questions as well as experience and insight about the impact of strategic fundraising platforms at your institution are encouraged during this discussion.

Track 3

8:30 – 9:45 a.m.
Til' Death Do Us Part: The Marriage of Major Gift Officers and Planned Gift Officers
Drew Hunsinger, J.D., Senior Director of Gift Planning, OHSU Foundation; Ann Barden, Gift Planning Director, OHSU Foundation

Turning MGO and PGO relationships into successful organizational marriages can maximize donor satisfaction and dollars raised for your mission. In this non-technical presentation, Drew and Ann will discuss organizational opportunities for collaboration, metrics, pipeline building, leveraging advisor partnerships, blended gifts and a few case studies of creative gift solutions. As with all great marriages, attributes of communication, trust, respect, common interests and humor can play a vital role. Are you ready to tie the knot and increase opportunities for greater development results? If so, this session is for you.

Track 1

10:15 – 11:30 a.m.
Concierge Services
Tricia Bruning, Chair, NACCCDO & Senior Executive Director of Development, University of Pennsylvania Abramson Cancer Center; Mary Ellen Connellan, Executive Director, The University of Chicago, Cancer Research Foundation; Cindy Eller, Vice President for Development, Roswell Park Cancer Institute

Learn from our panelists about concierge programs for all shapes and sizes for patient-donors (and yes, in some cases prospects).

Track 2

10:15 – 11:30 a.m.

Annual Fund Success: Research and Recommendations from the Trenches

Debbi Barber, CFRE, President, Grizzard; Barbara Johnson, VP Health Care & National Business Team, Grizzard; Christy McWilliams, Account Director and Strategic Advisor, Grizzard

Using results from the 2012 survey of NACCD members regarding their needs, challenges, obstacles, goals and aspirations for success in annual giving, Grizzard will present multi-channel, novel examples and approaches to solving the unique challenges faced by NACCD's annual giving group. Ideas and examples featured are designed specifically to address the needs reported by NACCD members and to maximize success with mass market donors.

If you find yourself wondering what your peer institutions are doing, if they're bumping into the same hurdles, or if they've solved the mysteries, but you've had no time to research, then this session is for you. We've done the surveying of your peers and will share what we've learned and what new or different things you can do to build your annual fund.

Track 3

10:15 – 11:30 a.m.

Emotional Environment for Gift Officers/ Conversations with Donors

Rob Shick, Chair, OHSU Knight Cancer Institute Council; Other panelists TBA

How do we best engage cancer patients and their family members in discussions about philanthropy? What is the right timing for starting a conversation with a potential donor who may be confronting a cancer diagnosis, undergoing treatment or facing difficult news? Our panelists will share insights and examples to help development officers identify prospective patient donors, engage patient's interest in philanthropy and work more effectively with volunteers and clinical staff to help patients and their families achieve their philanthropic goals.

12:00 – 1:30 p.m.

NACCD Plated Lunch

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Track 1

2:00 – 3:00 p.m.

Motivating and Maximizing Your Boards; Coordinating and Getting the Most from Governance, Fundraising and National Advisory Boards

Mary Coffeen, Director of Institutional Advocacy, Moffitt Cancer Center; Mark Marshall, Bentz Whaley Flessner; and Mary Maxwell, Development Director, Indiana University Melvin and Bren Simon Cancer Center

The process of recruiting, retaining, managing, integrating and communicating with board members with your institution can become difficult without well-defined roles and proper management. Each institution has different boards with varied responsibilities, governance, fundraising, and awareness-building. All should work together to benefit your institution and its mission. How do busy development officers – juggling administrative, management and fundraising responsibilities – make certain that board members are fully engaged, have a strategic and well-articulated role in your efforts, and feel valued and supported? Panelists will discuss the dynamics of several types of boards – fiduciary and not – and what makes them successful.

Track 2

2:00 – 3:00 p.m.

Direct Mail/Annual Fund Development Communications Panel: Raise Money Like You Have Unlimited Staff
Debbie Campbell, Program Manager for the University of Texas M.D. Anderson Cancer Center Annual Fund; Courtney Loebe, Assistant Director of Annual Giving for the H. Lee Moffitt Cancer Center & Research Institute Foundation; Bruce Wenger, Vice President of Client Services and Senior Consultant

Panelists will share their experiences using “high-touch” telephone fundraising to move prospects along a giving path from first or smaller gifts to major and planned gifts. During both annual fund and capital campaign periods our panelist have successfully raised the sights of thousands of donors

using mail and the phone while identifying key prospects that were moved into major gift officer portfolios. This is a strategy for turbo charging your prospecting and allowing you to focus on donors with enormous potential rather than spending your time trying to find them.

Bruce Wenger of the IDC Fundraising Division for Harris Connect will moderate the session and share his experience in working with dozens of other cancer centers and major medical centers over the past 22 years. Doing more with less has become a theme in recent years. Attend this session to discover how you can expand the reach of your development efforts from being highly effective with hundreds of prospects to highly successful with thousands of donors.

Tuesday, May 8, 2012

8:00 a.m. – 9:15 a.m.

Building a Pipeline for Major Gifts through Unrestricted Support

Peter Lamothe, Director of Development, Yale Cancer Center; Susan Frankenbach, Senior Project Manager, Yale Cancer Center

It seemed so simple at first: create an annual fund for a cancer enterprise undergoing spectacular growth across two institutions – Yale Cancer Center and Smilow Cancer Hospital. This session will cover the creation, launch, management and evaluation of the fund as well as the process of moving donors up the giving ladder to the major gift level. Discover the learning curves, growing pains, pitfalls, triumphs and ongoing challenges of the Closer to Free Fund.

9:30 a.m. – 10:30 a.m.

When the Well Runs Dry: Replenishing Oneself in an Emotionally Demanding Environment

Susan Hedlund, MSW, LCSW, Manager of Patient and Family Support Services, OHSU Knight Cancer Institute

The work of development and fund raising in Cancer Centers is immensely important, and has an impact on the lives of many patients. However, it can also take a toll on the professionals themselves, both as a result of the exposure to cancer itself, as well as the challenge of fund raising in a difficult economic time. This session will consider ways to renew and replenish in an emotionally demanding environment. Strategies for self-care and continued engagement will be promoted.

Saturday, May 5, 2012

5:00 – 7:00 p.m.

Cinco De Mayo Welcome Reception and Speed Networking

(See page 2.)

Sunday, May 6, 2012

Track 1

9:45 – 10:45 a.m.

Understanding How the Patient's Experience Impacts Operations. Who Knew?

John McKeever, President, Gelb Consulting Group

How can marketers take a technique like experience mapping and impact clinical service in your organization? In this presentation, we'll discuss how experience mapping can affect your customer service and clinical delivery in your hospital. Through an understanding of patients' functional and emotional needs, clinical operations can be improved to create a higher level of patient satisfaction and clinical efficiency. John McKeever, President of Gelb Consulting Group, will give examples on best practices for staff engagement, service delivery and service recovery. Come learn from John, who pioneered experience mapping in healthcare and other industries.

Track 2

9:45 – 10:45 a.m.

Oh, What a Tangled Web! Online Strategy in a Matrix Environment

Cynthia Manley, Content Strategist and Director of Interactive Marketing Strategies, Vanderbilt University Medical Center; Lynn Clark, Manager Public Relations and Communications, University of Colorado Cancer Center; Vanessa Wasta, Associate Director for Media Relations and Web Projects, Kimmel Cancer Center at Johns Hopkins School of Medicine

Web strategy is tricky for any organization, but it's even more so when you add the extra layer of complexity found in a matrix environment. Your center and its services and team members may show up on multiple websites – often with vastly different design, architecture and content – all competing with each other for attention. Pity the poor user,

especially the patient, who just wants to know how to find a doctor, make an appointment, get directions and park. This session will highlight website issues that are particularly challenging for matrix cancer centers and offer insight into the approaches three centers have taken.

Joint Public Affairs / Marketing Session

11:15 a.m. – 12:30 p.m.

Strategic Marketing and Communications Planning in the New Media/Digital World



*Siouxsie Jennett,
Founder of Mambo Media*

As the world of social media and powerhouse websites is exploding, your marketing strategies and tactics need to follow suit. But how do you wrap your brain around all that this new world has to offer, and make the most of it? Siouxsie Jennett will walk you through social media and web marketing – paid search, web banners, behavioral targeting, and measurement. Learn more about building brand awareness and generating demand in today's fast-paced digital and social world.

Monday, May 7, 2012

Track 1

8:15 – 9:45 a.m.

Hit Me with Your Best Shot

Ellen de Graffenreid, Director of Communications and Marketing UNC Lineberger Comprehensive Cancer Center; Christine Hickey, Memorial Sloan-Kettering; Staci Vernick, The Wistar Institute

This session has become one of the most popular of this annual conference. It offers an informal environment in which you and your colleagues can discuss important and timely issues regarding the web, publications, the media, social media, staffing, resources, and more. Come prepared to take part in a lively discussion about a broad range of issues facing those of us who work in Public Affairs. Curious about how others are dealing with challenges similar to those

that you are facing? This session will feature three seasoned professionals who will share their knowledge and experience. However, the real stars of this show are the session participants! Come ready with questions, and remember, there is no issue too big or small to discuss!

Track 2

8:15 – 9:45 a.m.

Consumer Ads vs. Prescription Pads: Where Do Your Patients Come From?

Laurel DiBrog, Vice President, Marketing, Planning and Public Affairs, Roswell Park Cancer Institute

This interactive session will explore how best to allocate your marketing budget in order to grow market share and new business. What is the right mix of direct-to-consumer versus referring physician marketing and communications strategies? Laurel DiBrog, Vice-President, Marketing, Planning and Public Affairs at Roswell Park Cancer Institute, will facilitate this roundtable discussion covering issues including return-on-investment tools and analysis, integration of strategies and tactics targeted at each audience, collaborating with operations and much more! As a special incentive, each person attending this session will receive a copy of The Advisory Board Company's research publication, *Elevating Oncology Referral Strategy*, which explores how to craft an effective strategy for enhancing referrals for cancer services, including 14 best practices from cancer centers all over the country.

Track 1

10:15 – 11:30 a.m.

Wish I'd Thought of That!

Theresa DiNardo-Brown, Chief Communications Officer, Ohio State's Comprehensive Cancer Center and James Cancer Hospital

Ever want to peer into the Marketing Departments of other cancer centers? See what they're doing, benefit from their lessons learned, get inspired by their creative thinking. Here's your chance. See some of the latest creative campaigns, the best and most successful marketing strategies, and just good ideas that will make you think. But, you have to share too. Bring one idea, one creative piece, one promotion that really hit. Come ready to listen, share and be inspired!

Track 2

10:15– 11:30 a.m.

Care and Feeding of Your Blog

Denise Graveline, Communications Consultant and Blogger

Communications consultant and blogger Denise Graveline gives her tips on creating and sustaining a corporate blog. With the right recipe of content and authors, you can learn to keep your blog afloat and engage readers.

Joint Public Affairs / Marketing Session

12 – 1:30 p.m.

PAN Plated Lunch: 50 Tips in 50 Minutes

Michelle Foley, Manager Community Relations and Public Affairs, H. Lee Moffitt Cancer Center & Research Institute, and Lynn Clark, Manager Public Relations and Communications, University of Colorado Cancer Center

This session will include quick tips and best practices from your colleagues on a number of topics including media relations, marketing, physician relations, social media and other communications tools. Come learn from the best!

Joint Public Affairs / Marketing Session

2:00 – 3:00 p.m.

Creating and Promoting Mobile-Friendly Web Content

Debra Loggia, Director of Interactive Media, Jefferson University Hospital

Debra Loggia will share how to create mobile-friendly content, build a mobile site and engage users. She will also highlight the various promotion tools they used for the site as well as review metrics.

Tuesday, May 8, 2012

Track 1

8:00 – 9:30 a.m.

What Have You Done for Me Lately –

Measurements in the Age of Accountability

David Marlowe, Principal, Strategic Marketing Concepts

Accountability has become a key watchword for healthcare organizations across the country – and Marketing is certainly not going to be left out of this responsibility. There has been a lot of growth in sophistication for measuring the results of our efforts but there is still a lot of room for refinement. Health care reform may change our strategic approach to providing health service but measuring marketing results and being accountable won't change.

David Marlowe has been involved in healthcare marketing for 30 years and will take participants through three key areas of marketing accountability – the major categories of marketing measurement (production outcomes, marketing outcomes and strategic outcomes); the impact of accountability on marketing systems including the prioritization of marketing resources; and the “holy grail” of results tracking – Return on (Marketing) Investment. And this will be hard core, fiscally drive ROMI – the kind your CFO would accept.

Track 2

8:00 – 9:30 a.m.

Reporting Statistics

Stephen Ornes, Freelance Writer, Cancer Today contributor; Bill Hersh, M.D., OHSU Department of Medical Informatics and Clinical Epidemiology

When it comes to reporting statistics, it's all too easy to get lost in a forest of terms and numbers. Our two experts will review the most common uses and abuses of statistics in medical science reporting. Learn about the most frequently used stats terms, like odds ratios, relative risk, sensitivity and specificity, statistical significance, etc., and, most importantly, how to use them accurately to engage and educate your audience.

Track 1

9:45 – 11:00 a.m.

Protecting Your Brand – How to Manage Enthusiastic Affiliates

Alicia Jansen, Assoc VP, Marketing, MD Anderson Cancer Center; Julia Goplerud, Sr. Dir. Regional Marketing, Fox Chase Cancer Center; Donna Walthall, Director of Marketing, Dana-Farber Cancer Institute

Many healthcare institutions are extending their mission. Your organization's business development strategy may include partnering with other healthcare organizations or building your own satellite locations – or both! For a marketer, these affiliations often bring branding challenges. How do you protect your brand? How do you complement your partner's brand messages and not overpromise? This session will examine “best practices” on managing your brand in these relationships. Bring your questions for this panel of seasoned marketers from Fox Chase Cancer Center, MD Anderson Cancer Center and Dana-Farber Cancer Institute. We also want to hear from you. Bring YOUR best practices in brand management with affiliates and share with your colleagues.

Track 2

9:45 – 11:00 a.m.

Redefining the Media Mix: Working with Various Media Channels



Frank Mungeam, Director of Digital Media, KGW Media Group

This session will define a successful media mix in the age of declining science and medicine coverage. Recent data on how people get their news show further declines in viewer numbers to national

TV and print outlets. Local TV networks are the only traditional outlets with stable markets. So, does that mean that traditional media have any less importance? Are shows like *Rock Center* the new model for national evening news? What stories resonate with these shows? Has social media kept its audience? Are news aggregating Websites with good mobile platforms playing an increasingly important role?

SATURDAY

¡Bienvenidos a Portland! Cinco de Mayo Reception

*Presenting Sponsor: **Advancement Resources***

Traditional Mexican appetizers and drinks and a live mariachi band will welcome you to Portland on Cinco de Mayo. Join your colleagues from 5 to 7 p.m. on your first evening in the City of Roses in the Exhibit Hall and Foyer of the Waterfront Marriott Hotel, to enjoy festive cuisine, speed networking, mingling and opening remarks by our presenting sponsor.

Afterwards, join your colleagues for a dine-around opportunity in downtown Portland, which has long been a favorite stopping place for food and wine lovers. In Frommer's Portable Portland, Karl Samson describes Portland as "a city of discreet charms... and claims the "the Portland restaurant scene is hot." All kinds of cuisine can be found in Portland's restaurants: Mediterranean, French, seafood, steak, Italian, Spanish tapas, Vietnamese, Thai, Tex-Mex, pizza, delis, vegetarian and vegan.



SUNDAY

Afternoon at Oregon Health & Science University

*Presenting Sponsor: **CCS***

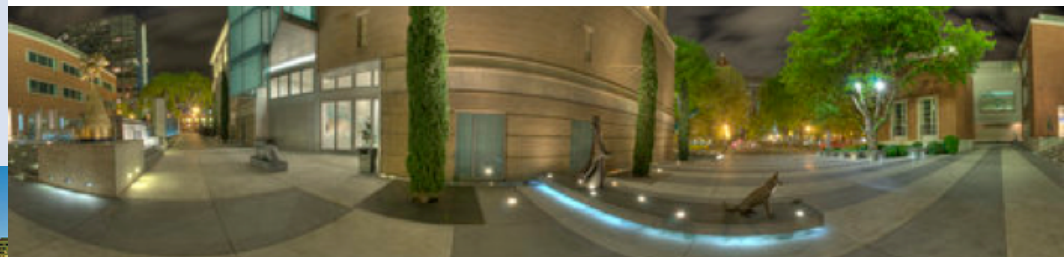
Sunday afternoon, we'll travel to the Center for Health and Healing on OHSU's South Waterfront campus, where we'll experience Pacific Northwest cuisine with a lunch catered by Portland's Food in Bloom. You'll hear from Knight Cancer Institute faculty, including internationally renowned cancer and genomic researcher, Joe Gray, Ph.D. Then, we'll travel high above the city to OHSU's Marquam Hill campus on Portland's Aerial Tram, with panoramic views of Mount Hood, Mount St. Helens, the Willamette River and the entire city. Once on the hill, tour the Knight Cancer Institute labs in the Center for Cancer Cell Signaling and visit the Department of Radiation Medicine.



Evening at the Portland Art Museum

*Presenting Sponsor: **Grizzard***

Spend Sunday evening in the heart of Portland's cultural district along the beautiful downtown Park Blocks at the Portland Art Museum's landmark campus. Founded in 1892, the Portland Art Museum is the oldest art museum on the West Coast and one of the 25 largest art museums in the country. The permanent collection includes more than 42,000 works of art, featuring acclaimed centers for Native American art and Northwest art. Enjoy a delicious Northwest dinner buffet and tours of the museum's traveling exhibition featuring Mark Rothko and permanent collections.

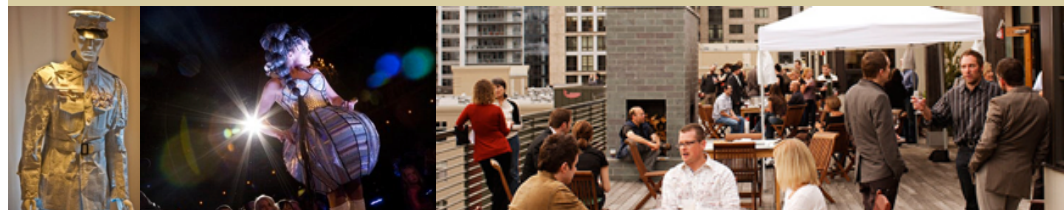


MONDAY

"Only in Portland" Night

*Presenting Sponsor: **Amergent***

Monday night, experience what makes Portland so unique. We'll visit the city's revitalized Pearl District and enjoy a night at "green" venue, Ecotrust. Once there, be inspired by a fashion show from "Junk to Funk," a collective of artists and social innovators that use art for social change. And taste some of Portland's best with samplings from our microbreweries, wineries and coffeehouses and local favorite, Moonstruck Chocolates. Plenty of wonderful restaurants are in easy walking distance for dining afterward.



Walk or Jog

Grab your sneakers and join us for informal jogging and walking sessions on Sunday and Monday mornings from 6:30 – 7:30 a.m. Meet in the lobby. A great way to get your workout in, experience the scenic Portland Waterfront, and get to know your colleagues.

Registration

Early registration is encouraged. General registration fees include conference tuition, materials, three continental breakfasts, two lunches and three evening social events. Guest registration includes the Saturday evening reception, a dinner and viewing at the Portland Art Museum, and the Monday evening reception at the EcoTrust.

Member Registration: \$325.00

Additional Registration – Chief Development Officers Retreat: \$100.00

Non-Member Registration: \$425.00

Guest Registration: \$95.00

Registration and the latest conference information are available online at: www.ohsu.edu/cancer

For more registration information contact Lisa Nolen at 503 494-7071 or e-mail nolenl@ohsu.edu

Transportation

The Portland Marriott Downtown Waterfront is located approximately 30 minutes by car from the Portland International Airport (PDX). The hotel can be reached by:

- Public transportation on the Max Light Rail train system, which runs regularly between the airport and downtown Portland and takes about 45 minutes. Just take the Max Red Line to City Center & Beaverton Transit Center. Get off at the Morrison/SW 3rd Ave MAX Station. The hotel is an easy half mile walk from this stop. Visit www.trimet.org to plan your trip.
- Shuttles, taxi and rental cars are easily accessible at PDX. The Blue Star shuttle runs directly from the airport to the hotel and costs \$14 per person one way and \$24 per person round trip. The phone number is 503 249-1837. The estimated one way fare for a taxi is approximately \$35.

Transportation is included to all conference events. The Portland Marriott Downtown Waterfront is in easy walking distance of some of the best restaurants, shopping and performing arts venues in downtown. Portland Streetcar and Max Light Rails have a Free Rail Zone that includes most of downtown Portland. To plan your trip and view city maps visit www.trimet.org.

Please note when traveling to the Marriott Downtown Waterfront Hotel, the address is 1401 SW Naito Parkway, Portland, OR 97201.

Accommodations

The Portland Marriott Downtown Waterfront Hotel is located across from the beautiful Willamette River and enjoys stunning views of Portland's bridges, Waterfront Park and Mt. Hood. Nature trails and biking paths are found directly across the street from the Portland Marriott Downtown Waterfront on the banks of the Willamette River in Portland's famous Tom McCall Waterfront Park. Visit the Portland Parks website for more info: www.portlandonline.com/parks. Additionally, from the hotel you can walk to restaurants, shops, explore and enjoy the luxurious services available on the waterfront esplanade. Bike, kayak and boat rentals are available year-round.

To reserve your room, go to <https://resweb.passkey.com/go/NACCDOPANMay2012>. Please note you need to book your room before 4/13/12 to access the group rate, which is \$139/ night for a standard room.

Portland, Oregon

Portland is a great place to visit anytime of the year. Downtown is full of wonderful and unique dining and shopping experiences. Find local fresh seasonal foods everywhere from food carts to fancy dining rooms. For shopping fun, look for fine handcrafted souvenirs at the Portland Saturday Market or enjoy shopping at major national retailers at Pioneer Place, a shopping mall in the heart of downtown. To top it all off Oregon doesn't have a sales tax, so the price you see on an item is the price you pay at the register. Plus there are many cultural attractions to enjoy: Portland Art Museum, Chinese Gardens, Oregon Museum of Science and Industry, Japanese Gardens, the Oregon Zoo and much, much more.

We look forward to seeing you in May!
For more information about Portland, please visit the Portland Visitors' Association at www.travelportland.com.

Sponsors

The 2012 NACCD/O PAN Annual Conference is presented by:



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