

Sunday, April 24, 2022

3:00 p.m. - 7:00 p.m.	Conference Check-In, Information, Dine Around Confirmations for Wednesday, Tour Confirmations for Thursday. <i>Basie Ballroom Foyer, 2nd Level</i>
5:30 p.m. - 7:30 p.m.	<i>Early arrival individually organized dinners. (Many restaurants near the hotel are closed on Sunday and Monday or Monday and Tuesday). All reservations and costs on own if applicable.</i>

Monday, April 25, 2022

8:00 a.m. - 7:00 p.m.	Conference Check-In, Information, Dine Around Confirmations for Wednesday, Tour Confirmations for Thursday. <i>Basie Ballroom Foyer, 2nd Level</i>
8:00 a.m. - 9:30 a.m.	NACCDO Board and PAMN Steering Committee Working Breakfast and Individual Meetings followed by Group Photos. (Limited to NACCDO and PAMN Board/Steering Members). <i>NACCDO in Basie Ballroom A, 2nd Level; PAMN in Yardbird A, 2nd Level .</i>
9:30 a.m. - 11:15 a.m.	NACCDO Board and PAMN Steering Committee - Joint Meeting followed by 2025 Host Bids. <i>Basie Ballroom A, 2nd Level</i>
11:30 a.m. - 3:00 p.m.	PAMN Pre-Conference Workshop: Building Empathy and Inclusion with Storytelling featuring Miri Rodriguez . Available to all PAMN and NACCDO Attendees. \$249 additional fee applies, lunch included. <i>Lunch from 11:30 a.m. - 12:00 p.m. in Basie Ballroom C, 2nd Level, 12:00 p.m. - 3:00 p.m. Workshop in Andy Kirk A/B, 3rd Level</i>
11:30 a.m. - 12:30 p.m.	NACCDO CDO and Senior Leadership Luncheon with Development Presenting and Platinum Sponsors (Limited to confirmed NACCDO Chief Development Officers, invited Senior Leadership attendees and invited Development Presenting and Platinum Sponsors) <i>Sponsored by BrookGlobal. Basie Ballroom B, 2nd Level</i>
12:30 p.m. - 3:30 p.m.	NACCDO CDO Retreat: Development Amid Crisis: Lessons for Professional Transformation with Jai Chanda (Limited to Chief Development Officers, \$249 additional fee applies, includes 11:30 a.m. luncheon) <i>Julia Lee A/B, 3rd Level for CDO & SL Joint Session and CDO Breakout; Mary Lou Williams A/B for SL Breakout</i>
12:30 p.m. - 3:30 p.m.	NACCDO Senior Leadership Retreat: Development Amid Crisis: Lessons for Professional Transformation with Jai Chanda (Limited to invited Senior Leadership representatives, \$249 additional fee applies, includes 11:30 a.m. luncheon) <i>See above</i>
3:00 p.m. - 3:45 p.m.	PAMN Affinity Group Round Table Discussion <i>Basie Ballroom C, 2nd Level</i>
4:00 p.m. - 4:50 p.m.	Cancer 101 with Danny R. Welch, Ph.D. <i>Basie Ballroom B, 2nd Level</i>
5:00 p.m. - 5:45 p.m.	NACCDO 101 with Michael Delzotti, FAHP, CFRE and Michael Hibler, MPA <i>Basie Ballroom A, 2nd Level</i>
5:00 p.m. - 5:45 p.m.	PAMN 101 with Heidi Findlay and Erin McElwain <i>Basie Ballroom C, 2nd Level</i>
6:00 p.m. - 9:00 p.m.	Welcome Reception at the Marriott Downtown in the Historic Barney Allies Lobby and Rendezvous Room featuring a 1920's Theme. Appropriate attire encouraged! <i>Action stations and 2 drink tickets included with conference registration. Lower Level Tower</i>

Tuesday, April 26, 2022								
6:00 a.m. - 7:00 a.m. NACCCDO-PAMN Walk/Run/Yoga (Yoga Limited to 20 attendees, based on first come first served, sign up at the registration desk) Yoga in Lester Young B, 3rd Level								
7:00 a.m. - 5:30 p.m. Conference Check-In, Information, Dine Around Confirmations for Wednesday, Tour Confirmations for Thursday Basie Ballroom Foyer, 2nd Level								
7:00 a.m. - 8:30 a.m. Breakfast Basie Ballroom C, overflow in Yardbird A & Yardbird B, 2nd Level								
8:45 a.m. - 9:00 a.m. Welcome by NACCCDO and PAMN Chairs, Michael Delzotti, FAHP, CFRE and Erin McElwain Basie Ballroom A&B, 2nd Level								
9:00 a.m. - 10:00 a.m. Plenary Session 1 featuring Candice Millard Presented by Patient Resource Basie Ballroom A&B, 2nd Level								
10:00 a.m. - 10:15 a.m. Coffee Break & Networking with Sponsors Basie Ballroom Foyer, 2nd Level								
		NACCCDO Track 1	NACCCDO Track 2	NACCCDO Track 3	NACCCDO Track 4	PAMN Track 1	PAMN Track 2	PAMN Track 3
10:15 a.m. - 11:15 a.m.	Session 1	Major Gifts: Venture Philanthropy; Innovation in Development. Speaker: Teri Willey. <i>Bennie Moten A/B, 3rd Level</i>	Planned Giving: Why cash is not king in fundraising: Speaker: Russell N. James III, J.D., Ph.D., CFP®. <i>Julia Lee A&B, 3rd Level</i>	Special Events, Third Party & Peer to Peer: Virtual, Hybrid and Live Events – Where do we go from here? Speakers: Jim Birrell and Marianne Johnson. Moderator: Amanda Benedict. <i>12th Street Room, Lobby Level</i>	Board Relations: Empowering board members to support development goals. Speakers: Michelle Adcock, Danielle Culbertson and Jenn Hickok. <i>Basie Ballroom C, 2nd Level</i>	Unconscious/Implicit Bias in Healthcare Communications and Marketing. Speaker: Jada Bussey-Jones, MD, FACP. <i>Andy Kirk A/B, 3rd Level</i>	Building an Evergreen Digital Advertising Strategy for Patient Acquisition. Speaker: Cassidy Stevens. <i>Mary Lou Williams A&B, 3rd Level</i>	Get better science stories. Speaker: Stacy Fronczak. <i>Yardbird A, 2nd Level</i>
11:15 a.m. - 11:30 a.m. Refreshment Break Basie Ballroom Foyer, 2nd Level								
11:30 a.m. - 12:30 p.m.	Session 2	Major Gifts: Building Long Term Relationships: How Major Gifts and Donor Relations Can Work Together. Speaker: Chris Kasavich. <i>Basie Ballroom A, 2 Level</i>	Annual Giving: Building a case for support. Annual Giving: Building a case for support. Speakers: Daniel Scarpelli, Laura Strand and Tom White. <i>Bennie Moten A/B, 3rd Level</i>	Stewardship: Stewardship 101. Speakers: Bailey Stark, Robinette Tiller and Suzanne Un. <i>Julia Lee A/B, 3rd Level</i>	DEI: A Call To Action: Approaching DEI Hiring with New Urgency. Speakers: Juliette Cagigas, Shelley De Leon, Caroline Pereira, MBA and Jesse Rodriguez. <i>12th Street Room, Lobby Level</i>	Revealing the Power of Internal Communication. Speaker: Josiane Dubois. <i>Andy Kirk A/B, 3rd Level</i>	Media relations: Effectively and credibly relaying your story. Speakers: Jill Chadwick, Candace Gwaltney, Darien Sutton, and Cynthia Wall. <i>Mary Lou Williams A&B, 3rd Level</i>	Physician Relations: How we knocked it out of the park! Lessons learned over the past two years. Speakers: Paula Little, Jen Morgan, and Lina Wilson. <i>Yardbird A, 2nd Level</i>
12:30 p.m. - 1:30 p.m. NACCCDO Luncheon with Awards. Sponsored by TrueSense Marketing. Basie Ballroom C, 2nd Level								
12:30 p.m. - 1:30 p.m. PAMN Luncheon with Business Meeting. Presented by Doximity. Truman Room, Towers Lower Level								
1:30 p.m. - 2:00 p.m. Dessert with Sponsors Basie Ballroom Foyer, 2nd Level								
2:00 p.m. - 3:15 p.m. Plenary Session 2: Cancer Center Directors' Panel featuring: Dr. Carlos Arteaga of UT Southwestern Medical Center, Dr. Roy Jensen of The University of Kansas Cancer Center, Dr. Thomas J. Lynch, Jr. of Fred Hutchinson Cancer Center, Dr. Kunle Odunsi of University of Chicago Medicine Comprehensive Cancer Center, and Dr. Robert Winn of VCU Massey Cancer Center. Moderated by Kay Hawes. Presented by Moore. Basie Ballroom A&B, 2nd Level								
3:15 p.m. - 3:30 p.m. Refreshment Break Basie Ballroom Foyer, 2nd Level								
3:30 p.m. - 4:30 p.m.	Session 3	Major Gifts: Vision First - The Art and Science of the Transformational Gift. Speakers: Steven Norris and Hillary Repucci. Moderator: Chris Kasavich. <i>Basie Ballroom C, 2nd Level</i>	Planned Giving: Planned Giving 101. Speakers: Richard Bennett, Maddie Hansen and Marilynn Touni. <i>Bennie Moten A/B, 3rd Level</i>	Corporate and Cause Marketing: The Ins and Outs of Cause Marketing. Speakers: Andrea Courtney and Monica Riebli. <i>12th Street Room, Lobby Level</i>	Foundation Relations: 2022 and Beyond: Foundation Giving Trends in the New Normal. Speakers: Cara V. James, Kristen Scott Kennedy and Debbie Wilkerson. <i>Julia Lee A/B, 3rd Level</i>	Young Adult Cancer Research: Translating Science to Content and Marketing Strategy. Speakers: Karlie Allen, Dr. Anne Kirchoff and Dr. Lisa Roth. <i>Andy Kirk A/B, 3rd Level</i>	Maybe That Idea Wasn't So Crazy. Speakers: Michal Greenberg and Amy Kleger. <i>Mary Lou Williams A/B, 3rd Level</i>	Physician Relations: A Physician's Perspective. Speakers: Kelsey Larson, MD, Anne O'Dea, MD and Jamie Wagner, DO, Onalisa Winblad, MD. <i>Yardbird A, 2nd Level</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		
4:45 p.m. - 5:30 p.m.	Social Think Tank Session 1	CCS Fundraising with Northwestern Memorial Foundation. <i>Systematizing Planned Giving for a Multi-Site Health System</i> . Speakers: Arnaud Buttin, Becky Kiely and Karen Kliebhan. <i>Basie Ballroom C, 2nd Level</i>	TrueSense Marketing with Mayo Clinic. <i>Turning Data into Donors: Advanced Analytics that Reveal High-Value Donor Behaviors</i> . Speakers: Andrea Glatzer and Melissa Roberts. <i>Andy Kirk A/B, 3rd Level</i>	Doximity with Laura and Issac Perlmutter Cancer Center at NYU Langone Medical Center. Marketing Designed By Physicians, For Physicians. Speakers: Matt Bartoloni and Amit Phull, MD. <i>Basie Ballroom A, 2nd Level</i>	Patient Resource with The University of Kansas Cancer Center. <i>Market Differentiator for Patient Retention, Education & Experience</i> . Speakers: Teri Banman, Debby Easum and Amy Galey. <i>Basie Ballroom B, 2nd Level</i>	LoopScreen with Huntsman Cancer Institute. How to unify your message and improve communication across a Cancer Center. Speakers: Dillon Lee and Meredith Vehar. <i>Julia Lee A/B, 3rd Level</i>		
6:00 p.m. - 9:00 p.m. Evening BBQ at The Gallery and Kill Devil, Power and Light District walking distance, \$35 supplemental fee applies. Presented by CCS Fundraising								
9:00 p.m. - 10:30 p.m. Doximity After Hours Lounge in the 12th Street Room at the Marriott Kansas City Downtown. 12th Street Room, Lobby Level								

Wednesday, April 27, 2022									
6:00 a.m. - 7:00 a.m.	NACCCDO-PAMN Walk/Run/Yoga (<i>Yoga Pending and limited to 20 attendees if operational, based on first come first served, sign up at the registration desk</i>) <i>Yoga in Lester Young B, 3rd Level</i>								
7:00 a.m. - 6:00 p.m.	Conference Check-In, Information, Dine Around Confirmations for Wednesday, Tour Confirmations for Thursday. <i>Basie Ballroom Foyer, 2nd Level</i>								
7:00 a.m. - 8:30 a.m.	Breakfast <i>Basie Ballroom C, overflow in Yardbird A & Yardbird B, 2nd Level</i>								
		NACCCDO Track 1	NACCCDO Track 2	NACCCDO Track 3	NACCCDO Track 4	PAMN Track 1	PAMN Track 2	PAMN Track 3	
8:30 a.m. - 10:00 a.m.	Session 4	Business Meeting and Benchmarking. Speakers: Michael Delzotti, FAHP, CFRE and Michael Hibler, MPA. Jennifer McDonald, Erin McKenna, and Kurt McKinley. <i>Basie Ballroom A&B, 2nd Level</i>			Video Production for Beginners. Speaker: Javier De Jesus. <i>Andy Kirk A/B, 3rd Level</i>	NCI: Lessons Learned from a Year-long Communications Initiative. Speakers: Annie Deck-Miller, Jennifer Dorsey, Samantha Gonzalez, Jane Kollmer, Sona Thakkar, Chris Thomas, and Michelle White. <i>Mary Lou Williams A/B, 3rd Level</i>	Physician Relations: Marketing and the Physician Outreach Team. Speakers: Jessica Coomes, Heidi Findlay, Erin McElwain, and Ashley Snowden <i>Julia Lee A&B, 3rd Level</i>		
10:00 a.m. - 10:15 a.m.	Coffee Break & Networking with Sponsors <i>Basie Ballroom Foyer, 2nd Level</i>								
10:15 a.m. - 11:15 a.m.	Session 5	Major Gifts: Creating Efficiencies in Grateful Patient Fundraising. Speakers: Liz Levine and Megan Ward. <i>Basie Ballroom C, 2nd Level</i>	Annual Giving: Annual Giving Potluck. Speakers: Megan French and Andrea Larson. <i>Yardbird A, 2nd Level</i>	Stewardship: Emerging Trends in Donor Relations and Stewardship. Speakers: Joyce Gallagher and Martha DePasquale. <i>Andy Kirk A/B, 3rd Level</i>	Campaigns: Best Practices for Leveraging Volunteer Leaders in a Campaign. Speakers: Rebecca L. DuFault, Holli Gall, and Nicole Thigpen Felix. <i>Bennie Moten A/B, 3rd Level</i>	Own Your Career: Put me in Coach. Speakers: Barbara Buesse, MA, David Rowan, Ph.D., and Arlinda Warren. <i>12th Street Room, Lobby Level</i>	Working with Your Community Advisory Board to Promote Health Equity. Speakers: Dr. Bettina Drake and Ronald Chen, MD MPH FASCO FASTRO. <i>Mary Lou Williams A/B, 3rd Level</i>	Physician Relations: Building a Referring Physician Outreach Strategy with a small budget. Speakers: Gabe Flores, MS and Erin Moen. <i>Julia Lee A/B, 3rd Level</i>	
11:15 a.m. - 11:30 a.m.	Refreshment Break <i>Basie Ballroom Foyer, 2nd Level</i>								
11:30 a.m. - 12:30 p.m.	Session 6	Major Gifts: Maximizing ROI: A Deep Dive Into Managing Volunteer Peer-to-Peer Fundraising and Grateful Patient Events to Get the Most Bang for Your Buck. Speakers: Tom Nichols and Kate Santarcangelo. <i>Basie Ballroom C, 2nd Level</i>	Planned Giving: How to Launch and Execute a Successful Legacy Challenge. Speakers: Kathleen Duffy and Amy Schwader. <i>Julia Lee A/B, 3rd Level</i>	Special Events, Third Party & Peer to Peer: Third Party Events - Let's Dive In. Speakers: Katherine Bahrawy, Gretchyn Beys and Danya Segrest. <i>Mary Lou Williams A/B, 3rd Level</i>	Foundation Relations: Foundation Relations and Sponsored Research: Best Practices for Effective Partnerships. Speakers: Kelly Morrison and Alicia Starkey. <i>Andy Kirk A/B, 3rd Level</i>	Marketing Clinical Trials Using Social Media & More. Speaker: Ken Hines. <i>12th Street Room, Lobby Level</i>	Train the Trainer: How to Prep Your Team to Become Media Trainers. Speaker: Letisia Marquez. <i>Bennie Moten A/B, 3rd Level</i>	Physician Relations: Making a Difference in Your Catchment Area – Big or Small. Speaker: Meredith Fane, MPA. <i>Yardbird A, 2nd Level</i>	
12:30 p.m. - 2:00 p.m.	Plenary Session 3: Luncheon featuring Dr. Ned Sharpless, Dr. Lowy of the NCI and Senator Roy Blunt and Senator Jerry Moran <i>Basie Ballroom A&B, 2nd Level</i>								
2:05 p.m. - 3:05 p.m.	Session 7	Major Gifts: Virtually Normal: Closing major gifts in a virtual world, what has changed and what remains. Speakers: Kate Kaming, Nora Perry and Amy Pilott. <i>Basie Ballroom C, 2nd Level</i>	Annual Giving: Building a bridge for donors. Speakers: Emily Behren, Kelly Brennan , and Rebecca Reyes. <i>Julia Lee A/B, 3rd Level</i>	Stewardship: Creative Communications: Storytelling Ideas, Collaborations, and Lessons Learned Speakers: Andrew Becker , Michal Greenberg and Johanna Schoeller. <i>Andy Kirk A/B, 3rd Level</i>	Corporate and Cause Marketing: Leading with Gratitude: How to Leverage Corporate Fundraising in the Era of Empathy. Speakers: Lisa Bailey, Loren Fishbein, Tom Ferraro and Laurie Schmertz. <i>Mary Lou Williams A/B, 3rd Level</i>	The Good, Bad and Ugly of Workplace Flexibility. Speakers: Laurel DiBrog and Erin McElwain. <i>12th Street Room, Lobby Level</i>	From Science to Soundbites. Speakers: Annie Deck-Miller and Victoria Warren. <i>Bennie Moten A/B, 3rd Level</i>	Physician Relations: Remodeling Our Communications-What it Took to Drive Real Change. Speakers: Jill Chadwick, Susan Kaufmann and Gayle Sweitzer, PT, MBA <i>Yardbird A, 2nd Level</i>	
3:05 p.m. - 3:15 p.m.	Refreshment Break <i>Basie Ballroom Foyer, 2nd Level</i>								
3:15 p.m. - 4:15 p.m.	Session 8	Grateful Patient Fundraising – Partnerships with Nurse Navigation to Maximize Giving. Speakers: Michael Delzotti, FAHP, CFRE and Kelley Windsor. <i>Basie Ballroom C, 2nd Level</i>	Prospect Management. Harnessing the Power of your Prospect Management Team to Maximize Results Speakers: Britten King and Laura Strand. <i>Julia Lee A/B, 3rd Level</i>	Special Events, Third Party & Peer to Peer: Getting Creative During COVID and Beyond. Speakers: Carolyn Brown, Chrissy Dupuy and Jaclynn Rodriguez. <i>Andy Kirk A/B, 3rd Level</i>	Winning Strategies for Introducing Leaders, Faculty and Staff to the Wild, Wonderful World of Development Speaker: Amber Kleopfer Senseny, Krista McCabe and Martha Quinn. <i>Basie Ballroom B, 2nd Level</i>	Twitter Toolkit: Empowering Your Faculty to Engage on Social Media. Speakers: Sarah Garcia and Karen Gehrman. <i>12th Street Room, Lobby Level</i>	The Challenges of Marketing & Collaborating at a Matrix Cancer Center. Speakers: Jane Kollmer, Nicole Fawcett and Michael Schug. <i>Mary Lou Williams A/B, 3rd Level</i>	Leveraging Strategic Agility During a Crisis. Speaker: Jason Molinet <i>Bennie Moten A/B, 3rd Level</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. - 5:15 p.m.	Social Think Tank Session 2	Moore with Chop. <i>Big Data and Grateful Family Donor Marketing: Part 3</i> . Speakers: Doug Kaczmarek, Michael W. Reed, and Jon Thompson. Moderated by Jeff Nickel. <i>Basie Ballroom C, 2nd Level</i>	Plus Delta Partners with Abramson Cancer Center. <i>Precision Faculty Training: Building Powerful Partnerships</i> . Speakers: Tricia Bruning, Chis Foley and Maddie Hansen. <i>Basie Ballroom A 2nd Level</i>	Endeavor Management and OSUCCC-James. Where Does Our MarCom Budget Go? Speakers: Melissa Hall and John McKeever. <i>Basie Ballroom B, 2nd Level</i>	Casual Astronaut with The Wistar Institute. Beyond the Grateful Patient: How to Turn Complex Science into Compelling Storytelling. Speakers: Jeff Ficker and Anita Pepper, Ph.D. <i>Andy Kirk A/B, 3rd Level</i>	Stamats with The University of Kansas Cancer Center. Cancer, Content, and the User Experience: Connecting with Patients on Their Terms. Speakers: Marcia Francis Horner and Mariah Obiedzinski. <i>Julia Lee A/B, 3rd Level</i>			
5:15 p.m. - 5:45 p.m.	Social Think Tank Reception, gather for dine arounds, walking transfers at 5:45pm for 6:00pm reservations <i>Basie Ballroom Foyer, 2nd Level</i>								
6:00 p.m. - 9:00 p.m.	Dine Around Kansas City (<i>Reservations by conference, all actual costs are the responsibility of the individual</i>)								

Thursday, April 28, 2022		
7:00 a.m. - 10:30 a.m.	Conference Information, Tour Confirmations <i>Basie Ballroom Foyer, 2nd Level</i> . Luggage Storage available in 12th Street Meeting Room	
7:00 a.m. - 8:00 a.m.	Breakfast <i>Basie Ballroom C, 2nd Level</i>	
	NACCCDO Affinity Group Breakouts	PAMN Track 1
8:00 a.m. - 9:00 a.m.	Session 9	Affinity Group Breakout Sessions. <i>Each affinity group to be assigned a room and moderator. All Meeting rooms 3rd Level</i>
9:05 a.m. - 9:45 a.m.	Closing Session	Featuring Dr. Henry Ciolino of the NCI. <i>Basie Ballroom A, 2nd Level</i>
9:45 a.m. - 10:00 a.m.	Closing Remarks	The 2022 Conference will conclude with The University of Kansas Cancer Team passing the torch to the Winship Cancer Institute of Emory University with closing remarks by NACCCDO Chair Mike Delzotti and PAMN Chair, Erin McElwain. <i>Basie Ballroom A, 2nd Level</i>
10:15 a.m.	Tour departures from Marriott Downtown, luggage storage available at the hotel and on the tour vehicles. All transfers will first return to the Marriott at approx. 1:30pm and then proceed to MCI Airport for an estimated 2:00pm arrival. <i>Tours recommended for attendees with flights after 3:15pm.</i>	
10:30 a.m. - 1:30 p.m.	Tour Option 1: The University of Kansas Cancer Center . Lunch provided. <i>Complimentary by The University of Kansas Cancer Center.</i>	
10:30 a.m. - 1:30 p.m.	Tour Option 2: World War I Museum . For purchase lunch available from museum dining, Over There Café. <i>Fee: \$35 for transportation and tour. Docent led tours subject to museum COVID protocols.</i>	
10:30 a.m. - 1:30 p.m.	Tour Option 3: Negro League Museum and American Jazz Museum . For purchase lunch available from area restaurants. <i>Fee: \$35 for transportation and tour. Docent led tours subject to museum COVID protocols.</i>	
10:30 a.m. - 1:30 p.m.	Tour Option 4: Nelson-Atkins Museum . For purchase lunch available from museum dining, Rozzelle Court Restaurant. <i>Fee: \$35 for transportation and tour. Docent led tours subject to museum COVID protocols.</i>	