


Monday, April 17, 2017


5:00 p.m. - 6:00 p.m.	NACCCO Board and PAMN Steering Committee Social Hour, <i>Hyatt Lobby Bar, Blue Fire</i>
6:30 p.m. - 9:00 p.m.	NACCCO Board and PAMN Steering Committee Individual Dinners (<i>Limited to NACCCO Board and PAMN Steering Committee</i>)

Tuesday, April 18, 2017

7:00 a.m. - 8:00 p.m.	Registration, Information, Dine Around Confirmations for Tuesday, Tour Confirmations for Thursday <i>Bluegrass Ballroom Foyer</i>
8:00 a.m. - 9:00 a.m.	NACCCO Board and PAMN Steering Committee Working Breakfast (Limited to NACCCO and PAMN Board Members) <i>Regency Ballroom 3, 1, 2</i>
9:00 a.m. - 11:15 a.m.	NACCCO Board and PAMN Steering Committee - Joint Meeting (Limited to NACCCO and PAMN Board Members) <i>Regency Ballroom 3</i>
11:30 a.m. - 12:30 p.m.	CDO Lunch with Development Presenting and Platinum Sponsors (Limited to NACCCO Chief Development Officers and Invited Development Presenting and Platinum Sponsors) <i>Thoroughbred 2</i>
12:30 p.m. - 3:30 p.m.	CDO Retreat featuring <i>Jay Budner</i> , discussion facilitated by <i>Pat Mulvey</i> (Limited to Chief Development Officers, additional fee applies) <i>Thoroughbred 1</i>
1:00 p.m. - 3:30 p.m.	Pre Conference Workshop: Your Communications Might Be Off-Target with <i>Jim Jacobsohn, Jill Masset, and John McKeever</i> (Limited to Pre-Registered, Pre-Conference Workshop Attendees, additional fee applies) <i>Thoroughbred 4</i>
4:00 p.m. - 5:00 p.m.	NACCCO New Member Orientation with <i>Suzanne Beers, Mary Ellen Connellan, and Susan Stern</i> (Open to all NACCCO Members and Non-Members) <i>Thoroughbred 3</i>
4:00 p.m. - 5:00 p.m.	PAMN Update and Collaborating with NCI to Leverage Your Center’s Federal Funding with <i>Tara Yates, David Gosky, MA, MBA, and Melanie Martinez Santos</i> <i>Thoroughbred 5&6</i>
5:00 p.m. - 6:00 p.m.	Cancer 101 with <i>John D’Orazio, MD, PhD</i> <i>Bluegrass 1</i>
6:00 p.m. - 7:30 p.m.	Welcome Reception in Exhibitor Hall with remarks by <i>Rob Edwards, DrPH</i> <i>Bluegrass Ballroom 2</i>
7:15 p.m. - 9:00 p.m.	Dine Around, Downtown Lexington (Reservations by Conference, all actual costs are the responsibility of the individual)

Wednesday, April 19, 2017

	NACCCO TRACK 1 (Major Gifts)	NACCCO TRACK 2 (Pipeline/Annual Giving)	NACCCO TRACK 3 (Strategic Initiatives)	PAMN TRACK 1 (Public Affairs)	PAMN TRACK 2 (Marketing)
6:15 a.m.	NACCCO/PAMN Walk/Run, <i>Hotel Lobby</i>				
6:15 a.m. - 7:00 a.m.	NACCCO/PAMN Wake Up Yoga with <i>Karen DiGirolamo, LMT, RYT</i> (<i>Limited to 20 attendees, based on first come first served, sign up at the registration desk</i>) <i>Thoroughbred Pre Function Space</i>				
7:00 a.m. - 6:00 p.m.	Registration and Information <i>Bluegrass Ballroom Foyer</i>				
7:30 a.m. - 8:30 a.m.	Breakfast in Exhibitor Hall <i>Bluegrass Ballroom 2</i>				
8:30 a.m. - 9:45 a.m.	Welcome and Plenary Session 1: Asking without the ask: Will it work in a time of uncertainty in healthcare? Featuring <i>Denise Graveline</i> <i>Bluegrass Ballroom 1</i>				
9:45 a.m. - 10:00 a.m.	Refreshments and Networking with Exhibitors <i>Bluegrass Ballroom 2</i>				
10:00 a.m. - 11:00 a.m.	Session 1	Overcoming Physician Objections to Grateful Patient Fundraising. <i>Speaker: Mike Delzotti and Christopher Kasavich, MBA, CFRE</i> <i>Thoroughbred 1</i>	DIY Fundraising—Raising large sums from small gifts. <i>Speakers: Melissa Dreyer and Andrea MacPherson Larson</i> <i>Thoroughbred 2&3</i>	Board Relations: Bridging Meaningful Engagement and Successful Fundraising. <i>Speakers: Michelle Adcock and Mandy Porcher</i> <i>Thoroughbred 5&6</i>	PAMN Joint Session: Hope without the Hype: Finding the Right Balance with Ads and Science News. <i>Speakers: Barry Kramer, MD, MPH, and Laura Vater</i> <i>Thoroughbred 4</i>
11:00 a.m. - 11:45 a.m.	Refreshments and Networking with Exhibitors <i>Bluegrass Ballroom 2</i>				
11:45 a.m. -12:45 p.m.	Session 2	Major Gifts and Management. <i>Speakers: Suzanne Beers and Jennifer Daly</i> <i>Thoroughbred 1</i>	How Annual Direct Mail and Online Gifts Support Mid-Level, Major and Principal Gift Programs. <i>Speakers: Diana Keim, Tim Maxton, Cindy McGirk, and Sally Wajahn</i> <i>Thoroughbred 2&3</i>	How to Thrive in the Second Philanthropic Age. <i>Speakers: Kristin Bertell and Nathan Chappell</i> <i>Thoroughbred 5&6</i>	Talking to Yourself: Internal Communications. <i>Speakers: Dorsey Griffith and Christine Wilson</i> <i>Thoroughbred 4</i>
1:00 p.m. - 2:00 p.m.	NACCCO Luncheon with Awards <i>Patterson Ballroom, Lower Level Hyatt Regency</i>				
1:00 p.m. - 2:00 p.m.	PAMN Luncheon and Business Meeting with <i>Laurel DiBrog, Jim Goodwin and Tara Yates</i> <i>Regency Ballroom at the Hyatt Hotel, Lobby Level</i>				
2:00 p.m. - 2:30 p.m.	Dessert and Networking with Exhibitors <i>Bluegrass Ballroom 2</i>				
2:30 p.m. - 4:00 p.m.	Plenary Session 2: Cancer Center Directors Panel with Robert S. DiPaola MD, Roy A. Jensen, MD, Candace S. Johnson, PhD, Patrick Loehrer, MD and Ed Partridge, MD <i>Bluegrass Ballroom 1</i>				
4:00 p.m. - 4:30 p.m.	NACCCO & PAMN Board Photos <i>Bluegrass Ballroom 1</i>				
4:00 p.m. - 5:30 p.m.	Pet Therapy with <i>Katie R. Tibbitts</i> and Social Time With Exhibitors <i>Bluegrass Ballroom 2</i>				
5:45 p.m. - 9:30 p.m.	Motorcoach Transfer for Evening Event at Buffalo Trace Distillery Sponsored by 				

Thursday, April 20, 2017					
	NACCCDO TRACK 1 (Major Gifts)	NACCCDO TRACK 2 (Pipeline/Annual Giving)	NACCCDO TRACK 3 (Strategic Initiatives)	PAMN TRACK 1 (Public Affairs)	PAMN TRACK 2 (Marketing)
6:15 a.m.	NACCCDO/PAMN Walk/Run, <i>Hotel Lobby</i>				
6:15a.m. - 7:00 a.m.	NACCCDO/PAMN Wake Up Yoga with Karen DiGirolamo, LMT, RYT (Limited to 20 attendees, based on first come first served, sign up at the registration desk) <i>Thoroughbred Pre Function Space</i>				
7:00 a.m. - 11:30 a.m.	Registration and Information <i>Bluegrass Ballroom Foyer</i>				
7:30 a.m. - 8:30 a.m.	Breakfast in Exhibitor Hall <i>Bluegrass Ballroom 2</i>				
8:30 a.m. - 9:30 a.m.	Session 3	Angling for the Big Fish – Tools for your Tackle Box to Qualify Donors. Speakers: Eli Jordfald, MPA, CFRE and Keeman Wong <i>Thoroughbred 1</i>	Galas & Cocktail Parties: From Stress to Success: How to Make Events Work for You. Speakers: Amanda Benedict, Andrea Gregory, Jennifer Hickok and Chelsea Irvin <i>Thoroughbred 2&3</i>	Going Digital: Achieving Planned Giving Success Online. Speakers: Amy Goldman and Erin McKenna <i>Thoroughbred 5&6</i>	PAMN Joint Session: Point-Counterpoint: Hit Me With Your Best Shot. Speakers: Bill Schaller and Arlinda Warren <i>Thoroughbred 4</i>
9:30 a.m. - 10:00 a.m.	Refreshments and Networking with Exhibitors <i>Bluegrass Ballroom 2</i>				
10:00 a.m. - 11:30 a.m.	Session 4	NACCCDO Annual Business Meeting and 2017 Benchmarking Survey Results. Speakers: Linda Cameron and Anthony Moye (Limited to NACCCDO attendees) . <i>Thoroughbred 1</i>		The Changing Landscape of Traditional Media. Speakers: Peter Baniak, Miriam Falco, Judy Fortin, and Dennis McCulloch <i>Thoroughbred 4</i>	Refining a Marketing Strategy. Speakers: Julie Balog and Shannon Janney <i>Thoroughbred 5&6</i>
12:00 p.m. - 2:00 p.m.	Luncheon and Neurogastronomy Plenary Session 3 with Dan Han, PsyD. and Ouita Michel Raffle Drawing at 12:30 p.m., must be present to win. <i>Bluegrass Ballroom 1</i> Sponsored by 				
2:15 p.m. - 4:30 p.m.	Motorcoach Transfer and Tours (3 options): Markey Cancer Center, Keeneland Racecourse, Town Branch Distillery				
4:30 p.m. - 5:45 p.m.	Free Time				
5:45 p.m. - 9:15 p.m.	Motorcoach transfer for A Brilliant Night of BBQ, Bourbon & Bluegrass at Mt. Brilliant Horse Farm. Raffle Drawing at 7:00p, must be present to win. (Presenting Sponsorship Opportunity), travel time 15 minutes.				
Friday, April 21, 2017					
	NACCCDO TRACK 1 (Major Gifts)	NACCCDO TRACK 2 (Pipeline/Annual Giving)	NACCCDO TRACK 3 (Strategic Initiatives)	PAMN PUBLIC AFFAIRS AND MARKETING JOINT SESSIONS	
6:15 a.m. - 7:00 a.m.	NACCCDO/PAMN Wake Up Yoga with Karen DiGirolamo, LMT, RYT (Limited to 20 attendees, based on first come first served, sign up at the registration desk) <i>Bluegrass Pre Function Space unless otherwise advised</i>				
7:00 a.m. - 11:30 a.m.	Registration and Information <i>Thoroughbred Pre-Function Area</i>				
7:30 a.m. - 8:30 a.m.	Breakfast <i>Thoroughbred Pre-Function Area</i>				
8:30 a.m. - 9:45 a.m.	Session 5	Navigating Competing Interests. Speakers: Carrie Bickford, Caitlin Crowe Doelp, Jeanne Katz Maxbauer, Megan Ward <i>Thoroughbred 1</i>	They Shoot and You Score. Working alongside Professional Sports Teams and Athletes. Speakers: Kara Heissenbuttel and Jennifer Hickok <i>Thoroughbred 2&3</i>	Taking the Mystery out of the Planned Giving Component. Speakers: Cindy Atmar and Chris Kasavich <i>Thoroughbred 5&6</i>	Digital Redevelopment: Overcoming Challenges to Improve Your Patients' Online Experience. Speakers: Dustin Horn and Derek Mabie <i>Thoroughbred 4</i>
9:45 a.m. - 10:00 a.m.	Refreshment Break <i>Thoroughbred Pre-Function</i>				
10:00 a.m. - 11:00 a.m. / 11:30 a.m.	Session 6	The Merit Society. Speakers: Barbara Ryals and Kathy Werner <i>Thoroughbred 1</i>	"Fight for your Right to (3rd) Party!": Transforming Community Fundraising Event Challenges into Opportunities. Speakers: Jennifer Hickok, Pam McAdams and Beth McKeivitt Knollman <i>Thoroughbred 2&3</i>	Mini, Mighty, and Critical Communications. Speakers: Tricia Bruning, Elizabeth Easter, and Michal Greenberg <i>Thoroughbred 5&6</i>	Blogs, Podcasts, Webinars, Oh My! Speakers: Lori Strelow and Shannon Watterson <i>Thoroughbred 4 (10:00 a.m. - 11:30 a.m.)</i>
11:00 a.m.	NACCCDO Sessions Conclude				
11:30 a.m.	PAMN Sessions Conclude				