


Monday, April 4, 2016



4:00p - 6:00p	CDO Only Registration <i>Huntington Ballroom Foyer</i>
6:00p - 9:00p	CDO Dinner (Limited to NACCCDO Chief Development Officers), depart hotel at 5:45pm for Old Town Pasadena

Tuesday, April 5, 2016

7:00a - 8:00p	Registration, Information, Transportation Sign up for Wednesday (Old Town Pasadena or Santa Monica), Tour Confirmation Thursday (COH Campus) <i>Huntington Ballroom Foyer</i>
7:30a - 8:30a	CDO Breakfast with Development Presenting and Platinum Sponsors (Limited to NACCCDO Chief Development Officers and Invited Development Presenting and Platinum Sponsors) <i>Pavilion</i>
8:30a - 12:00p	CDO Retreat with Kristin Bertell (Limited to Chief Development Officers, additional fee applies) <i>Georgian Ballroom</i>
8:30a - 12:00p	PAMN Workshop: Digital Day with Lisa Bailey, Peter M. Bracke, Nicole Fawcett, Dorsey Griffith, Cynthia Floyd Manley, Gregg Radzely (Limited to Pre-Registered PAMN Pre-Conference Workshop Attendees, additional fee applies) <i>Promenade</i>
1:00p - 2:30p	NACCCDO Board and PAMN Steering Committee Working Lunches (Limited to NACCCDO and PAMN Board Members) <i>Plaza, Colonnade</i>
2:30p - 3:30p	NACCCDO Board and PAMN Steering Committee - Joint Meeting (Limited to NACCCDO and PAMN Board Members) <i>Georgian Ballroom</i>
4:00p - 5:00p	NACCCDO New Member Orientation with Vicki Riedel, Jana Sharpley, Suzanne Teer (Open to all NACCCDO Members and Non-Members) <i>Diplomat</i>
4:00p - 5:00p	PAMN NCI Update and Social Media: The Constant is Change with Nelvis Castro and Cynthia Floyd Manley <i>Promenade</i>
5:00p - 6:00p	Cancer 101 with Sumanta Pal, MD <i>Viennese Ballroom</i>
5:30p - 7:00p	Welcome Reception in Exhibitor Hall <i>Huntington Ballroom Salon I & II</i>
7:00p - 9:00p	Welcome BBQ at the Langham Pool. <i>Raffle Drawing at 7:15p, must be present to win.</i> Evening Sponsored by 

Wednesday, April 6, 2016

	NACCCDO TRACK 1 (Major Gifts)	NACCCDO TRACK 2 (Pipeline/Annual)	NACCCDO TRACK 3 (Strategic Initiatives)	PAMN TRACK 1 (Public Affairs)	PAMN TRACK 2 (Marketing)	
6:15a	NACCCDO/PAMN Walk/Run, led by Suzanne Beers <i>Hotel Lobby</i>					
7:00a - 6:00p	Registration and Information <i>Huntington Ballroom Foyer</i>					
7:30a - 8:00a	NACCCDO/PAMN Yoga (Limited to 30 attendees, based on first come first served, sign up at the registration desk) <i>Horseshoe Garden</i>					
7:30a - 8:30a	Breakfast in Exhibitor Hall <i>Huntington Ballroom Salon I & II</i>					
8:30a - 9:45a	Welcome and Plenary Session 1: Featuring L. Keith Todd , President Oregon Health and Science University Foundation "OHSU and the Knight Challenge" <i>Huntington Salon III</i>					
9:45a - 10:00a	Refreshments and Networking with Exhibitors <i>Huntington Ballroom Salon I & II</i>					
10:00a - 11:00a	Session 1	Working with Reluctant Physicians. Speakers: Kathleen P. Hertkorn, Michael Hibler <i>Pavilion</i>	A Great Debate: Third Party Events: Take Them or Leave Them. Speaker: Mueriel Carp <i>Colonnade</i>	Culture, Values and Concierge Services: Finding the Right Fit for You. Speaker: Cheryl Hadaway <i>Plaza</i>	Engaging Audiences Like a Natural Born Storyteller. Speakers: Guy Busick and R. Christopher Murphy <i>Diplomat</i>	Marketing Clinical Trials to Referring Physicians. Speakers: Mary Mueller, Carla Singleton and Christina Thurman <i>Consulate</i>
11:00a - 11:45a	Refreshments and Networking with Exhibitors <i>Huntington Ballroom Salon I & II</i>					
11:45a -12:45p	Session 2	Creative Strategies to Secure Unrestricted Funding. Speakers: Alexandra Carter, Megan Daniels and James Martello <i>Huntington Salon III</i>	Guiding Mega Gift Concept Development and Implementation. Speakers: Nancy Greenwood Vehrs and Kimberly Morris <i>Colonnade</i>	<i>NACCCDO Track 3 not applicable for 11:45am-12:45pm, please see track 1 and 2.</i>	How to Pitch to Non-traditional Media. Speakers: Eryn Brown, Crystal Dilworth, and Paul Goldberg <i>Diplomat</i>	Great Ideas: Can I Do That with My Budget. Speaker: Matthew Huesser and Erin McElwain <i>Consulate</i>
1:00p - 2:00p	NACCCDO Luncheon with Awards <i>Viennese Ballroom</i>					
1:00p - 2:00p	PAMN Luncheon with GELB Presentation <i>Georgian Ballroom</i>					
2:00p - 2:30p	Dessert and Networking with Exhibitors <i>Huntington Ballroom Salon I & II</i>					
2:30p - 4:00p	Plenary Session 2: Cancer Center Director Panel with Steve Rosen MD and Beverly S. Mitchell MD <i>Huntington Ballroom Salon III</i>					
4:00p - 4:30p	NACCCDO & PAMN Board Photos <i>Huntington Ballroom Salon III</i>					
4:00p - 6:00p	Social Hour with Exhibitors <i>Lobby Lounge</i>					
6:00p - 9:00p	Motorcoach transfer to Old Town Pasadena or Santa Monica Pier for dinner on own. Vehicles to return from Old Town Pasadena and Santa Monica at 9pm and 10pm unless otherwise advised.					

Thursday, April 7, 2016							
	NACCCO TRACK 1 (Major Gifts)	NACCCO TRACK 2 (Pipeline/Annual Giving)	NACCCO TRACK 3 (Strategic Initiatives)	NACCCO TRACK 4 (Planned Giving)	PAMN TRACK 1 (Public Affairs)	PAMN TRACK 2 (Marketing)	
6:15a	NACCCO/PAMN Walk/Run led by Nancy Jensen <i>Hotel Lobby</i>						
7:00a - 11:30a	Registration and Information <i>Huntington Ballroom Foyer</i>						
7:30a - 8:00a	NACCCO/PAMN Yoga (<i>Limited to 30 attendees, based on first come first served, sign up at the registration desk</i>) <i>Horseshoe Garden</i>						
7:30a - 8:30a	Breakfast in Exhibitor Hall <i>Huntington Ballroom Salon I & II</i>						
8:30a - 9:30a	Session 3	Timing is Everything—When to solicit major gifts from Grateful Patients. Speakers: Joe Komsky, Sally Wajahn and Paola Werstler <i>Pavilion</i>	Mid-Level to Major: Strategies to Engage, Involve and Increase Leadership Annual Donors. Speakers: Suzanne Beers and Megan Ward <i>Colonnade</i>	Sponsorship Development: Show us your money maker! Speaker: Jennifer Hickok and Peter Lamothe <i>Plaza</i>	Blending of Planned and Major Gifts. Speakers: Christine S. Ewan and Laura Ferraiolo <i>Ambassador</i>	Maximizing PR Results with Minimal Resources. Speakers: Cody Cassidy, Nicole Fawcett and Judy Fortin <i>Diplomat</i>	Delivering On Your Marketing Promise. Speakers: Jennifer Seggev <i>Consulate</i>
9:30a - 10:00a	Refreshments and Networking with Exhibitors <i>Huntington Ballroom Salon I & II</i>						
10:00a - 11:00a	Session 4	NACCCO Annual Business Meeting and 2016 Benchmarking Survey Results (10am-11:15am, <i>limited to NACCCO attendees</i>). Speakers: Linda Schaefer Cameron, Michael Hibler and Anthony Moye <i>Georgian Ballroom</i>			The Patient Story: Working with Patients to Share Their Story. Speakers: Lisa Bailey and Gloria Preciado <i>Diplomat</i>	Marketing with Affiliates. Speaker: Andy Kantor, Erin McElwain, and Cheri Tolle <i>Consulate</i>	
11:30a - 12:30p	Coach Transfer to City of Hope Campus (Depart from Hotel Lobby) Travel time 30-40 mins depending on traffic						
12:30p - 1:45p	Luncheon and Plenary Session 3 with Linda Malkas, PhD . <i>Raffle Drawing at 12:35p, must be present to win.</i> Luncheon Sponsored by			 <small>Fundraising Development Services Strategic Consulting</small>			
2:00p - 4:00p	City of Hope Campus Tour: (Return transportation to the Langham provided following lunch to those not participating in tour, and following campus tour)						
4:30p - 6:00p	Free Time						
6:00p - 9:00p	An Evening on the Viennese Terrace at the Langham. <i>Raffle Drawing at 7:00p, must be present to win.</i> Evening Sponsored by			 <small>WHITE ACTION</small>			
Friday, April 8, 2016							
	NACCCO TRACK 1 (Major Gifts)	NACCCO TRACK 2 (Pipeline/Annual Giving)	NACCCO TRACK 3 (Strategic Initiatives)	PAMN TRACK 1 (Public Affairs)	PAMN TRACK 2 (Marketing)		
7:00a - 12:00p	Registration and Information <i>Huntington Ballroom Foyer</i>						
7:30a - 8:00a	NACCCO/PAMN Yoga (<i>Limited to 30 attendees, based on first come first served, sign up at the registration desk</i>) <i>Horseshoe Garden</i>						
7:30a - 8:30a	Breakfast <i>Huntington Ballroom Salon I & II</i>						
8:30a-9:45a	Session 5	Building a Metrics-Driven Development Program. Speakers: Katie Dewees Detzel and Nicole Thigpen Felix <i>Pavilion</i>	Galas/Cocktail Parties/Receptions - Best Practices: Speaker: Jennifer Hickok and Peter Lamothe <i>Ambassador</i>	Matrix Cancer Centers: Opportunities for Collaborative Development. Speakers: Terri Dillon, Jeanne Maxbauer, Patricia Porter, and Kathi Dantley Warren <i>Plaza</i>	Wild, Wild West. Speakers: Nicole Fawcett and Tara Yates <i>Diplomat</i>	Hit Me With Your Best Shot. Speakers: Amanda Gonzalez, Chris Shilling and Kathryn Sweyer <i>Consulate</i>	
9:45a - 10:00a	Refreshment Break <i>Huntington Ballroom Salon I & II</i>						
10:00a - 11:00a/ 10:00a-11:30a	Session 6	<i>NACCCO Track 1 not applicable for 10am-11am, please see track 2 and 3.</i>	The Art of Basic Science Fundraising. Speakers: Marjorie Beale, Peter Lamothe and Chris Lee <i>Ambassador (10am-11am)</i>	Search for your Stars: Ideas to Recruit and Retain Great Fundraisers. Speaker: Cindy McGirk <i>Plaza (10am-11am)</i>	Google: The New Health Journey. Speaker: Matt Taylor <i>Pavilion (unless otherwise advised) (10am-11:30am)</i>		
11:00a	NACCCO Sessions Conclude						
11:30a	PAMN Sessions Conclude						