

Welcome to

Chapel Hill
North Carolina

2011 NACCDO / PAN Annual Conference
Thursday, April 28 - Sunday, May 1

The Carolina Inn ♦ Chapel Hill, NC

Hosted by



UNC
LINEBERGER COMPREHENSIVE
CANCER CENTER
NC CANCER HOSPITAL

Joint Sessions

THURSDAY, APRIL 28

1:30 p.m. - 2:00 p.m.

Cancer 101

H.J. Kim, M.D., Assistant Professor of Surgical Oncology, UNC Lineberger Comprehensive Cancer Center; Cindy Eller, Vice President for Development, Roswell Park Cancer Institute; Robert G. Wilkens, Jr., Senior Vice President and Chief Development Officer, Fox Chase Cancer Center; Vanessa Wasta, M.B.A., Associate Director, Media Relations and Web Projects, 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 panel will break down the terminology, the research and clinical lingo and the overall cancer experience to enhance your understanding and communication skills about cancer.

2:30 p.m. - 3:15 p.m.

Speed Networking

Exhibit Hall

Speed Networking provides the opportunity to meet colleagues from around the country who share your professional expertise. This fun and interactive session is a great way to kick-off the annual meeting.

Opening Plenary

Thursday, 3:30 p.m. - 4:45 p.m.

An update from the National Cancer Institute



Michael J. Miller

Senior Science Writer, Office of Media Relations, National Cancer Institute

This summer Harold E. Varmus, M.D., became the National Cancer Institute's (NCI) 14th director. While the impact of this important leadership transition is still evolving, Mike Miller will highlight four areas: budgets; provocative questions; program priorities; and organizational structure.



SATURDAY, APRIL 30

12:30 p.m. - 3:00 p.m.

Lunch and Tours of the N.C. Cancer Hospital

We'll gather on the terrace at the N.C. Cancer Hospital, clinical home of

UNC Lineberger, for an open-air luncheon followed by a tour of the \$180-million facility that opened in September 2009 and houses UNC's outpatient clinics, specialty clinics and support programs.



Plenary

Saturday, 3:15 p.m. - 4:15 p.m.

The Four Foundations of Greatness

Tom Morris

Author & Founder, The Morris Institute for Human Values

Nationally recognized author and philosopher Tom Morris will take off from his highly acclaimed and bestselling leadership classic "If Aristotle Ran General Motors." What motivates people to do their best, and feel their best? What are the foundations for sustainable excellence in anything we do? What makes for superior teamwork, great family life, and loyal personal and professional relationships?

Tom's work has been featured by such diverse news outlets and media as CNN, NBC, CNBC, The Learning Channel, NPR, The New York Times, USA Today, The Los Angeles Times, The Chicago Tribune, and The Washington Post. Tom is the first philosopher in history to serve as the national spokesman for Winnie the Pooh, Disney Home Videos and engage in early morning philosophy with Regis Philbin and Matt Lauer. Tom is known for bringing the insights of the great thinkers into the drama of everyday life with high energy and good humor. His message is helping to change lives and revolutionize business practices everywhere.



Plenary

Sunday, 8:30 a.m. - 9:45 a.m.

Tiny scale, big hope: Nanotechnology and cancer

Joe DeSimone

Chancellor's Eminent Professor of Chemistry, Molecular Therapeutics, UNC Lineberger Comprehensive Cancer Center

Nanotechnology is prone to hype, but holds real potential for cancer treatment in areas ranging from drug delivery to imaging and radiation therapy. Joe DeSimone, Ph.D., is one of the world's foremost experts in the field, moving this small miracle of technology from hype to hypothetical to real. UNC Chancellor's Eminent Professor of Chemistry, adjunct faculty at Memorial Sloan-Kettering, and founder of the nanobiotechnology firm Liquidia Technologies will discuss the application of nanotechnology in medical imaging, radiation therapy, cancer vaccines and pharmaceutical therapies, as well as in the emerging field of interventional oncology.

DeSimone's innovative cross-disciplinary collaborations are just some of the factors that led to his selection as a recipient of the Lemelson-MIT Prize, known as the "Oscar for inventors," and the National Institutes of Health Pioneer Award. Hear one of the world's foremost experts present the state of this rapidly-changing field and recent breakthroughs that hold promise for clinical medicine.

EXHIBIT HALL

This year's conference schedule will give you more quality time with a wide range of sponsors! An optional pre-conference retreat for Chief Development Officers on Thursday morning will finish up just as the exhibit hall opens at 12:00 p.m. General conference sessions for newcomers begin at 1:30 p.m. and the opening plenary with NCI's Mike Miller begins at 3:30 pm. Plan to participate in these opening day activities!

The Exhibit Hall will be open the following times:

Thursday, April 28	12:00 p.m. - 5:00 p.m.
Friday, April 28	7:00 a.m. - 5:00 p.m.
Saturday, April 29	7:00 a.m. - 12:00 p.m.

Development

THURSDAY, APRIL 28

Exhibition Hall opens at noon; joint sessions begin at 1:30 pm.

2:00 p.m. - 2:30 p.m.

New Member/Attendee Orientation (open to everyone)

Debra Griffith, NACCCDO Membership Chair and Director of Development, University of Michigan Comprehensive Cancer Center

Your GPS to success with NACCCDO - Driving successes in cancer fundraising is the mission of NACCCDO. Learn about the many benefits of being a member of this great organization, hear about our history, and our future! Join your colleagues from the NACCCDO steering committee and the membership team for a brief overview and Q&A session. Get prepared to make the most of this year's conference.

8:30 a.m. - 12:00 p.m.

Chief Development Officers Mini Retreat

A new opportunity open to the Chief Development Officer at an institution. The session will include priority topics such as Managing Up, Staff Performance Metrics and Organizational Charts, Advancing the Mission and other important areas. Includes dinner on Wednesday night and retreat sessions on Thursday morning.

FRIDAY, APRIL 29

7:30 a.m. - 8:30 a.m.

Social Media 101 (Joint Session)

Cynthia Floyd Manley, Associate Director for Communications, Vanderbilt-Ingram Cancer Center

When it comes to social media, do you wonder what all the fuss is about? Do you have a sense that something big is brewing – maybe you ought to learn something about how it works and how it might fit into your job -- but you don't know where to start? Have you dipped toe into the social media waters but are afraid to dive in? Then this session is for you. We'll go through the basics – what it is, what it's not, and who's using it and how, along with a few real-world examples of how cancer centers are using these tools to engage with consumers, patients and caregivers, donors and prospects, media and peers. You may not be a social media expert when the hour's up (hint: this field is evolving so quickly, there are NO experts), but we guarantee you'll know your Tweet from your hashtag.

8:30 a.m. - 9:30 a.m.

Managing the Pipeline

Leslie Schipani Anderson, Associate Director, Major Gifts, Moffitt Cancer Center; Shaina Sine, Associate Director, Annual Giving, Moffitt Cancer Center

Between acquiring a donor and securing a major gift, there are many steps in the solicitation process. Annual giving, multi-year gifts, major gifts, event giving and estate gifts represent integral components in a cancer center's revenue stream. Through database research and analysis, gift officers are better able to identify dedicated supporters and steward them accordingly. During this session, Shaina and Leslie will share their strategies and insight for mining your data and managing stewardship.

8:30 a.m. - 9:30 a.m.

E-Philanthropy

Rick Christ, Vice President, Online Fundraising, Amergent; Jane Eyler, Account Supervisor, Amergent

When donors give to your organization, what kind of experience do they have? There is a lot of talk about the success of online giving, donor stewardship, multi-channel donors and integrated marketing. But what is the reality among NACCCDO members? Rick and Jane will share all new information based on 2010-2011 online and direct mail communications, including online social networking. They will cover the the most common mistakes that reduce future donations and how integrating online and direct mail increases overall response.

10:00 a.m. - 11:30 a.m.

Planned Giving Is All about Innovative Cancer Research, Advanced Care and Saving Lives

David Routh, Managing Director, Private Client Advisor, US Trust, Bank of America, Raleigh, and Former Director of Gift Planning, UNC

We are not in this work to create planned giving case studies of the most complicated gifts possible – we are here to help individuals and families accomplish their dreams. This session will refocus how you think about planned giving at your cancer center. David will convince you that planned giving is inspirational, not complicated or technical.

10:00 a.m. - 11:30 a.m.

Caught Between Two Heroes: Physicians and Donors

Joe Golding, Chairman and CEO, Advancement Resources; Walt Edwards, Executive Vice President, Advancement Resources

Cancer Center development professionals must facilitate meaningful relationships among physicians, researchers, and donors. Each party is committed to battling and eradicating this disease, yet their perspectives of the world, money, and philanthropy are very different.

In this session, Joe will present research, anecdotes, and donor video clips to help development professionals understand new ways of working with these key stakeholders in an entirely new financial reality.

2:00 p.m. - 3:00 p.m.

Behind Enemy Lines: Creating a Win/Win for Development and Marketing (Joint Session)

Jana Sharpley, Executive Director of Development, and Arlinda Warren, Director of Marketing, Communications and Physician Services, Alvin J. Siteman Cancer Center at Washington University School of Medicine and Barnes-Jewish Hospital; Kevin Koga, Vice President of Communications, and Lisa Considine, Associate Vice President of Development, City of Hope; Jennifer Daly, Director of Major Gifts, and Theresa Dyer Huffman, Marketing Manager, Winship Cancer Institute of Emory University

How do cancer centers build successful partnerships between Marketing and Development? Development and marketing professionals from three centers (representing matrix, free-standing and smaller shops) will share concrete examples of what it takes to develop and maintain a beneficial, winning relationship.

2:00 p.m. - 3:00 p.m.

Creative Gift Strategies for Unrestricted Funding

Marnie Imhoff, Vice President for Development, Rockefeller University; Robert G. Wilkens, Jr., Senior Vice President and Chief Development Officer, Fox Chase Cancer Center

This session will feature a panel discussion on proven techniques and successful approaches to raising highly coveted, but difficult to raise, unrestricted support.

3:15 p.m. - 4:15 p.m.

Faculty Engagement

Dina Klicos, Director of Major Gifts, Sidney Kimmel Comprehensive Cancer Center; Elizabeth Prescott, Associate Director of Foundation Relations, Fred Hutchison Cancer Research Center

Join us for a panel discussion with Development colleagues as they share their experiences about engaging faculty in the development processes. They may not have all the answers but they sure have some good ideas!



Development

3:15 p.m. - 4:15 p.m.

Creative Ways to Enhance Direct Mail and Annual Giving Programs

Debbie Campbell, Annual Fund Program Manager, MD Anderson Cancer Center; Diana Keim, Senior Director of Development, City of Hope; Shana Sine, Associate Director of Annual Giving, Moffitt Cancer Center; Theresa Vernon, Assistant Director of Development, Melvin and Bren Simon Cancer Center at Indiana University

Join us to hear best practices and strategies discussed for your direct mail and annual giving programs. Experts from various types of cancer centers (mid-size matrix to largest stand-alones) will offer insights on how to increase the effectiveness of this critically important pipeline-building component of your overall fundraising program. Topics include stewardship, employee giving, matching gifts, data management strategies, cultivation techniques and more -- with time reserved for interactive discussion of your specific questions.

4:30 p.m. - 5:30 p.m.

Career Chat: Professional Development

Debra Griffith, Director of Development, University of Michigan Comprehensive Cancer Center; Lisa Considine, Associate Vice President of Development, City of Hope

The ultimate networking session! Take advantage of the experiences and expertise of some of NACCCDO's most highly respected members. Enjoy a private conversation where you can explore different career options in Development or seek advice for challenges you're facing in your current position. Enjoy this rare opportunity to learn from the leaders and best in our industry.

SATURDAY, APRIL 30

7:30 a.m. - 8:30 a.m.

Direct Mail Consortium

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

Please join the direct mail team from Grizzard for an update on NACCCDO's Direct Mail Consortium. Current consortium members are urged to attend and other interested attendees are encouraged to participate.

8:30 a.m. - 9:45 a.m.

Take Your Board from Bored to Blazing

Gail Perry, Founder, Gail Perry Associates

Are you struggling with how to engage and inspire your Cancer Center Board? Gail Perry, MBA, CFRE, is a leader in a new breed of fundraisers. She is the best-selling author of **Fired-Up Fundraising: Turn Board Passion into Action**, and her **Passion-Driven Fundraising** approach, developed over the past 22 years as a non-profit philanthropy expert, has helped organizations raise hundreds of millions in gifts and support. Gail will give you clear, practical steps on how to motivate and empower your board.

8:30 a.m. - 9:45 a.m.

Corporate Engagement

David Giagrando, Director of Corporate Partnerships, Dana-Farber Cancer Institute; Ellen K. Stiffler, Director of Development, Johns Hopkins Kimmel Cancer Center

Dana-Farber has perhaps the most outstanding corporate philanthropy program in Cancer Medicine and the Johns Hopkins Kimmel Cancer Center is working hard to create a robust program with some success and many challenges. From their experiences, David and Ellen will discuss ways to increase corporate philanthropy for cancer centers.

8:30 a.m. - 9:45 a.m.

There's a Method to the Madness: Third Party Fundraising at Its Best

Mueriel Carp, Director of Community Relations & Special Development Programs, Alvin J. Siteman Cancer Center at Washington University School of Medicine and Barnes-Jewish Hospital; Dawn Russi, Director of Special & Institutional Events, Nevada Cancer Institute; Jennifer Hickok, Director of Special Events & Corporate Partnerships, Roswell Park Alliance Foundation at Roswell Park Cancer Institute

You will discover ways to work with other non-profits and individuals to raise big money for your cancer center. We will look at managing the calls/requests, the vetting process, providing ideas and suggestions to increasing profits/decreasing costs, examining issues regarding liability, keeping groups engaged from year to year, and identifying major gift prospects.

10:00 a.m. - 11:30 a.m.

Benchmarking

Shelley Gitomer, Vice President for Development, Nevada Cancer Institute; Erik Rausch, Senior Director of Development, Stanford Cancer Center; Nicole Thigpen, Vice President, Marketing, CCS

This interactive session will present the results of the 2011 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 2011 survey includes the impact of the economic climate on fundraising, staffing, compensation, giving by source and type, campaign activity, and social media.



SUNDAY, MAY 1

7:30 a.m. - 8:30 a.m.

Special Breakfast Session: Be the Best You Can Be

Jerry Panas, Executive Partner & Chief Executive Officer, Jerold Panas, Linzy & Partners

What are the attributes and skills you look for in a great fundraiser? And are they inherent or can they be learned? How do you keep them motivated?

9:45 a.m. - 10:45 a.m.

Business Meeting

Tricia Bruning, Chair, NACCCDO & Senior Executive Director of Development, University of Pennsylvania Abramson Cancer Center

The future of NACCCDO – be a part of the transformation!! In 2010, NACCCDO completed a comprehensive Strategic Planning Process and now has a blue print to enhance the NACCCDO organization to share with its membership and get your important feedback. All NACCCDO conference attendees are STRONGLY ENCOURAGED to attend this year's organizational meeting where we outline the insights from the strategic plan, the initial improvements implemented and critical next steps for success, moving NACCCDO forward to better serve our members and the nation's cancer centers.

11:00 a.m. - 11:55 a.m.

Getting The Visit

Jerry Panas, Executive Partner & Chief Executive Officer, Jerold Panas, Linzy & Partners

If you get the visit, you're 85% on your way to getting the gift. In this session, Jerry takes you through the necessary steps. You will also go through a hands-on discussion of objections you might get and how to overcome them.

12:00 p.m. - 1:30 p.m.

Shaking the Money Tree: What Motivates the Big Donor

Optional session is offered on a first-come, first-served basis, space limited to 50 participants. Box lunch provided.

Jerry Panas, Executive Partner & Chief Executive Officer, Jerold Panas, Linzy & Partners

A penetrating and stimulating look at what is the end result of all our fundraising efforts. You will have a front-row seat into the inner-most thoughts of major donors and what spurs them to go from head to heart to checkbook. This is an exhilarating exploration of what Jerry Panas says really gets under the skin of people and provides the incentive for the gift.

Public Affairs

THURSDAY, APRIL 28

Exhibit Hall opens at noon; joint sessions begin at 1:30 p.m.

2:00 p.m. - 2:30 p.m.

New Member/Attendee Orientation (Joint Session)

If you are a new PAN member, attending your first annual conference, or simply want to connect with other conference attendees, join the PAN Steering Committee for this informal get-together. Learn more about the organization and how to get the most out of the annual conference.

FRIDAY, APRIL 29

7:30 a.m. - 8:30 a.m.

Social Media 101 (Joint Session)

Cynthia Floyd Manley, Associate Director for Communications, Vanderbilt-Ingram Cancer Center

When it comes to social media, do you wonder what all the fuss is about? Do you have a sense that something big is brewing – maybe you ought to learn something about how it works and how it might fit into your job -- but you don't know where to start? Have you dipped toe into the social media waters but are afraid to dive in? Then this session is for you. We'll go through the basics – what it is, what it's not, and who's using it and how, along with a few real-world examples of how cancer centers are using these tools to engage with consumers, patients and caregivers, donors and prospects, media and peers. You may not be a social media expert when the hour's up (hint: this field is evolving so quickly, there are NO experts), but we guarantee you'll know your Tweet from your hashtag.

8:30 a.m. - 9:30 a.m.

Digital Storytelling

Ben Daugherty, Content Webmaster, Heartland Health

Digital storytelling uses new digital tools which help ordinary people tell compelling and emotionally engaging stories that can lead to extraordinary business results. For most institutions the tool can be a Flip cam, mobile phone cam or other mini-cam. If done correctly these pieces can be an important part of your communications strategy. Learn how digital storytelling can be used as a tool to share your brand story with consumers, news media and employees. This very interactive session will tackle technique, writing to video, and storyboarding. Bring examples of videos your organization has produced to share with attendees.



10:00 a.m. - 11:30 a.m.

Global Social Media (Joint Session)

Shel Holtz, Principal, Holtz Communication + Technology

This 90-minute session by Shel Holtz, one of the world's experts on social media planning, will discuss the importance of using social media in our communications tactics. Shel will provide insight into how organizations strategize about their social media efforts and define types of content that are best for this communications channel.

12:00 p.m. - 1:30 p.m.

Extreme Measures: Social Media Monitoring, Measurement & ROI (Joint Session)

Shel Holtz, Principal, Holtz Communication + Technology

Shel Holtz will continue the morning session with a working lunch on practical applications for monitoring, measuring and calculating ROI for social media efforts. He'll provide actionable tips for health care organizations on assessing the impact and engagement levels of your social media program.

2:00 p.m. - 3:00 p.m.

Internal Communications in a Complex Organization

Karen Lee, Internal Communications, Senior Director, SAS

Large or small, matrix or stand-alone, internal communications can be complex. As a public affairs professional, you or your team may be tasked with creating and implementing a strategy for communicating to key audiences within your organization about organization-wide initiatives. When faced with the challenges of communicating effectively to a large and diverse group of employees, timeliness and consistent and clear messaging is crucial. Karen will share the anatomy of a SAS internal communications plan and give examples of how her team brings these plans to life. SAS is a worldwide software company consistently ranked as one of the best places to work.

3:15 p.m. - 4:15 p.m.

Elements of a Successful Medical Science Story in Today's Media Environment

Karl Bates, Director of Research Communications, Duke University; Patric Lane, Health & Science Editor, UNC-Chapel Hill

The New World of Media Relations – Come learn how to write and pitch stories to the media successfully. Media relations continues to change at a rapid pace. The days of drafting a press release, sending it out to a list of reporters, and then following up by phone are gone. Fewer printed publications, more online pubs, and new and evolving tools such as blogs and videos make media relations in today's world a whole new ballgame. It's crucial that we understand the growing irrelevance of the old rules of media relations so we can be successful in today's new world.

SATURDAY, APRIL 30

8:30 a.m. - 9:45 a.m.

Redefining the Online Experience (Joint Session)

Brian Solis, Principal, FutureWorks

In this session, you'll learn how to integrate social media into your entire website and also how to extend your web presence within the social networks where attention is focused. We'll hear from social media expert and author Brian Solis on why this works, how it influences viewers and clicks, and how to activate the social effect.

10:00 a.m. - 11:30 a.m.

Hit Me With Your Best Shot

Theresa DiNardo Brown, Chief Communications Officer, The Ohio State University Comprehensive Cancer Center; Staci Vernick Goldberg, Director, Communications & Public Relations, The Wistar Institute; Josh Baxt, Associate Director of Scientific Communications, Sanford-Burnham Medical Research Institute.

Think of this session as a live PAN Bulletin Board! Come prepared to take part in a lively discussion about a broad range of issues facing those of us who work in Public Affairs. We'll discuss issues regarding the web, publications, the media, social networking, staff and resources, and more. Curious about how others are dealing with challenges similar to those that you are facing? This session will feature 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's no issue too big or small to discuss.

SUNDAY, MAY 1

9:45 a.m. - 11:15 a.m.

Transformation: Why and How Senior Marketing and PR Pros Can Reinvent Themselves and Realign Their Roles (Joint Session)

Kathleen Larey Lewton, MHA, MSJ, APR, Fellow PRSA, Principal, Lewton, Seekins & Trester; Kenneth G. Trester, Fellow, ACHM, APR, Fellow PRSA, Principal, Lewton, Seekins & Trester

More and more, cancer center leaders are realizing that doing the same things and expecting different outcomes doesn't work – and they're looking for senior leaders who can help them find new strategies for survival and for success. Marketing and PR professionals who are willing to step up to some new responsibilities – even if it means giving up the familiar tasks and their own comfort zone – can move from being part of the status quo, to part of the solution. This session will cover the politics and the process of transformation: identifying existing functions where a clear need exists, repositioning yourself and your skills, reinventing your profile with senior management, options for bidding on and winning new responsibilities, moving up by moving over, volunteering your way into a new job description, and knowing when to choose collaboration instead of control.

Marketing

THURSDAY, APRIL 28

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2:00 p.m. - 2:30 p.m.

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8:30 a.m. - 9:30 a.m.

Market Research: How Well Do You Listen?

John McKeever, President, Gelb Consulting Group

Successfully manage your marketing efforts with best practices and techniques in market insight. Learn about some of the latest techniques being used by your cancer center peers to monitor brand equity, identify and prioritize market segments, and manage the patient experience.

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The Next Generation for Physician Relations

Kriss Barlow, RN, MBA, Principal, Barlow/McCarthy Hospital/Physician Solutions

Many academic-based cancer centers have jumped on board, creating a physician relations program with the intent of growing referrals and building relationships with community physicians. This session will dissect those programs to understand the difference makers-both in growing the relationship opportunity with referring physicians and for creating the right internal expectations. This session will also address how referring physician communication strategies can and should integrate with the "sales" strategy. Content will include: creating a distinct position/niche as a point of differentiation, analysis of services that are "ready to sell" to referring physicians, assessment of staffing needs, measurement and targeting. Kriss will lead an interactive discussion that will offer the opportunity to share best practices in physician outreach/new business development and discuss how to best position the program as a strategic priority in your cancer center.



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10:00 a.m. - 11:30a.m.

Where Is Your Brand Going: I Swear It Isn't Just a Logo

Mike Yost, Executive Director of Marketing, Indiana University Health; Sarah Newson, Associate Vice President of Communications, MD Anderson Cancer Center

Why is your brand important to your organization? Is the term dismissed as "that's the logo" in your organization? Each organizational brand and culture is unique. Learn how these two organizations, MD Anderson Cancer Center and Indiana University Health, were able to convince leadership that a brand strategy was necessary. Understand key steps to determining your brand's positioning and value, how to integrate it into your institution's culture, and how to stay "on brand" by providing tools and managing requests. This panel discussion will leave plenty of time for questions and answers and lessons learned.

SUNDAY, MAY 1

9:45 a.m. - 11:15 a.m.

Transformation: Why and How Senior Marketing and PR Pros Can Reinvent Themselves and Realign Their Roles (Joint Session)

Kathleen Larey Lewton, MHA, MSJ, APR, Fellow PRSA, Principal, Lewton, Seekins & Trester; Kenneth G. Trester, Fellow, ACHM, APR, Fellow PRSA, Principal, Lewton, Seekins & Trester

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Special Events

THURSDAY ON THE FRONT PORCH AND A CHAPEL HILL DINE-AROUND

Your welcome to Chapel Hill will be a special edition of a Carolina tradition – a front porch party at the Carolina Inn, featuring some of the “southern part of heaven’s” best regional cuisine and the musical stylings of Big Fat Gap. A back porch bluegrass band with no plans to move away from their roots, musicians Miles Andrews, Rick Hauchman, Andy Thorn, Bobby Britt and Jamie Griggs enjoy entertaining audiences up and down the east coast.



Afterwards, join your colleagues for a dine-around opportunity within walking distance of the Carolina Inn, featuring a sampling of Chapel Hill’s nationally known restaurant row, with options for everyone, ranging from southern cuisine to Asian fusion. Sign up for dinner when you arrive at the conference on Thursday.

SATURDAY AFTERNOON OPTIONAL TOUR – CAROLINA BASKETBALL MUSEUM

Opened in 2009, the 8,000-square-foot facility is a showcase of the 100 years of Carolina basketball history and tradition. The museum encompasses everything that players, coaches, alumni and fans love about Carolina basketball. The museum experience begins with a six-minute theater presentation and includes video tributes to Dean Smith, Roy Williams and the Carolina Family, Tyler Hansbrough, Phil Ford, Michael Jordan and the history of UNC Basketball. It also includes interactive presentations highlighting Carolina’s 18 Final Four appearances and 17 Atlantic Coast Conference Tournament championships, and many of the greatest games and most exciting finishes in Tar Heel history.



FRIDAY RECEPTION AT THE NASHER MUSEUM OF ART AT DUKE UNIVERSITY

Friday night we’ll head up the road to the Nasher Museum of Art at Duke University. On the way to the museum, we’ll drive by the Duke Cancer Institute’s new cancer center clinical building, under construction and scheduled to open in 2012. The Nasher Museum has become one of the premiere event destinations in North Carolina since opening in October of 2005. World-renowned architect Rafael Viñoly designed the 65,000-square-foot building, which houses three large gallery spaces, a museum store, university and community classrooms and Nasher Museum Café with indoor and outdoor seating overlooking sculpture gardens. Enjoy hearty appetizers and beverages while perusing the galleries that house a growing collection of contemporary art and special exhibitions.

WALK OR JOG ...

Grab your sneakers and join us for informal jogging and walking sessions Friday and Saturday mornings from 6:30 a.m. - 7:30 a.m. Meet in the lobby. A great way to get your workout in, see the campus and get to know your colleagues.



SATURDAY DINNER AT THE CAROLINA CLUB FEATURING ENTERTAINMENT BY MIKE CROSS

The Carolina Club reflects the rich history and traditions of the University of North Carolina and Chapel Hill. Enjoy cocktails and dinner, followed by a performance by entertainer Mike Cross. Mike’s signature brand of storytelling combined with virtuoso musical skills on both 12-string guitar and fiddle takes audiences from rolling-on-the-floor humor to the tragic side of comedy with a high-energy performance that never fails to delight audiences. Whether Mike is appearing at Symphony Hall in Boston or an outdoor music festival in California, people across the country look forward to seeing their favorite fiddling storyteller and sharing the fun with friends.

Registration & Accommodations

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 Thursday evening reception, the Friday evening reception and the Saturday evening dinner.

Member Registration: \$325.00
Non-Member Registration: \$425.00
Guest Registration: \$95.00

Registration and the latest conference information is available online at:

unclineberger.org/events/naccco_pan/

For more registration information contact Holly Rio at (919) 966-5905 or e-mail naccdopan2011@med.unc.edu

TRANSPORTATION

The Carolina Inn's convenient downtown Chapel Hill location is 30 minutes from the Raleigh Durham International Airport. A private airport shuttle has been arranged for Thursday, April 28 at 11 a.m. and 1 p.m. and Sunday, May 1 at 12:00 p.m. and 2:00 p.m. The price is \$15.00 per person each way. Reservations can be made online for this shuttle when you register for the conference.

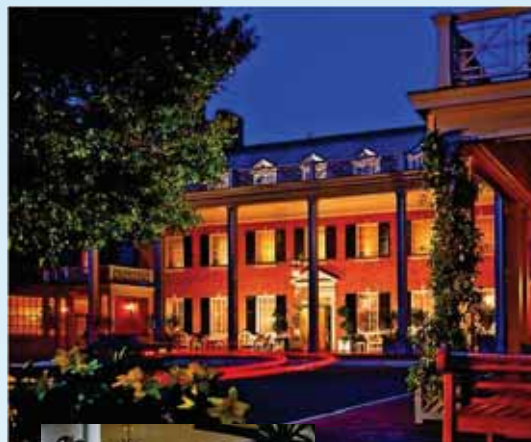
Transportation is included to all conference events and the Carolina Inn is within easy walking distance to restaurants and shopping. Should you require alternate transportation arrangements, Super Shuttle is available from Raleigh Durham International Airport and can be reached at 800-258-3826. Taxi service (approximately \$38 one way) and car rental are also available at the airport.

Heaven must be a lot like
Chapel Hill in the spring...

W. D. Moss

Spring is a wonderful time to visit Chapel Hill! Plan to spend a few hours or a few extra days taking part in the wide variety of activities available just steps from the Carolina Inn. Visit unclineberger.org/events/naccco_pan/ for links to area attractions.

Interested in a round (or two) of golf? UNC-Chapel Hill boasts the famous championship Finley Golf Course. Finley was redesigned by world renowned golf architect Tom Fazio in 1999. You may book your tee time by calling 919-962-2349.



THE CAROLINA INN

The 2011 NACCCDO/PAN Annual Conference will be held at the Carolina Inn. Located in the heart of downtown Chapel Hill on the campus of The University of North Carolina at Chapel Hill, the historic Carolina Inn combines the graciousness and sophistication of a historic, southern inn with the intimacy and privacy of a secluded retreat. Guests are within steps of downtown Chapel Hill and its shopping, art galleries, entertainment and the historic Franklin Street district.

Our conference room rate is \$179.00 per night and the group code is 203692. Please call 919-933-2001 or visit www.carolinainn.com to book your reservation. In order to receive the special conference room rate, reservations must be made by **Sunday, March 27, 2011**. Make your reservations early because the hotel will fill up quickly.

Sponsors

The 2011 NACCCDO/PAN Annual Conference is presented by:



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The V Foundation for Cancer Research

Sponsors as of March 23, 2011. Sponsorships are still available.
Please contact Leslie Nelson at 919-259-2399 for more information.