


Monday, May 10, 2021

4:00 p.m. - 4:45 p.m. **Virtual Kick Off:** The 2021 Virtual Experience will kick off with an opening from your NACCCDO & PAMN Chairs, followed by a 30th Celebration Video featuring Roswell Park and highlights of our member institutions and sponsors.

5:00 p.m. - 6:00 p.m. *Cancer 101* with **Mukund Seshadri, DDS, PhD.** *NACCCDO 101* with **Tricia Bruning** and **Mike Delzotti.** *PAMN 101* with **Erin McElwain** (3 individual sessions up to 60 minutes each)

Tuesday, May 11, 2021

11:00 a.m. - 11:05 a.m. Welcome by NACCCDO & PAMN Chairs **Michael Delzotti** and **Erin McElwain**, with remarks by **Rob Walsh**, Presenting sponsor 

11:05 a.m. - 12:15 p.m. One-of-a-kind Q&A session with **Seth Godin**

12:15 p.m. - 12:30 p.m. **Virtual Sponsor Hall Open!**

		NACCCDO TRACK 1	NACCCDO TRACK 2	NACCCDO TRACK 3	NACCCDO TRACK 4	NACCCDO TRACK 5	NACCCDO TRACK 6	PAMN TRACK 1	PAMN TRACK 2	PAMN TRACK 3
12:30 p.m. - 1:15 p.m.	Session 1	CDO PANEL . Speakers: Danielle Mack, Ken Manotti, Caroline Pereira and Darrow Zeidenstein. Moderator: Kelly O'Brien.	<i>Ethics in Grateful Patient Fundraising.</i> Speakers: Michael Hibler and Megan Ward.	<i>Driving Donor Love and Loyalty</i> Speakers: Kelly Brennan, April Maas, Robinette Tiller.	<i>Cancer & Equity: Centering Racial Inequities & Health Disparities with Foundations .</i> Speakers: Phyllis D. Meadows and Velma Monteiro-Tribble. Moderator: Amanda Hollis	Special Events: <i>Reimagining, Pivoting and Moving forward in Peer to Peer Fundraising .</i> Speakers: Mackenzie Giancarlo and Jennifer Sarraill.	<i>How to Become a CFRE.</i> Speakers: Michael Delzotti and Chris Kasavich.	<i>NCI Update.</i> Speakers: Nelvis Castro, Mariah Felipe and Sona Thakkar.	<i>It's Not Easy Being Part of a Matrix Organization.</i> Speaker: Jane Kollmer.	<i>Leveraging chat to assist patients and Improve the patient experience.</i> Speakers: Brian Gresh and Dustin Horn.

1:15 p.m. - 1:30 p.m. **Virtual Sponsor Hall Open!** *Strrrrretch...optional mobility exercises focusing on posture and core*

1:30 p.m. - 2:45 p.m.	Session 2	<i>NACCCDO Business Meeting and Benchmarking.</i> Speakers: Tricia Bruning, Michael Delzotti, Cindy Eller, Michal Hibler, Erin McKenna and Kurt McKinley.						<i>PAMN Business Meeting</i> with Heidi Findlay and Erin McElwain , and <i>Founders Panel: Hitching Your Wagon To The Right C-Suite Star.</i> Speakers: Laurel DiBrog, Vince Dollard, Tadd Pullin, Steve Singer and Arlinda Warren. Moderator: Dalal Haldeman.		
-----------------------	-----------	--	--	--	--	--	--	---	--	--

2:45 p.m. - 3:00 p.m. **Virtual Sponsor Hall Open!** *Optional Mobile App Photo Challenge "In it to Win It"*


		NACCCDO TRACK 1	NACCCDO TRACK 2	NACCCDO TRACK 3	NACCCDO TRACK 4	NACCCDO TRACK 5	NACCCDO TRACK 6	PAMN TRACK 1	PAMN TRACK 2	PAMN TRACK 3
3:00 p.m. - 3:45 p.m.	Session 3	<i>The Importance of Diversity & Equity within the Communities Served by NCI Designated Cancer Centers.</i> Speakers: Dana Dornisife, Dr. Erin Kobetz, Martha Quinn and Dr. Robert Winn.	<i>Make it Count on Monday: Real Takeaways For Major Gift Strategy: Profiling gifts from \$100k-\$1 million.</i> Speakers: Jeanne Goldsmith and Britten King.	<i>Testing, Testing, Testing.</i> Speakers: Greta Bednarczyk, Natalie Harris Lenz and Gretchen M. LaRock.	<i>Hot Trends in Planned Giving Marketing - What we've learned so far.</i> Speakers: Tim Dockery, Ken Dolbashian and Lisa Lager.	<i>Gaining Donors Through Virtual Events and Charity Streaming.</i> Speakers: Andrea Larson and Ashleigh Wahl.	<i>Board Leadership Conundrums, Rebuilding, Revising and Moving Forward.</i> Speakers: Scott M. Lippman, MD, Rachel Stroud Hunsinger and Kristin Waller-Donovan.	<i>Partnering with Government Relations to Positively Influence Cancer Public Policy .</i> Speakers: Jack Cline, Matthew Huesser, Matthew Swaback and Christine Thomas.	<i>Sharing the Adolescent and Young Adult (AYA) Cancer Experience.</i> Speakers: Laurel DiBrog and Carrie Strehlau.	<i>Cartwheels through COVID.</i> Speakers: Vanessa Bramble, Barb Buesse, Gabriel Flores, Stacey Fox, Sheila Interrante and Ashley Snowden.

3:45 p.m. - 4:00 p.m. *Mix and Mixology (Tips and tricks for Cocktails & Mocktails)*

		Social Think Tank NACCCDO Track 1	Social Think Tank NACCCDO Track 2	Social Think Tank NACCCDO Track 3	Social Think Tank PAMN Track 1	Social Think Tank PAMN Track 2	Social Think Tank PAMN Track 3
4:00 p.m. - 4:45 p.m.	Social Think Tank Session 1	Amergent with VCU Massey Cancer Center. <i>"Finding Legacy Donors in Your Data."</i> Speakers: Jasmine Davis and Robert Walsh.	Marts & Lundy with UC Davis. <i>"Gratitude Overcomes Doubt."</i> Speakers: Frank Interlichia and Keeman Wong.	TrueSense Marketing with MD Anderson and The Mayo Clinic. <i>"Reimagining Acquisition in the Post-COVID Era."</i> Speakers: Adi Espat, Eric Johnson and Angelo Licursi.	Endeavor Management with Roswell Park. <i>"Stay Ahead of the Consumerism Curve."</i> Speakers: Laurel DiBrog and John McKeever.	Doximity with UK Markey. <i>"How Physicians Learn: The Digital Revolution."</i> Speakers: Erin McElwain and Amit Phull, MD.	Patient Resource with University of Kansas. <i>"System Solution to Bettering Patient Experience & Education."</i> Speakers: Teri Banman, Debby Easum and Amy Galey.

4:45 p.m. - 5:00 p.m. *Prize Annoucement on the mobile app, Daily Trivia*

Wednesday, May 12, 2021

11:00 a.m. - 12:00 p.m.	Office Hours with Tuesday Speakers, <i>see agenda and session descriptions on the conference website for specific 15-minute office hour segments with available speakers</i>										
12:00 p.m. - 12:45 p.m.	From Our Home to Yours: Cooking Tips and Tricks with Simple Ingredients. Welcome by Platinum sponsor TrueSense Marketing										
12:45 p.m. - 1:00 p.m.	Virtual Sponsor Hall Open! <i>Maintain Balance, optional mobility exercises focusing on balance and core</i>										
1:00 p.m. - 2:15 p.m.	Plenary Session featuring a Cancer Center Directors' Panel with Dr. Timothy Eberlein , Washington University Siteman Cancer Center, Dr. Laurie Glimcher , Dana-Farber Cancer Institute, Dr. Candace Johnson , Roswell Park Comprehensive Cancer Center, Dr. Kelvin Lee , Indiana University Melvin, Bren Simon Comprehensive Cancer Center and Dr. Robert Vonderheide , Abramson Cancer Center of the University of Pennsylvania. Opening remarks by Presenting Sponsor 										
2:15 p.m. - 2:30 p.m.	Virtual Sponsor Hall Open! <i>Optional Rapid Scavenger Hunt</i>										
		NACCCDO TRACK 1	NACCCDO TRACK 2	NACCCDO TRACK 3	NACCCDO TRACK 4	NACCCDO TRACK 5	NACCCDO TRACK 6	PAMN TRACK 1	PAMN TRACK 2	PAMN TRACK 3	
2:30 p.m. - 3:15 p.m.	Session 4	<i>So You Closed the Gift...Now What?</i> Speakers: Kathleen Hertkorn and Bob Wynne.	<i>Engaging Diverse Donors.</i> Speakers: Standley Charles and Kate Kaming.	<i>Fueling a Piping Hot Mid-level Donor Pipeline.</i> Speakers: Kim Callahan, Megan French and Ian Shore.	<i>Legacies of Gratitude.</i> Speakers: Debbie Bills, Rosalie DiCarlo and Kelsey Picken.	<i>Event Sponsorships in the New Normal.</i> Speaker: Loren Fishbein.	<i>Prospect Research and Management: Measuring Impact in a Manageable Way.</i> Speakers: Elizabeth de Velasco, Ivana Krizanic, Barbara Moore and Jerry Sinning.	<i>A Puck & Some Luck: Using Hockey to Tell the Cancer Center Story.</i> Speaker: Becky Griess.	<i>Patient Education Across the Cancer Care Continuum.</i> Speakers: Lindsey Gruenberg, Matt Huesser, Javier de Jesus and Christine Thomas.	<i>Writing a Creative Brief.</i> Speakers: Matt Curran, Erin McElwain and Ben Richey.	
3:15 p.m. - 3:30 p.m.	Virtual Sponsor Hall Open! <i>Fill Your Cup, optional mobility exercises featuring hips and core, with hydration reminder</i>										
		NACCCDO TRACK 1	NACCCDO TRACK 2	NACCCDO TRACK 3	NACCCDO TRACK 4	NACCCDO TRACK 5	NACCCDO TRACK 6	PAMN TRACK 1	PAMN TRACK 2	PAMN TRACK 3	
3:30 p.m. - 4:15 p.m.	Session 5	Explore Another Session: <i>Join one of the other great tracks happening now, or an on demand option from Tuesday, or any Wednesday earlier offerings!</i>	<i>Leveraging Anonymous Transformational Gifts to Propel Your Cancer Center's Mission, Vision and Goals.</i> Speakers: Sarah Christensen and Bob O'Brien.	<i>Stewardship: Critical Communications: Stewardship's Essential Role in Fundraising.</i> Speakers: Erin McVeigh, Jess Skinner and Robinette Tiller. Moderator: Lizzy Easter	<i>The Zoom where it happened, Soliciting and Securing Virtual Principle Gifts.</i> Speakers: Becky Fullmer and Laureen McCorkle.	<i>How to Pivot and Plan for your Traditional Events.</i> Speakers: Amanda Benedict, Murphy Dunne and Emily Pratt.	<i>From the Pipeline to Major Gifts: Getting Your Start in Cancer Center Fundraising.</i> Speakers: Madeleine Hansen and Jaclyn Nguyen Rachlin.	<i>Hit Me With Your Best Shot.</i> Moderators: Javier de Jesus and Christine Thomas.	<i>When HR & Communications Converge.</i> Speakers: Melissa Free and Meghan Smith.	<i>Enhancing Community Outreach and Engagement Efforts through Marketing, Communications and Social Media.</i> Speakers: Whitney Greene-Nymo, Garrett Harding and Zul Surani.	
4:15 p.m. - 4:30 p.m.	Mix and Mixology (<i>Tips and tricks for Cocktails & Mocktails</i>)										
		Social Think Tank NACCCDO Track 1			Social Think Tank NACCCDO Track 2			Social Think Tank NACCCDO Track 3		Social Think Tank PAMN Track 1	Social Think Tank PAMN Track 2
4:30 p.m. - 5:15 p.m.	Social Think Tank Session 2	CCS Fundraising with Duke. <i>"The Human Side of Systems: Why Change Management Matters."</i> Speakers: Amy Deshler, Eric Javier and Allison Willner.			Moore with Children's Hospital of Philadelphia. <i>"Big Data and Grateful Family Donor Marketing: Part 2."</i> Speakers: Doug Kaczmarek, Jeff Nickel and Jon Thompson.			Blackbaud with Duke and VCU Massey. <i>"Balancing the Art and Science of Fundraising to Boost Gift Officer Performance."</i> Speakers: Michelle Cohen, Joy Pohland Janssen and Martha Quinn.		Stamats with Roswell Park. <i>"Telling a Complex Story in a Non-Complex Digital Way."</i> Speakers: Sandra Fancher, Heidi Findlay and Kelly Hidlebaugh.	Casual Astronaut with Vanderbilt. <i>"Reputation: It's More Than Rankings."</i> Speakers: Cynthia Manley and Paul Peterson.
5:15 p.m. - 5:30 p.m.	Closing Session: <i>Conference wrap up with appreciation for our hosts Roswell Park Comprehensive Cancer Center and a passing of the torch to our 2022 hosts, The University of Kansas Cancer Center. Mark your calendars for the April 25-28, 2022 Annual Conference in Kansas City!</i>										

Thursday, May 13, 2021

11:00 a.m. - 12:00 p.m.	Office Hours with Wednesday Speakers, <i>see agenda and session descriptions on the conference website for specific 15-minute office hour segments with available speakers</i>									
12:00 p.m. - 1:00 p.m.	Office Hours with Wednesday Speakers, <i>see agenda and session descriptions on the conference website for specific 15-minute office hour segments with available speakers</i>									