

Sunday, April 7, 2019

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| 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, 2nd Floor</i> |
| 5:30 p.m. - 7:30 p.m. | Affinity Dinners (Area of Concentration) for early arrivals (all costs on own) |

Monday, April 8, 2019

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| 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, 2nd Floor</i> |
| 8:00 a.m. - 9:00 a.m. | NACCDO Board and PAMN Steering Committee Working Breakfast <i>(Limited to NACCDO and PAMN Board/Steering Members) Centennial 1, 3, 2nd Floor</i> |
| 9:00 a.m. - 11:00 a.m. | NACCDO Board and PAMN Steering Committee - Joint Meeting & Group Photo <i>(Limited to NACCDO and PAMN Board/Steering Members) Grand Ballroom A-D, 2nd Floor</i> |
| 11:30 a.m. - 12:30 p.m. | CDO and Senior Leadership Lunch with Development Presenting and Platinum Sponsors <i>(Limited to Confirmed NACCDO Chief Development Officers, Invited Senior Leadership attendees and Invited Development Presenting and Platinum Sponsors) Grand Ballroom F, 2nd Floor</i> |
| 12:30 p.m. - 3:30 p.m. | CDO Retreat with Nathan Chappell and Kelly O'Brien <i>(Limited to Chief Development Officers, \$249 additional fee applies) Continental, 14th Floor</i> |
| 12:30 p.m. - 3:45 p.m. | Senior Leadership Retreat with Nazalee O'Hearn <i>(Limited to Invited Senior Leadership Personal, \$249 additional fee applies) Venetian, 14th Floor</i> |
| 1:00 p.m. - 3:30 p.m. | Pre Conference Workshop: Crisis Communications: Planning for the Unimaginable with Angela Buckelew Coyle, Vince Dollar, Clark Dumont and Judy Fortin. <i>(Limited to Pre-Registered, Pre-Conference Workshop PAMN or NACCDO Attendees, \$195 additional fee applies) Crystal, 2nd Floor</i> |
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| 4:00 p.m. - 5:00 p.m. | Cancer 101: A Deeper Dive into Clinical Research with Dr. Kathleen Moore <i>Grand Ballroom A-E, 2nd Floor</i> |
| 5:00 p.m. - 5:50 p.m. | This is NACCDO with Suzanne Beers and Michael Delzotti <i>(Open to all NACCDO Members and Non-Members, geared toward first time attendees) Crystal Room, 2nd Floor</i> |
| 5:00 p.m. - 5:50 p.m. | NCI Update with Nelvis Castro and Shannon Hatch <i>(open to PAMN and NACCDO attendees) Centennial 1-3, 2nd Floor</i> |
| 6:00 p.m. - 7:30 p.m. | Welcome Reception at Vast <i>(50th Floor of the Devon Energy Building, 2-block walk from the Skirvin or Sheraton)</i> |
| 7:30 p.m. - 10:00 p.m. | Dine Around, Downtown Oklahoma City <i>(Reservations by conference, all actual costs are the responsibility of the individual)</i> |

Tuesday, April 9, 2019

| | NACCCDO TRACK 1 | NACCCDO TRACK 2 | NACCCDO TRACK 3 | NACCCDO TRACK 4 | PAMN TRACK 1 | PAMN TRACK 2 | PAMN TRACK 3 |
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6:00 a.m. NACCCDO-PAMN Walk/Run with cancer survivors from Stephenson Cancer Center *Skirvin Hotel Lobby*


6:15 a.m. - 7:00 a.m. NACCCDO-PAMN Wake Up Yoga (Limited to 20 attendees, based on first come first served, sign up at the registration desk) *Continental Room, 14th Floor*

7:00 a.m. - 7:30 p.m. Conference Check-In, Information, Tour Confirmations for Wednesday *Grand Ballroom Foyer, 2nd Floor*

7:30 a.m. - 8:30 a.m. Buffet Breakfast featuring round table discussion (pre-assigned topics) *Seating in Centennial Ballroom, Balinese Room, Crystal Room, Ballroom Entrance*

8:30 a.m. - 9:45 a.m. Welcome and Plenary Session 1: Featuring Keynote by Olympian, Cancer Survivor and Motivational Speaker **Shannon Miller** *Grand Ballroom A-F, 2nd Floor*

9:45 a.m. - 10:00 a.m. Coffee Break & Networking with Sponsors

10:00 a.m. - 11:00 a.m. Plenary Session 2: NACCCDO-PAMN Moderated Panel Discussion "Collaborate for a Cure" with **Jonathan Agree, Michael Delzotti, Laurel DiBrog, Cindy Eller, Jim Goodwin and Matthew Huesser** Morning Plenary Sessions sponsored by  *Grand Ballroom A-F, 2nd Floor*

11:00am - 11:15am Refreshment Break, *Grand Ballroom Foyer, 2nd Floor*

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| 11:15:am-12:15pm | Session 1 | Major Gifts: Vision First - The Art and Science of the Transformational Gift. Speakers: Kate Kaming, Allison Krebs, Tracy Muscat and Carolyn Wilson <i>Venetian, 14th Floor</i> | Planned Giving: Working better together. Speakers: Cindy Atmar, Mandy Donohue, Laura Ferraiolo, and Michelle Kovach <i>Contential Room, 14th Floor</i> | Special Events: Gala's, Fashion Shows and Luncheons Speakers: Grace Oppenheimer and Jenn Ryan <i>Founders Room, 14th Floor</i> | Annual Giving: Digital Annual Giving Strategies. Speakers: Krista Dow, Emily Parris Sandler and Suzanne Wiles <i>Centennial 1-3, 2nd Floor</i> | Leveraging and Measuring Sports Partnerships. Speakers: Tim McGhee <i>Balinese Room, 2nd Floor</i> | Online Reputation Management: Not-A-One-Size-Fits-All Approach. Speakers: Heidi Findlay, Heather Gladis, Ryan O'Neill-Moon <i>Crystal Room, 2nd Floor</i> | NA, 2 PAMN tracks only for session 1 |
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12:30 p.m. - 1:45 p.m. NACCCDO Luncheon with Awards. Luncheon sponsored by  *Grand Ballroom A-D, 2nd Floor*

12:30 p.m. - 1:45 p.m. PAMN Luncheon with Business Meeting with **Jim Goodwin and Erin McElwain** *Sheraton Hotel, One Broadway Ballroom, Lobby Level*

1:45pm - 2:10pm Dessert with Sponsors *Grand Ballroom Foyer, 2nd Floor*


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| 2:15 p.m. - 3:00 p.m. | Session 2 | Board Relations: Harnessing the Power of Volunteer Boards/ Committees to Achieve Fundraising Success. Speakers: Jennifer McDonald and Mandy Porcher <i>Venetian Room, 14th Floor</i> | Building a Donor Relations Program: Tools for Effective Stewardship and Engagement. Speakers: Lisa Doyle and Martha Garrison <i>Contential Room, 14th Floor</i> | Corporate and Cause Marketing: Successful Leveraging in a Sports-centric Culture. Speakers: Jenn Hickok, Claire Turmelle, and Kelli Hayward Walsh <i>Balinese Room, 2nd Floor</i> | Artificial Intelligence and the Future of Generosity: Speaker: Nathan Chappell <i>Grand Ballroom A-C, 2nd Floor</i> | Maximizing Physician Relations. Speakers: Barb Buesse and Ashley Snowden <i>Crystal Room, 2nd Floor</i> | Fueling the Search Engine: How To Deliver Sustainable Growth. Speakers: Dustin Horn and Derek Mabie <i>Centennial 1-3, 2nd Floor</i> | NA, 2 PAMN tracks only for session 2 |
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| 3:15pm-4:00pm | Session 3 | Leveraging Key Constituencies for Campaign Success. Speakers: Rebecca L. DuFault, Laureen McCorkle and Steven Norris. <i>Venetian Room, 14th Floor</i> | Stewardship 101: Executing Creative and Effective Stewardship across the Donor Spectrum Speakers: Michal Greenberg and Dorothy Meija-Smith <i>Contential Room, 14th Floor</i> | Peer to Peer Fundraising. Speaker: Emily Parris Sandler <i>Centennial 1-3, 2nd Floor</i> | Major Gifts: Faculty Engagement. Speakers: Michael Hibler and Megan Ward <i>Grand Ballroom A-C, 2nd Floor</i> | Internal Communications: Integrating external and internal service messages Speakers: Jason Grattini, Beth Johnson and Anuja Mudali <i>Crystal Room, 2nd Floor</i> | So You Want a CRM. Speakers: Rob Baughman, Laurel DiBrog, and Arlinda Warren <i>Balinese Room, 2nd Floor</i> | NA, 2 PAMN tracks only for session 3 |
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Tuesday, April 9, 2019 Continued

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| 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, 2nd Floor</i> | | | |
| | | Social Think Tank Track 1 | Social Think Tank Track 2 | Social Think Tank Track 3 |
| 4:30 p.m. - 5:10 p.m. | Social Think Tank Session 1 | Grateful Patient Annual Giving Donors: Essential Elements for a Successful Program. Featuring TrueSense Marketing, Dana-Farber Cancer Institute and Roswell Park Comprehensive Cancer Center. Speakers: Gretchen LaRock, Tim Maxton and Jeff Nickel <i>Grand Ballroom D-E, 2nd Floor</i> | Acquiring, Renewing and Stewarding Mid Level Gifts featuring Amergent and VCU Massey Cancer Center. Speakers: Jasmine Davis and Rob Walsh <i>Centennial 1-3, 2nd Floor</i> | Leveraging Digital Platforms to Build New Referral Relationships featuring Doximity and Seattle Cancer Care Alliance. Speakers: Nate Gross, MD and Cassidy Stevens <i>Crystal Room, 2nd Floor</i> |
| 5:15 p.m. - 5:55 p.m. | Social Think Tank Session 2 | How to leverage technology to generate the most highly qualified leads for planned gifts at the lowest cost (Pipeline development) featuring MarketSmart with City of Hope and Dana Farber Cancer Institute. Speakers: Tanya Lopez, Erin McKenna, Cheryl Papsch <i>Grand Ballroom F, 2nd Floor</i> | From the Sidelines to the Starting Lineup: How Using Digitally Transforming Solutions Can Multiply Your Players, Playing Field, Recruiting & Victories featuring Blackbaud, Fred Hutchinson Cancer Research Center & Roswell Park Alliance Foundation. Speakers: Karen Cincotti, Bo Crader, Traci Drake and Makenzie Keller <i>Balinese Room, 2nd Floor</i> | Not All Visitors are Created Equal. What’s Unique About a Cancer Center Website Visitor? Featuring gSight by Greystone.Net and Moffitt Cancer Center. Speakers: Kelly Cunha and Rob Klein <i>Grand Ballroom A-C, 2nd Floor</i> |
| 6:00 p.m. - 6:40 p.m. | Social Think Tank Session 3 | Prospect or Suspect? Defining and mastering the critical skill of Qualifying featuring Plus Delta Partners with OSUCCC-James and University of Iowa, Holden Comprehensive Cancer Center and UCSF Helen Diller Family Comprehensive Cancer Center. Speakers: Chris Foley, Scott Hansen, Joe Krovoza and Jennifer McDonald <i>Grand Ballroom D-E, 2nd Floor</i> | “Philanthropy Champions: A tailored and sustained program for patient and family giving” featuring Marts & Lundy with VCU Massey Cancer Center. Speakers: Frank Interlichia and Martha Quinn <i>Centennial 1-3, 2nd Floor</i> | Tired of Defending Your Budget? Effective Benchmarking for Marketing and Communications featuring Endeavor Management (formerly Gelb Consulting) and Cleveland Clinic. Speakers John McKeever and Peter Miller <i>Crystal Room, 2nd Floor</i> |
| 6:40 p.m. - 7:15 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, 2nd Floor</i> | | | |
| 7:15 p.m. | Evening at Leisure for sponsor dinners, affinity dinners or cancer center dinners (<i>all costs on own</i>) | | | |

Wednesday, April 10, 2019 *(Cancer Center/Company Branded Attire encouraged)*

| | NACCCDO TRACK 1 | NACCCDO TRACK 2 | NACCCDO TRACK 3 | NACCCDO TRACK 4 | PAMN TRACK 1 | PAMN TRACK 2 | PAMN TRACK 3 | |
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| 6:00 a.m. | NACCCDO-PAMN Walk/Run with cancer survivors from Stephenson Cancer Center <i>Skirvin Hotel Lobby</i> | | | | | | | |
| 6:15a.m. - 7:00 a.m. | NACCCDO-PAMN Wake Up Yoga <i>(Limited to 20 attendees, based on first come first served, sign up at the registration desk)</i> <i>Continental Room, 14th Floor</i> | | | | | | | |
| 7:00 a.m. - 7:00 p.m. | Conference Check-In, Information and Tour Confirmations <i>Grand Ballroom Foyer, 2nd Floor</i> | | | | | | | |
| 7:30am-9:00am | Buffet Breakfast <i>Grand Ballroom A-F, 2nd Floor</i> | | | | | | | |
| 9:15am-10:45am | Session 4 | NACCCDO Business Meeting and Benchmarking. Speakers: Linda Cameron, Michael Delzotti, Maria Gelormini, Michael Hibler, and Kurt McKinley <i>Grand Ballroom A-F, 2nd Floor</i> | | | Making It Personal: Marketing Cancer Precision Medicines. Speakers: Pamela Crawford, Toni Donovan, Megan Lawless, Erin McElwain <i>Crystal Room, 2nd Floor</i> | Your Website Redesign Journey: Implementing a Patient-Centered Approach. Speakers: Santhy Rodriguez Balinese Room, 2nd Floor | NA, 2 PAMN tracks only for session 4 | |
| 10:45am-11:00am | Refreshments and Networking <i>Grand Ballroom Foyer, 2nd Floor</i> | | | | | | | |
| 11:00am-12:00pm | Session 5 | Major Gifts: The Measure of Success: How Effective Metrics Lead to Energized Fundraising. Speakers: Arlene Jennings and Christopher Kasavich <i>Grand Ballroom A-C, 2nd Floor</i> | Stewardship and Communications: Metrics, Metrics, Metrics: Quantifying Quality Communications Work Speakers: Elizabeth Easter and Maggie Moore <i>Centennial 1, 2nd Floor</i> | Major Gifts: The Architecture of Naming Opportunities. Speakers: Tricia Bruning, Anastasios Kozaitis and Karleigh Rose Pettit <i>Crystal Room, 2nd Floor</i> | Annual Giving: Grateful Patient Annual Giving Fundraising. Speakers: India Laughlin, Michela Mesa and Sara Wajda <i>Balinese Room, 2nd Floor</i> | Driving Reputation with Social Media. Speakers: Nicole Fawcett, Meredith Owen and Eileen O'Brien <i>Centennial 2-3, 2nd Floor</i> | U.S. News Healthcare & Duke Health Cancer Ranking Analysis. Speakers: Jillian Hauser and Evan Jones <i>Founders Room, 14th Floor</i> | Visual Story Telling with Purpose. Speakers: Jake Jacobson and Ben Richey <i>Continental Room, 14th Floor</i> |
| 12:00pm-1:00pm | Buffet Lunch featuring Hot Topic Discussions with Sponsors and Affinity Groups <i>Grand Ballroom A-F, 2nd Floor</i> | | | | | | | |
| 1:15pm-2:15pm | Session 6 | Corporate and Cause Marketing: Creative Corporate Development: Strategies to Engage, Empower, and Employ. Speakers: Carolyn Brown, Kathleen Hertkorn and Jenn Hickok <i>Founders Room, 14th Floor</i> | Career Development: Tips for Success. Speakers: Suzanne Beers, Megan Ward and Kara Wagner <i>Continental Room, 14th Floor</i> | Planned Giving: Best practices for stewarding planned gifts. Speakers: Shelley Robson, Robin Trout <i>Centennial 1, 2nd Floor</i> | Major Gifts: The Philanthropic Strategy for Pilot Funding: Pitch, Donor Profile, Stewardship. Speakers: Megan R. Cottle, Laura Eldridge, and Sandy Liarakos <i>Grand Ballroom A-C, 2nd Floor</i> | Branding Opportunities from Major Gifts to NCI Designation. Speakers: Vallery Brown, Nicole Fawcett and Claire Turmelle <i>Balinese Room, 2nd Floor</i> | The Power of Story in Science Communications. Speakers: Cynthia Lollar and James Mathews <i>Crystal Room, 2nd Floor</i> | Stand Up To Cancer (SU2C) Learning Lab on Cancer Clinical Trials and Health Equity Speakers: Anabella Ciliberto and Frederick Johnson <i>Centennial 2-3, 2nd Floor</i> |
| 2:45pm-5:15pm | Tours at Stephenson Cancer Center <i>(Complimentary)</i> or <i>OKC National Memorial Museum (\$10)</i> or <i>Myriad Botanical Gardens (\$10)</i> | | | | | | | |
| 4:00pm-5:30pm | Optional | NEW! <i>Tales from the Field</i> featuring Suzanne Beers, Tina Pakfar, and others to be announced. To be held at <i>Sheraton Area Lounge (Lobby Level)</i> this is an opportunity to share "war stories" and hear just how having a sense of humor can get you through even the most challenging moments in our field. Feel free to participate or just come and listen! | | | | | | |
| 6:00pm-9:30pm | Walking or shuttle transfers to The Jones Assembly 6pm-9:30pm. <i>(Western Chic attire encouraged)</i> Evening event sponsored by  | | | | | | | |

| Thursday, April 11, 2019 | | | | | | |
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| | NACCCDO TRACK 1 | NACCCDO TRACK 2 | NACCCDO TRACK 3 | PAMN TRACK 1 | PAMN TRACK 2 | |
| 7:00 a.m. - 1:00pm | Conference Information <i>Grand Ballroom Foyer, 2nd Floor</i> | | | | | |
| 7:30 a.m. - 8:30 a.m. | Breakfast <i>Grand Ballroom D-F, 2nd Floor</i> | | | | | |
| 8:30 a.m. - 9:45 a.m. | Session 7 | What is a Donor-Advised Fund and Why Are They So Popular? Speakers: Mary Anderson, Clayton Atto, Renee Kurdzos and Erin McKenna <i>Centennial 1, 2nd Floor</i> | Major Gifts: Complex Gift Conversations. Speakers: Michael Delzotti and Christopher Kasavich <i>Grand Ballroom A-C, 2nd Floor</i> | Annual Giving: Leadership Annual Giving. Speakers: Lizzie Conkle, Stephanie Henderson, and Diana Keim <i>Centennial 2-3, 2nd Floor</i> | AACI and AACR Update. Speakers: Rick Buck and Chris Zurawsky <i>Balinese Room, 2nd Floor</i> | Tech Talk: Choosing the Right Digital Tools. Speakers: Daniel Cave, Ryan O'Neill-Moon, Jennifer Schultz <i>Crystal Room, 2nd Floor</i> |
| 9:45 a.m. - 9:55 a.m. | Refreshment Break <i>Grand Ballroom Foyer, 2nd Floor</i> | | | | | |
| 10:00 a.m. - 11:15 a.m. | Session 8 | Career Management. Speakers: Suzanne Beers <i>Centennial 1, 2nd Floor</i> | Special Events: Third Party/DIY Events Speakers: Amy Cassell and Suzanne Fountain <i>Centennial 2-3, 2nd Floor</i> | Time is Money: Strategies to Maintain Your Focus and Increase Your Productivity Speakers: Elizabeth Morgan, Sydney Pietrzak and Keeman Wong <i>Grand Ballroom A-C, 2nd Floor</i> | Changing Healthcare Landscape. Speakers: Holly Adams, Ben Ikard, Susie Jones and Jennifer Schultz <i>Balinese Room, 2nd Floor</i> | Hit Me With Your Best Shot. Speakers: Judy Fortin and Chris Wilson <i>Crystal Room, 2nd Floor</i> |
| 11:15 a.m. - 11:45 a.m. | Closing Session: Featuring Peggy Stephenson <i>Grand Ballroom D-F, 2nd Floor</i> | | | | | |
| 11:45 a.m. | 2019 Conference Conclude | | | | | |