

2014 NACCCDO/PAN ANNUAL CONFERENCE

April 23–26, 2014 // Columbus, Ohio



Hosted by:
The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute
National Association of Cancer Center Development Officers
National Cancer Institute Public Affairs & Marketing Network



#NACCDOPAN | cancer.osu.edu/NACCDOPAN

The James



THE OHIO STATE UNIVERSITY
COMPREHENSIVE CANCER CENTER

2014 NACCCDO/PAN Annual Conference

Please join us for the 2014 NACCCDO/PAN Annual Conference on Wednesday, April 23, through Saturday, April 26, hosted by The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute (OSUCCC – James).

We have an exciting lineup of seminars, speakers and events that offer you opportunities to network, collaborate, mentor, expand your skills and gain new ideas.

We hope to see you there!

Columbus – A Smart Fashion Capital That Loves To Try New Things

The 15th largest city in America and the state capital, Columbus was named one of the seven most intelligent cities in the world last year by The Intelligent Communities Forum. Believe it or not, it has the third largest number of fashion designers per capita in the U.S. and was called the “Midwestern style capital” by the New York Times. Innovation is in our blood, as CBS This Morning dubbed Columbus the “Test Market of the U.S.A.” This makes sense when you consider Columbus is headquarters to companies such as L Brands (Victoria’s Secret, Bath and Body Works, Henri Bendel), Abercrombie & Fitch, Nationwide Insurance, Huntington National Bank, Jeni’s Splendid Ice Cream, Bob Evans, Donatos Pizza, White Castle and Wendy’s.

Columbus is a friendly city with sleek, modern high-rises and century old buildings along the banks of the Scioto River. In addition to being home to one of the finest universities in the nation, its attractions range from a rich visual and performing arts scene to the nation’s best zoo, exciting sports, fine restaurants, and enough specialty shops, outlets, and malls to satisfy even the most avid of browsers and buyers. We look forward to welcoming you to our beloved city!

JOINT SESSIONS

WEDNESDAY, APRIL 23

5–6 p.m.

Cancer 101

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. Dr. Flynn will break down the terminology, the research and clinical lingo and the overall cancer experience to enhance your understanding and communication skills about cancer.



Speaker:

Joseph Flynn, DO, MPH, FACP

Co-Director, Division of Hematology;
Medical Director, James Survivorship Clinics
Arthur G. James Cancer Hospital and Richard
J. Solove Research Institute, The Ohio State
University

THURSDAY, APRIL 24

8:45–9:45 a.m.

Volunteerism and Cancer Philanthropy

A key to a successful nonprofit is the strength of its volunteers. These individuals offer their time, talent, and treasures to fulfilling an organization’s mission. Their passion lends a hand in increasing awareness and philanthropic support for an organization. Volunteers not only provide personal financial support, but they also provide guidance and vision, as well as influence and leadership within their social networks and community.

Cheryl Krueger is a trailblazer in the Columbus, Ohio community as the Founder and former President and Chief Executive Officer of Cheryl & Co., a cookie, gourmet, and gift basket retailer. When it came to promoting her product and brand, Cheryl used her beliefs in innovation and creativity, along with a keen sense for knowing what the customer wants, to turn a single cookie store into a \$50 million corporation. Cheryl is also a seasoned volunteer, especially as it relates to The Arthur G. James Cancer Hospital and Richard J. Solove Research Institute and its mission to create a cancer-free world. Cheryl’s work experience, entrepreneurial knowledge, operations and marketing expertise, as well as affinity for the cancer program at The James, has helped in raising financial assistance and awareness. Cheryl is more than a volunteer; she is a long-term partner and an all-star advocate committed to the success of The James.



Speaker:

Cheryl Krueger

Founder and Former President and
CEO of Cheryl & Co.
CEO, KRUEGER+Co. Consulting, LLC

JOINT SESSIONS

FRIDAY, APRIL 25

12:00–1:15 p.m.

Director's Overview

With more than 300 cancer researchers from 12 of The Ohio State University's 14 colleges and more than 200 sub-specialized oncologists, the Cancer Program at Ohio State is the nation's only NCI-designated comprehensive cancer center with a freestanding cancer hospital, aligned with a leading academic medical center, and all on the campus of one of the nation's largest public universities. Leveraging that incomparable depth and breadth, we strive daily to create a cancer-free world. Learn about this amazing institution, the discoveries and clinical care, and take a sneak peek into the 21st century cancer hospital—the new James Cancer Hospital and Solove Research Institute, opening late 2014.



Speaker:

Michael A. Caligiuri, MD

Director, The Ohio State University
Comprehensive Cancer Center
CEO, James Cancer Hospital and Solove
Research Institute

Living with Passion

Chris Spielman was a high school and Ohio State football legend and a four-time Pro Bowl linebacker, but he didn't tackle his toughest opponent until his playing career was almost over. In 1998 his wife Stefanie was diagnosed with breast cancer, and so began an 11-year journey where Stefanie and Chris worked together trying to beat her cancer, all while sharing their struggles and successes with the public to help raise awareness and research money for the disease. Though Stefanie passed away in 2009, her memory and inspiration live on through Chris, their children and the Stefanie Spielman Fund for Breast Cancer Research. Chris promised Stefanie that he would continue to fight and continue to live; his inspirational presentation will share what drives his passion to fulfill that promise.



Speaker:

Chris Spielman

Co-Founder, Stefanie Spielman Fund for
Breast Cancer Research
Author and ESPN Analyst

1:45–4:45 p.m.

Hospital and Campus Tours



Guests will be able to enjoy a tour of one of the following Ohio State University hot spots:

- A behind-the-scenes, hard hat tour of the new James Cancer Hospital and Solove Research Institute, scheduled to open December 2014
- The beautiful, state-of-the-art Stefanie Spielman Comprehensive Breast Center
- Stroll through one of America's largest and most comprehensive college campuses

NACCCDO SESSIONS

WEDNESDAY, APRIL 23

7:30–8:30 a.m.

Chief Development Officers Breakfast

8:30 a.m.–12:00 p.m.

Chief Development Officers Mini Retreat

We are once again offering this mini-retreat open to chief development officers! Join your peers for this in-depth session on topics that are unique and important to our leadership roles including one session on leveraging your cancer center director's time and talent with Michael A. Caligiuri, MD, Director, The Ohio State University Comprehensive Cancer Center and CEO, James Cancer Hospital and Solove Research Institute. Along with the retreat, registration includes dinner on Tuesday and a plated breakfast and buffet lunch on Wednesday.

4–5 p.m.

New Member Orientation: Everything You Need to Know About Cancer Centers

Your GPS to success in driving fundraising at cancer centers. This session will not only inform you of the many benefits of being a member of NACCCDO, but also describe the structures, characteristics and terms unique to cancer centers. Get a big picture view of NCI-designated cancer centers and how they are similar, but also very different.

Speakers:

Debbie Dibbert

Chair, NACCCDO

Director of External Affairs

UNC Lineberger Comprehensive Cancer Center

Jana Sharpley, CFRE

Executive Director of Development

Washington University School of Medicine

Alvin J. Siteman Cancer Center

Suzanne Teer

Executive Director of Development

Helen Diller Family Comprehensive Cancer Center

University of California, San Francisco

5–6 p.m.

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Co-Director, Division of Hematology;

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Arthur G. James Cancer Hospital and Richard J. Solove Research

Institute - The Ohio State University

6–7:30 p.m.

Opening Night Reception

Prepare to enjoy lite fare and beverages as you mingle within the Exhibit Hall alongside your colleagues.

8 p.m.

Dine Around

Sign up for a taste of Columbus' finest restaurants serving cuisines ranging from American to Italian, and everything in between.

Hosts for each restaurant will be announced at the opening night reception.

THURSDAY, APRIL 24

7:30–8:30 a.m.

Exhibit Hall Open and Breakfast

8:45–9:45 a.m.

PLENARY #1

Volunteerism and Cancer Philanthropy

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Speaker:

Cheryl Krueger

Founder and Former President and CEO of Cheryl & Co.

CEO, KRUEGER+Co. Consulting, LLC

NACCCDO SESSIONS

THURSDAY, APRIL 24

9:45–10 a.m.

Networking Break with Exhibitors

10–11 a.m.

SESSION 1

● **Track 1**

State of the Industry

Current challenges to the case for support of hospitals and health systems.

Speaker:

Michael Hubble

Senior Director, Educational Services
The Advisory Board Company

● **Track 2**

Integrating Social Media and Direct Mail

How to institute a new fundraising program and incorporate it into your existing programs like social media, direct mail, e-appeals, prospect research, grateful patients, employee giving, hospital tours and more.

Speakers:

Emily Dubin Field, MBA

Director of Development
City of Hope

Diana Keim

Associate Vice President, Annual Giving
City of Hope

10–11 a.m.

SESSION 1

● **Track 3**

The Challenges of Collaborative Development in a Matrix Cancer Center

While friendly competition is common among development officers, it is its friendly collaboration that will win the day for our matrix cancer centers. This panel discussion will provide examples of successful collaborations between school of medicine, hospital foundation and university foundation development officers and tackles the tough issue of how prospects are assigned. What are the lessons learned and best practices to open communication with your counterparts to proactively strategize and execute prospect qualification, cultivation, solicitation and stewardship?

Speakers:

Terri Dillon

Assistant Dean for Development
Robert H. Lurie Comprehensive Cancer Center
Northwestern University

Laura Ferraiolo

Director of Development
Abramson Cancer Center

Moderator:

Mary Maxwell

Development Director
Indiana University Melvin and Bren Simon Cancer Center

11–11:30 a.m.

Refreshment Break with Exhibitors

11:30 a.m.–12:45 p.m.

SESSION 2

● **Track 1**

Using Analytics to Increase Efficiencies of Portfolio Growth and Management

Challenged by developing a strategy to take your Development program or portfolio to the next level? Skeptical about how data is going to drive results in your program? We were. The changing landscape of philanthropy demands a greater understanding of your market. Learn from a matrix and stand-alone cancer center about how data mining and predictive modeling can be integrated into practice. We will cover case studies to dispel mythology, define some best practices and most importantly provide the attendees with a baseline understanding of what data analytics are and how they fit into oncology fundraising.

Speakers:

Michael Hibler, MPA

Senior Associate Director of Development
Johns Hopkins Kimmel Cancer Center

Cindy McGirk, RN, MBA, JD

Associate Director, Planned Giving
H. Lee Moffitt Cancer Center

● **Track 2**

Cancer Hospital Board of Volunteers: The Onboarding, Engagement, and Exit Experience

The appointment, productive utilization and governance of volunteers requires a planned and organized effort. Cindy Hilsheimer, Managing Principal of BeecherHill, and Chair of the James Foundation Board, will discuss how to enrich volunteer boards through fundamental institution and significant enhancements in structure, recruitment, expectations, engagement and evaluation. Cindy will explain how this exercise can help make a board and its volunteers' experiences more rewarding and meaningful, while simultaneously build fundraising support and awareness for the cancer program at The James.

Speaker:

Cindy Hilsheimer

Managing Principal, Beecherhill
Chair, James Foundation Board

NACCCDO SESSIONS

THURSDAY, APRIL 24

11:30 a.m.–12:45 p.m.

SESSION 2

● Track 3

Working with Faculty to Achieve Philanthropic Success

Learn how to tap into your faculty member's strengths and value to your institution to achieve philanthropic success. Panelists will share outstanding examples of engaging faculty to identify, cultivate and steward current and prospective donors. Tips shared with faculty, making effective use of their time and managing expectations.

Speakers:

Angela Querfeld

Director, Strategic Community Outreach
OHSU Knight Cancer Institute

Alex Carter

Chief Development Office, Academic Institutes
Cedars-Sinai Medical Center

1–2 p.m.

LUNCH

Lisa Considine Award/Business Meeting

The highlight of the luncheon will be the presentation of the inaugural Lisa Considine Award, recognizing service to NACCCDO and its membership. Lisa was a longtime NACCCDO member whose tenure included presidency of the organization. The Lisa Considine Service Award is NACCCDO's tribute to a wonderful colleague and exceptional leader who passed away from multiple myeloma in February 2013.

The luncheon will also serve as the annual NACCCDO business meeting and will include a brief update on NACCCDO benefit programs, election of board members and officers, and a preview of the 2015 conference at Yale University.

Speakers:

Debbie Dibbert

Chair, NACCCDO
Director of External Affairs
UNC Lineberger Comprehensive Cancer Center

Jana Sharpley, CFRE

Executive Director of Development
Washington University School of Medicine
Alvin J. Siteman Cancer Center

2–2:45 p.m.

Dessert with the Exhibitors

3–4:30 p.m.

SESSION 3

● Track 1

**Reconnecting, Remembering and Renewing:
Reengaging your Memorial Donors**

First time cancer gifts are often memorial/tribute gifts due to a cancer experience. These gifts comprise a significant portion of annual gifts in a single year. This presentation will discuss the results of a pilot project intended to encourage memorial/tribute gift donors to become consistent annual fund donors. It will also discuss communication strategies for development officers to use when engaging tribute donors and families.

Speakers:

Katie Schutt

Assistant Director of Development
Yale Cancer Center

Sue Frankenbach

Senior Project Manager
Yale Cancer Center

3–4:30 p.m.

SESSION 3

● Track 2

Innovative Strategies for Philanthropy

For too long, we have focused our fundraising efforts towards benefactors who are at the end of their careers or in retirement. Almost 5 years ago, Fred Hutchinson Cancer Research Center gathered together 4 couples, all in their early 30s, to talk about starting a group for young philanthropists. Today, membership in the Innovators Network is more than 200. They have raised \$1.5MM, starting with nearly \$100,000 their first year to \$500,000 this year.

At the Abramson Cancer Center we are strategically engaging entrepreneurs, CEO's and other corporate leaders in our community to be our philanthropic partners. Our outreach portfolio is outside the "box" and complements our grateful patient fundraising to raise critical resources for basic and translational science and cancer center priorities

Speakers:

Susan Dolbert, PhD

Vice President
Fred Hutchinson Cancer Research Center
Center – Young Innovators

Evelyn Schwartz

Director of Leadership Giving & Philanthropic Outreach
Abramson Cancer Center
University of Pennsylvania

Tricia Bruning

Senior Executive Director of Development, Principle Gifts Officer
Abramson Cancer Center
University of Pennsylvania

NACCCDO SESSIONS

THURSDAY, APRIL 24

3–4:30 p.m.

SESSION 3

● Track 3

Emotional Drivers – Increasing Giving from Volunteer-led Events

Presenters will discuss how development staff can inspire volunteer event leaders to grow events using unique strategies. Panelists represent both freestanding and matrix centers. Panelists will share a successful community partnership program and look at a “courting” process designed to illustrate the emotional drivers that influence giving. Two of the presenters are donor/volunteers. One will discuss her decision to partner with Cedars-Sinai, and the international reach her event now enjoys. The other will share how he helps staff approach “next steps”—converting third-party event registrants to major gift donors.

Speakers:

Kim Collins

Director of the Community Partners Program,
The Ohio State University Comprehensive Cancer Center –
James Cancer Hospital and Solove Research Institute

Jennifer Hickok

Director, Special Events and Corporate Partners
Roswell Park Cancer Institute

Kelli Sargent

Senior Team Lead and Producer/run for her, Founder
Cedars-Sinai Medical Center

Mark Puskarich

President, Non-Profit
A Christmas to Cure Cancer, Inc.

Moderator:

Jana Sharpley, CFRE

Executive Director of Development
Washington University School of Medicine
Alvin J. Siteman Cancer Center

5–6:30 p.m.

Exhibit Hall Open

7 p.m.

COSI – Reception and Dinner

This event is proudly sponsored by Grizzard.



FRIDAY, APRIL 25

7:30–8:30 a.m.

Exhibit Hall Open and Breakfast

8:45–10 a.m.

SESSION 4

● Track 1

Annual Gifts/HIPAA

This past year, revisions were made to HIPAA legislation that allow for more flexibility in identifying prospects. An increased number of prospects for specific cancer types have a beneficial impact on the ability of development offices to seek and obtain gifts.

Speakers:

Ellen Stifler

Senior Director of Development
Sidney Kimmel Comprehensive Cancer Center
Johns Hopkins

Sara Kelly Silacci

Senior Managing Director of Development
Massachusetts General Hospital

● Track 2

Planned Giving

A look at the best practices in Planned Giving at Memorial-Sloan Kettering used to identify new planned gifts and prospects through various avenues including targeted marketing, proactive outreach, events and stewardship.

Speaker:

Stacy Angarola

Senior Planned Giving Officer
Memorial Sloan Kettering

NACCCDO SESSIONS

FRIDAY, APRIL 25

8:45–10 a.m.

SESSION 4

● Track 3

Transformational Gifts: How You Can Create the Environment and Culture for Success

Presenters will share case studies to demonstrate how to generate, implement and secure transformational gifts. They will also provide concrete steps you can begin to implement right away, suggest effective processes to generate ideas and engage faculty, and define what you need to be successful and what to do if you don't have what you need.

Speakers:

Michael Faber

Assistant Vice Chancellor,
University Development
University of California, San Francisco

Bill Watson

Founding Member of NACCCDO

10–10:30 a.m.

Refreshment Break with Exhibitors

10:30 a.m.

Exhibit Hall Closed

10:30–11:45 a.m.

SESSION 5

● Track 1

Marketing and Development Working Together — Aspirational and Inspirational Case Studies

Creating compelling case statements. Developing exciting campaign materials. Translating complex scientific projects into fundable proposals. Drafting talking points for leadership and board members. These are just a few of the items that require a collaborative and collegial working relationship with your PR and marketing colleagues. Learn first-hand about the keys to developing a successful and sustained partnership with your PR and marketing department from examples and case studies in matrix and stand alone centers.

Speaker:

Suzanne Grant

Director of Public Relations and Strategic Communications
H. Lee Moffitt Cancer Center

10:30–11:45 a.m.

SESSION 5

● Track 2

Benchmarking

This interactive session will present the results of the 2014 NACCCDO Benchmarking Survey & Report, an annual survey of NACCCDO members for the purpose of reviewing, analyzing and comparing giving trends at NCI-supported cancer centers across the country.

Through an overview of trends, panel discussions and Q&A, the session will provide a better understanding of how the survey can be useful to each NACCCDO member organization. The NACCCDO Benchmarking Survey & Report is the only annual review of giving trends at cancer centers across the U.S. and has become an invaluable resource for development officers. The 2014 report includes comparative data on overall fundraising, giving by source and type, campaign activity and strategic investments by peer institutions.

Speakers:

Anthony Moye

Director, Development
Memorial Sloan-Kettering Cancer Center

Suzanne Teer

Executive Director of Development
Helen Diller Family Comprehensive Cancer Center
University of California, San Francisco

Ellen Stifler

Senior Director of Development
Sidney Kimmel Comprehensive Cancer Center
Johns Hopkins

Nicole Thigpen

Chief Strategy Officer
CCS

NACCCDO SESSIONS

FRIDAY, APRIL 25

10:30–11:45 a.m.

SESSION 5

● Track 3

Foundations and Research Working Together

At stand-alone research centers, interactions with faculty can require an understanding of sometimes sophisticated scientific concepts. Increasingly, former scientists themselves are turning toward careers in development. Elizabeth Prescott, Ph.D., is the Director for Corporate and Foundation Relations at Fred Hutchinson Cancer Research Center. She will discuss how translating a career “at the bench” has fostered closer collaboration with faculty who now, more than ever, are seeking private funding sources.

Speakers:

Elizabeth Prescott

Director of Corporate and Foundation Relations
Fred Hutchinson Cancer and Research Center

Shaina Sine

Grant Writing Officer
H. Lee Moffitt Cancer Center

Brian Springer

Vice President of Research Administration
H. Lee Moffitt Cancer Center

12:00–1:15 p.m.

PLENARY #2

This session is proudly sponsored by CCS.

Director's Overview

With more than 300 cancer researchers from 12 of The Ohio State University's 14 colleges and more than 200 sub-specialized oncologists, the Cancer Program at Ohio State is the nation's only NCI-designated comprehensive cancer center with a freestanding cancer hospital, aligned with a leading academic medical center, and all on the campus of one of the nation's largest public universities. Leveraging that incomparable depth and breadth, we strive daily to create a cancer-free world. Learn about this amazing institution, the discoveries and clinical care, and take a sneak peek into the 21st century cancer hospital—the new James Cancer Hospital and Solove Research Institute, opening late 2014.

Speaker:

Michael A. Caligiuri, MD

Director, The Ohio State University Comprehensive Cancer Center
CEO, James Cancer Hospital and Solove Research Institute

Living with Passion

Chris Spielman was a high school and Ohio State football legend and a four-time Pro Bowl linebacker, but he didn't tackle his toughest opponent until his playing career was almost over. In 1998 his wife Stefanie was diagnosed with breast cancer, and so began an 11-year journey where Stefanie and Chris worked together trying to beat her cancer, all while sharing their struggles and successes with the public to help raise awareness and research money for the disease. Though Stefanie passed away in 2009, her memory and inspiration live on through Chris, their children and the Stefanie Spielman Fund for Breast Cancer Research. Chris promised Stefanie that he would continue to fight and continue to live; his inspirational presentation will share what drives his passion to fulfill that promise.

Speaker:

Chris Spielman

Co-Founder, Stefanie Spielman Fund for Breast Cancer Research
Author and ESPN Analyst

1:45–4:45 p.m.

Hospital and Campus Tours

Guests will be able to enjoy a tour of one of the following Ohio State University hot spots:

- A behind-the-scenes, hard hat tour of the new James Cancer Hospital, scheduled to open December 2014
- The beautiful, state-of-the-art Stefanie Spielman Comprehensive Breast Center
- Stroll through one of America's largest and most comprehensive college campuses

6:30–9:30 p.m.

The Columbus Zoo and Aquarium – Reception and Dinner

This event is proudly sponsored by Amergent.



NACCCDO SESSIONS

SATURDAY, APRIL 26

8–9 a.m.

Breakfast Roundtables

9:00–10:15 a.m.

SESSION 6

● Track 1

Inspirational and Informative Lessons Learned from Leaders in our Field. Best Practices for Development Professionals at any Cancer Center

Learn from your colleagues at Memorial Sloan-Kettering Cancer Center, MD Anderson and the OHSU Knight Cancer Institute the best practices for development professionals from three different perspectives. Those perspectives include, dreaming big to being more practical at times, as well as ways to put the “icing on the cake”.

Speakers:

Pat Mulvey

Vice President for Development
M.D. Anderson Cancer Center

Rachel Hunsinger

Senior Director of Development
OHSU Knight Cancer Institute

Anthony Moye

Director, Development
Memorial Sloan-Kettering Cancer Center

10:15–10:30 a.m.

Mid Morning Break

10:30–11:45 a.m.

SESSION 7

● Track 1

Kaleidoscope Messaging: Effective Communication Across the Donor Spectrum

Do you use the same communication style to reach your legislators as you do your young professionals? What about your cancer center’s faculty? Or major gift prospects? Find the intersection between what you want to say and what your different donors are interested in hearing. We will use interactive exercises to help you effectively deliver your message to various audiences in a compelling way. Forget the canned elevator speech or copy—this session will help you transform your mission and key messaging to create a relevant message for each intended audience, resulting in donors who are more highly engaged and better advocates for your mission.

Speakers:

James Wasilewski, MBA

Assistant Director of Annual Giving and Development Operations
VCU Massey Cancer Center

Julie Dillon

Director of Development Communications
VCU Massey Cancer Center

● Track 2

Crowdfunding

Crowdfunding – What is it and should your cancer center join in on the latest buzz word to drive donations?

In this session learn what crowdfunding is; how it works and the online options available; and what criteria cancer centers should use to determine their participation. This session will provide you with the information needed to understand this new online tool in capturing donations.

Speakers:

Cindy Eller

Development Administrator
Roswell Park Cancer Institute

Karen Cincotti

Assistant Director Web IT Operations
Roswell Park Cancer Institute

PAN SESSIONS

WEDNESDAY, APRIL 23

9 a.m.–4 p.m.

Be an Expert on Working with Experts:

PAN Pre-Conference Workshop

They're smart about their subjects. You're smart about communications, fundraising or public affairs. So why isn't your work with experts working? When your company's or organization's experts overuse technical language, blow off media interviews, sabotage your training sessions or are too afraid they'll fail to participate, it's time to take action. In this train-the-trainers session designed specifically for communications pros, you'll learn:

- How to anticipate your experts' default communications style, how to help them see it and how to show them what public and media audiences want instead.
- Why they don't need to "dumb down" their information to communicate clearly (and how to handle other common objections they raise).
- How to assess your experts' skills and training needs, to help you approach coaching in savvy ways.
- Handling hands-on feedback to smart people, pushback and Q&A when you're training experts. Find out what they don't know—but won't tell you—and how to fix that.

This is a unique professional development opportunity that will take what you already know and build insights, ideas and new information around that knowledge. You'll leave a more thoughtful communicator, better able to get the most out of your relationship with the experts you're bringing forward in public settings. The day includes hands-on training and active participation from all attendees and the small-group setting will allow you to raise questions and discuss specific issues you're facing with experts you are coaching. At lunch, we'll do a popular anything-goes question session, "The doctor is in," to be sure you get answers to all your questions. No need to take notes: You'll get an email with all the links, resources and pointers you need to sum up the session—resources you can use again and again.

Speaker:

Denise Graveline

President

Don't Get Caught

2–4 p.m.

Executive Pre-Conference Session for Senior Leaders in PAN: The Changing Landscape of Cancer Research and Care Delivery; A Discussion with Cancer Center Directors

by invitation only

We are pleased to offer senior level communications and marketing professionals the first annual pre-conference session to focus on the strategic outlook for cancer centers and the ability of communications and marketing leaders to influence organizational change and direction. These retreats will offer communications and marketing executive's insights from cancer center leaders and industry experts, with ample opportunity for dialogue and problem solving. This year, we have the honor of hosting a panel of Cancer Center directors, facilitated by Michael Caligiuri, M.D., director of The Ohio State Comprehensive Cancer Center. Panelists will discuss the changing landscape for cancer research and care delivery.

4–5 p.m.

Update on PAN Business

PAN Chair Vanessa Wasta will provide an update on PAN business, including a budget report and progress in providing PAN members with benchmarking data through newly-centralized membership information.

Speaker:

Vanessa Wasta

Chair, NCI PAN Steering Committee

Associate Director, Media Relations and Web Projects

Johns Hopkins Kimmel Cancer Center

Update from the National Cancer Institute

NCI communication efforts focus on showcasing the important contributions of federally funded cancer research. The cancer centers play a major role in telling that story. This session will provide an overview of NCI's communication priorities with a focus on grantee collaboration opportunities. In addition, if there are any NCI organizational updates (including budget and leadership changes) they will also be covered in this session.

Shannon P. Hatch

Public Affairs Specialist

Office of Media Relations

National Cancer Institute

Peter Garrett

Senior Advisor for Communication

Office of the Director

National Cancer Institute

6–7:30 p.m.

Opening Night Reception

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Dine Around

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PAN SESSIONS

THURSDAY, APRIL 24

7:30–8:30 a.m.

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PLENARY #1

Volunteerism and Cancer Philanthropy

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Speaker:

Cheryl Krueger

Founder and Former President and CEO

Cheryl & Co.

CEO, KRUEGER+Co. Consulting, LLC

9:45–10 a.m.

Networking Break with Exhibitors

10–11 a.m.

SESSION 1

● Track 1

Volume to Value: The Changing Healthcare Landscape for Marketers

We are entering a rapidly evolving healthcare landscape in which the focus for cancer marketers will increasingly shift away from just driving volume toward demonstrating value to patients, referring physicians and payers. Value can be defined in many different ways including improved quality, reduced cost and enhanced patient experience. This thought provoking session will address the big picture of healthcare reform as well as the impact of new oncology-specific payment models on cancer marketing strategy and business development. Through case studies, the talk will also provide examples of strategies organizations have used to differentiate and growth their oncology programs. You won't want to miss this important session presented by one of the country's leading healthcare strategy companies whose bold and creative thinking helps healthcare organizations make informed decisions and move faster and smarter.

Speaker:

Trevor Burgon, PhD

Vice President, Cancer Intelligence

Sg2 Healthcare Intelligence

10–11 a.m.

SESSION 1

● Track 2

Demonstrating and Generating PR Value Simply and Inexpensively

Two of public relations' greatest challenges are to communicate value and to quantify a positive return-on-investment. And yet, despite many advances in methodology and technology, many PR practitioners seem unwilling to respond effectively. By doing so, they weaken the profession. In this session, you will learn simple and inexpensive ways to uncover the often secret value equation within your own organization to define and clearly demonstrate value. At the same time, you will hear how you can demonstrate and generate a positive financial return on your organization's investment in public relations. Using case studies of several global companies, the session focuses on traditional and social media analysis which, among many options for public relations measurement, uniquely reflects both the current landscape and trends shaping the future.

Speaker:

Mark Weiner

CEO

PRIME Research, LP

11–11:30 a.m.

Refreshment Break with Exhibitors

PAN SESSIONS

THURSDAY, APRIL 24

11:30 a.m.–12:45 p.m.

SESSION 2

● Track 1

ROI This: What Have You Done Lately, Marketing Director?

Sure, it's hard to have a marketing conversation these days without hearing ROI-this and ROI-that. It is, after all, one of today's most beloved business buzz terms. And of course top management wants the "financial bottom line" on marketing's contribution to business goals, and ROI is a handy yardstick. But what does ROI mean? How do you do it? What do you need to include? In our environment, you have to think about your marketing objectives as well as your branding, feedback from your customers, and more when you determine how to justify your marketing existence. Learn from two different organizations on how they go about developing a robust marketing ROI approach. Learn what data they capture and how they use it to understand how marketing is driving business results.

Speakers:

Angela Chambers

Manager, Market Research and Customer Relationship Management
BJC Healthcare

Cara Zorzi

Marketing Director
MD Anderson Cancer Center

● Track 2

The Wild Wild West of Public Affairs

Back by popular demand, this session is for, run by you, with your questions and answers. Come prepared to ask, answer and interact with your peers during this open forum designed to discuss burning questions and best practices in media relations, social media and the web.

Moderators:

Nicole Fawcett

Manager of Cancer Communications
University of Michigan Comprehensive Cancer Center

Tara Yates

Director of Public Affairs
Roswell Park Cancer Institute

1:00–1:45 p.m.

LUNCH

● Track 1

Chew on These Challenges: Savory Solutions for PAN Members

Lisa Bailey and Tara Yates will present several marketing and communications challenges from member institutions. We will present the solution and ask the audience for ideas as well. We will invite new challenges to be presented for the group to solve.

Speakers:

Lisa Bailey

Director of Social Networking
Fox Chase Cancer Center

Tara Yates

Director of Public Affairs
Roswell Park Cancer Institute

2–2:45 p.m.

Dessert with the Exhibitors

2:30–4:30 p.m.

SESSION 3

● Track 1

Physicians as Customers: Building an Integrated Strategic Plan

Engaging your referring physician audience is a critical component to cancer marketing success. In this session we will explore best practices for building an integrated marketing plan to reach physicians, including tools to segment your physician customers and techniques to increase referral loyalty.

Speaker:

Jane Thornhill

Administrative Director
Henry Ford Hospital/
Henry Ford Medical Group
Josephine Ford Cancer Institute

2:30–4:30 p.m.

SESSION 3

● Track 2

Hit Me with Your Best Shot: Best Practices in Marketing & Public Relations

Curious about how others are dealing with challenges similar to those you are facing? Four PAN experts will briefly highlight their knowledge and experience in mobile apps, cultivating journalists via social media, and affiliation branding, then open up the session for questions and discussion. The real stars of this session are the participants.

Speakers:

Peter Garrett

Senior Advisor for Communication
Office of the Director
National Cancer Institute

Nancy Jensen

Chair, Division of Public Affairs
Mayo Clinic Cancer Center

Cynthia Manley

Director of Content Strategy
Vanderbilt University Medical Center

Chris Shilling

Deputy Director for Operations and Marketing
Stephenson Cancer Center
University of Oklahoma

Moderator:

Staci Vernick

Vice President, Communications
Christiana Care Health System

5–6:30 p.m.

Exhibit Hall Open

7 p.m.

COSI – Reception and Dinner

This event is proudly sponsored by Grizzard

PAN SESSIONS

FRIDAY, APRIL 25

7:30–8:30 a.m.

Exhibit Hall Open and Breakfast

8:45–10 a.m.

SESSION 4

● Track 1

Driving Accrual to Clinical Trials

Driving clinical trial accrual requires a focus on external marketing and communications as well as the internal culture of your cancer center. This session will focus on best practices for increasing accrual across a range of resources, from large investment to low hanging fruit.

Speakers:

Vicky Agnew

Director, Strategic Communications
Hollings Cancer Center
Medical University of South Carolina

Suzanne Grant

Director of Public Relations and Strategic Communications
H. Lee Moffitt Cancer Center

10–10:30 a.m.

Refreshment Break with Exhibitors

10:30 a.m.

Exhibit Hall Closed

10:30–11:45 a.m.

SESSION 5

● Track 1

Branding Integration: Before and After

Integrating your brand's value proposition into all aspects of a marketing campaign can drastically affect the campaign's success. Every detail can impact your brand's perception — the little things count! In this session we will explore a before and after case study of how extra attention to branding can go a long way.

Speaker:

Steven A. Davis

CEO and Chairman of the Board
Bob Evans Farms, Inc.

● Track 2

Covering the Cancer Center Beat

Important cancer research discoveries and innovative clinical care happens at our cancer centers regularly. But how do you uncover the latest research findings your members have discovered or the latest patient care offerings? This session will focus on how communicators—at both research and clinical cancer centers—tap into resources to generate both internal and external stories about science and patient care.

Speakers:

Joyce Peterson

Public Information Manager
The Jackson Laboratory

Amanda Harper

Director of Media Relations
The Ohio State University Comprehensive Cancer Center –
James Cancer Hospital and Solove Research Institute

Teresa Herbert

Senior Media Relations Specialist
Dana Farber Cancer Institute

12:15–1:15 p.m.

PLENARY #2

This session is proudly sponsored by CCS.

Director's Overview

With more than 300 cancer researchers from 12 of Ohio State's 14 colleges and more than 200 sub-specialized oncologists, the Cancer Program at Ohio State is the nation's only NCI-designated comprehensive cancer center with a freestanding cancer hospital, aligned with a leading academic medical center, and all on the campus of one of the nation's largest public universities. Leveraging that incomparable depth and breadth, we strive daily to create a cancer-free world. Learn about this amazing institution, the discoveries and clinical care and take a sneak peek into the 21st century cancer hospital—the new James Cancer Hospital and Solove Research Institute, opening late 2014.

Speaker:

Michael A. Caligiuri, MD

Director, The Ohio State University Comprehensive Cancer Center
CEO, James Cancer Hospital and Solove Research Institute

Living with Passion

Chris Spielman was a high school and Ohio State football legend and a four-time Pro Bowl linebacker, but he didn't tackle his toughest opponent until his playing career was almost over. In 1998 his wife Stefanie was diagnosed with breast cancer, and so began an 11-year journey where Stefanie and Chris worked together trying to beat her cancer, all while sharing their struggles and successes with the public to help raise awareness and research money for the disease. Though Stefanie passed away in 2009, her memory and inspiration live on through Chris, their children and the Stefanie Spielman Fund for Breast Cancer Research. Chris promised Stefanie that he would continue to fight and continue to live; his inspirational presentation will share what drives his passion to fulfill that promise.

Speaker:

Chris Spielman

Co-Founder, Stefanie Spielman Fund for Breast Cancer Research
Author and ESPN Analyst

PAN SESSIONS

SPONSORS

FRIDAY, APRIL 25

1:45–4:45 p.m.

Hospital and Campus Tours

Guests will be able to enjoy a tour of one of the following hot spots:

- A behind-the-scenes, hard hat tour of the new James Cancer Hospital, scheduled to open December 2014
- The beautiful, state-of-the-art Stefanie Spielman Comprehensive Breast Center
- Stroll through one of America's largest and most comprehensive college campuses

6:30–9:30 p.m.

Columbus Zoo and Aquarium — Reception and Dinner

This event is proudly sponsored by Amersent.

SATURDAY, APRIL 26

7–8 a.m.

Breakfast

8:00–10:45 a.m.

SESSION 6

● Track 1

Strategic Application of Digital Media in Oncology Marketing and Communications

In the first part of the session we will hear from experts on strategies for creating web content strategy and integrating digital across marketing, PR and communications. After a short break, we will return and hear how these best practices can be applied in cancer.

Speakers:

Lee Aase

Director
Mayo Clinic Center for Social Media

Debra Loggia

Head of Business Development
North Point Solutions

John Kadlic

President
Resource

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Mobile First Health
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NorthPoint Digital
RuffaloCODY
Spectrio
Thompson & Associates

SPECIAL EVENTS

WEDNESDAY, APRIL 23



Photo credit: Hilton

Opening Night Reception

Prepare to enjoy lite fare and beverages as you mingle within the Exhibit Hall alongside your colleagues. This event provides a great opportunity to meet and network with new colleagues and catch up with those you've known for years.



Dine Around

Sign up for a taste of Columbus' finest restaurants serving cuisines ranging from American to Italian, and everything in between. Hosts for each restaurant will be announced at the opening night reception. A list of all the restaurants is located on the conference registration web site; cancer.osu.edu/NACCDOPAN.

THURSDAY, APRIL 24



Photo credit: COSI Facebook



COSI - Center of Science and Industry

This event is proudly sponsored by Grizzard.

Ranked the No. 1 science center in the country for families by *Parents Magazine*, COSI brings science to life with more than 300 interactive exhibits throughout its discovery-based and themed exhibition areas. Its setting in downtown Columbus, combined with its unique architecture, world-class exhibits and a mission to inspire, make COSI a venue of unmatched value.

Conference attendees and guests will enjoy cocktails in two of the classic exhibit areas, *LIFE* and *PROGRESS*. After the reception, dinner will be served in the atrium where attendees will also enjoy a live science demonstration.

Transportation will be provided to and from the event.

FRIDAY, APRIL 25



Photo credit: Columbus Zoo



Columbus Zoo and Aquarium

This event is proudly sponsored by Amergent.

Be sure to pack your safari attire as attendees will be transported to The Columbus Zoo and Aquarium, ranked the No. 1 zoo in the nation, by *USA Travel Guide*. Cocktails will be enjoyed in the Discovery Bay region of the zoo before dinner. This region includes the Discovery Reef Aquarium, The Manatee Coast and the Penguin Habitat. After the reception, dinner will be served in an indoor/ outdoor heated pavilion along the banks of the Scioto River where attendees will also enjoy a live animal presentation.

Transportation will be provided to and from the zoo.

REGISTRATION & ACCOMMODATIONS

Registration

We welcome you to the 2014 NACCCDO/PAN Annual Conference. Early registration is encouraged.

Registration Fees:

NACCCDO/PAN Members \$325

The fee includes all daily sessions, continental breakfast, lunch and the cost of attending the opening night reception, COSI and The Columbus Zoo and Aquarium.

Non-Member \$425

The non-member rate is for attendees who are PAN/NACCCDO eligible or Registered Sponsors who opt to bring more staff than allotted in their sponsorship package.

Additional Opportunities

The fees for these events are in addition to the above conference fee.

NACCCDO Chief Development Officer Retreat \$100

The fee includes dinner on Tuesday and a plated breakfast on Wednesday.

PAN Pre-conference Workshop:

Be an Expert on Working with Experts \$125

Guest \$95

The guest rate is for adult children, spouses and partners of a registered attendee or sponsor. This rate will allow them to participate in the evening activities.

Registration deadline is Tuesday, April 1, 2014

Checks can be made payable to the OSUCCC – James. (Please include NACCCDO/PAN Conference in the memo line.)

For more information or to send a check, please contact:

Sarah E. Schmidt, CMP

The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute
650 Ackerman Road, Suite 353
Columbus, OH 43202

Registration and conference information is available online at: cancer.osu.edu/NACCCDOPAN

Accommodations

Photo credit: Hilton



Hilton Columbus Downtown
401 North High Street
Columbus, Ohio
USA 43215
Tel: 614-384-8600
Fax: 614-484-5219

The Hilton Columbus Downtown hotel offers a contemporary presence in the eclectic urban hub of Columbus, reflecting the spirit and energy of the area. This Columbus, Ohio hotel is within walking distance to more than 300 dining and entertainment venues. Enjoy a stunning art collection, comprised of over 150 original pieces by Central Ohio artists, featured throughout the hotel. The artwork is displayed in function space, guest rooms and public areas of the hotel, sparking the imagination while enhancing a distinctive cultural experience.

Enter the main hotel lobby and you will find an atmosphere representative of the Short North Arts District: artsy, fashionable and beautifully unique. A spiral staircase leads to our atrium level where you will find dining and fitness options. This incredible atrium features a spectacular 15,000 sq. ft. skylight, designed to provide a unique indoor/outdoor experience.

The hotel offers both king and two queen-bed guest room accommodations, as well as beautifully appointed suites. The hotel leisure amenities include a full-service restaurant—serving breakfast, lunch and dinner—a coffee bar and lobby lounge, Hilton Fitness, and an indoor pool and whirlpool.

A block of rooms have been reserved for April 22, 2014 – April 27, 2014. The special room rate of \$145 per night will be available until April 1st or until the group block is sold-out, whichever comes first.

To book a reservation, please visit cancer.osu.edu/NACCCDO/PAN.

Group Name: NACCCDO-PAN
Group Code: NACPAN

Transportation

Please take a taxi to and from the hotel when arriving and departing Columbus. The Hilton Columbus Downtown is approximately eight miles (11 minutes) from Port Columbus International Airport (CMH). Typical minimum charges start at \$25.

American Blue Cab is contracted with the Hilton to offer a flat rate of \$18 from the airport to the hotel. Visit americanbluecab.com to schedule a pick up time.

Directions from Port Columbus International Airport: Exit airport to slight right-Sawyer Road, straight to I-670/Columbus. Merge I-670 West; take the Third St/US-23 South Exit (exit 4B on left). Make slight left on to Third St. Right E. Spring St. right on N. High St., hotel is on your left.

From I-71: Exit Broad Street and travel west to High St. Travel north on High St. to Nationwide Blvd. Hotel is on west side of street.

From I-670: Exit on 3rd Street. Turn right onto Spring St. and follow to High St. Turn right onto High St. and travel north to Nationwide Blvd. Hotel is on northwest side of High St. at intersection of Nationwide Blvd.

All other transportation required for conference events will be provided. The Hilton is located in the Arena District of Downtown Columbus, within walking distance of many unique dining, shopping and entertainment destinations.