

# 2013 NACCDO/PAN ANNUAL CONFERENCE

WEDNESDAY, APRIL 24 - SATURDAY, APRIL 27, 2013 | DENVER, COLORADO | THE WESTIN DENVER DOWNTOWN



**Hosted by:**

*University of Colorado Cancer Center  
National Association of Cancer Center Development Officers  
National Cancer Institute Public Affairs & Marketing Network*



University of Colorado  
Cancer Center

## Wednesday, April 24

4:00 – 5:00 p.m.

### Cancer 101

*Andrew Thorburn, PhD, Deputy Director, University of Colorado Cancer Center, Chair & Professor of Pharmacology, CU School of Medicine*

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

6:00 – 7:30 p.m.

### Welcome Reception and Networking

Join your colleagues on your first evening in the Mile High City in the Augusta Room at the Westin Denver Downtown to enjoy drinks, appetizers, mingling and opening remarks.

## Thursday, April 25

### Opening Plenary Session

8:30 – 9:30 a.m.

### Moving from Success to Significance



*Dave Dravecky, Co-Founder of Endurance and Former Major League Baseball Player*

Drawing from his personal experience with cancer, Dave Dravecky, a former Major League pitcher and nationally-recognized motivational speaker, will share what he has learned about the meaning of success versus significance and how to find encouragement through adversity. Dave will describe how the power of your team can be an important asset in an age of austerity and fewer resources. By examining relationships with your co-workers, teams and benefactors, he will define how you can discover your true worth.

## Friday, April 26

Noon - 3:00 p.m.

### Lunch and Tours of the University of Colorado Anschutz Medical Campus, home of the University of Colorado Cancer Center

Enjoy the afternoon on the University of Colorado Anschutz Medical Campus, home to the University of Colorado Cancer Center, Children's Hospital Colorado, University of Colorado Hospital and all of the University of Colorado health science schools and colleges.

Lunch will be served under tents in the beautiful Education Quad, while attendees hear a short welcome by CU Cancer Center Director Dan Theodorescu, MD, PhD, as well as Virginia Borges, MD, MMSc, Director of the Young Women's Breast Cancer Translational Program at CU Cancer Center and Julie Aignar Clark, Breast Cancer Survivor, Founder of Baby Einstein and Author of "You Are the Best Medicine."

After lunch, we are pleased to offer tours that feature some of the unique programs taking place at the Anschutz Medical Campus. Plan to join us for one of the following:

#### **The Charles C. Gates Center for Regenerative Medicine and Stem Cell Biology**

Program Leaders Drs. Dennis Roop and Antonio Jimeno will guide this tour of a stem cell lab and overview of the Stem Cell research program at the CU Cancer Center. The goal of the program is to understand the biology of stem cells in order to develop new therapies for debilitating diseases such as leukemia, melanoma, Parkinson's, juvenile diabetes, COPD and prostate cancer.

#### **The Anschutz Health and Wellness Center**

Led by Dr. James Hill, The Anschutz Health and Wellness Center is a state-of-the-art facility, where top researchers collaborate in multi-disciplinary teams to create the nation's go to source of information and programs on wellness. The center offers a range of services to the community, and also serves as a source for cutting-edge health and wellness research. The mission of the Center is to transform the lives of individuals and communities through science-based wellness strategies.

#### **The Center for Human Simulation**

The Center for Human Simulation (CHS) is a synthesis of human anatomy and computed three-dimensional imaging of the human body. The center facilitates the collaboration of anatomists, radiologists, computer scientists, engineers, physicians and educators to promote the application of this data to research, clinical practice and teaching. The center also provides health care professionals the opportunity to understand the human form, function and development. The Visible Human database defines the anatomy of the adult human body in three dimensions and at high resolution.

#### **The WELLS Center at the University of Colorado Hospital**

The WELLS Center offers a complete array of state-of-the-art patient simulation tools for building clinical knowledge and advancing multi-disciplinary expertise in health care. The WELLS Center is equipped with 11 high-fidelity mannequins that include newborn, infant, pediatric, adult and adult female birthing mannequins along with the Virtual Human Dissector™, which combines the power of cadaver dissection with the technology and convenience of virtual reality.



### EXHIBIT HALL

Our Exhibit Hall offers you the opportunity to meet directly with conference sponsors and explore ways to enhance your organization's potential.

The Exhibit Hall will be open the following times:

Wednesday, April 24, 4 – 6 p.m.

Thursday, April 25, 7:30 a.m. – 5 p.m.

Friday, April 26, 7:30 - 10:30 a.m.

## Tuesday, April 23

6:30 p.m.

Chief Development Officers Reception/Dinner

## Wednesday, April 24

8:00 - 9:00 a.m.

Chief Development Officers Breakfast

9:00 a.m. – 12:00 p.m.

Chief Development Officers Mini Retreat

We are once again offering this mini retreat open to the Chief Development Officers! Join your peers for this in-depth session on topics that are unique and important to our leadership roles. Look on NACCDO's LinkedIn for information on this important opportunity to spend time with your cancer fundraising colleagues at the nation's cancer centers.

Registration also includes reception and dinner on Tuesday evening and plated breakfast Wednesday morning.

2:45 - 3:45 p.m.

Everything You Need to Know About Cancer Centers (Open to All)

*Debbie Dibbert, Chair NACCDO, Director of External Affairs, UNC Lineberger Comprehensive Cancer Center; Jana Sharpley, Vice Chair, NACCDO, Executive Director of Development, Siteman Cancer Center; Suzanne Teer, Executive Director of Development, UCSF Helen Diller Family Comprehensive Cancer Center*

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 NACCDO, 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 different, but also very similar.

## Thursday, April 25

### Track 1

9:45 – 10:45 a.m.

Cancer Centers and Hospitals Working Together to Maximize Fundraising

*Peter T. Lamothe, Director of Development, Yale Cancer Center; Karen Paciero, Associate Vice President & Campaign Director*

*in Medical and Biological Sciences Development, The University of Chicago Medicine; Mary Ellen Connellan, Executive Director, University of Chicago Cancer Research Foundation*

We are all aware of the pitfalls of clashing cultures and shared portfolios in medical fundraising. Infrequently, we hear about successful fundraising relationships between cancer centers and hospitals. This session focuses on using our arsenal of talents to nurture relationships and communicate more effectively between two development offices. Taking small, successful steps together goes a long way in establishing trust and creating transparency. Successful short- and long-term strategies to achieve cooperation will be described by panelists who have created and sustained cancer center and hospital fundraising relationships.

### Track 2

9:45 - 10:45 a.m.

Best Practices in Securing, Sustaining and Expanding Third Party Events

*Jennifer McDonald, Senior Director of Development for The Ohio State University's Comprehensive Cancer Center—James Cancer Hospital and Solove Research Institute; Jennifer Pawlosky, Director, Development Communications & Marketing, Fred Hutchinson Cancer Research Center; Paola Villar Werstler, Director of Development, Leadership and Annual Giving, The University of Arizona Cancer Center*

The panel of speakers will provide practical, tactical tools and lessons learned in growing revenue from third party events. This session will build on the knowledge shared during the November 2012 NACCDO Webinar. Whether your organization is just developing this revenue source or already benefitting hundreds of events, you will walk away with actions to take to further expand or refine your fundraising. Learn how others market to attract new event partners; what they do to steward, retain and grow their support; and how to process gifts, acknowledge event organizers and engage event participants and donors.

### Track 3

9:45 - 10:45 a.m.

The Missing Link: The Individual Donor's Role in Funding Basic Research

*Patrick Gaines, Executive Director and CDO of the Charles C. Gates Center for Regenerative Medicine and Stem Cell Biology, University of Colorado Anschutz Medical Campus*

The genesis of every major medical breakthrough—from transplants to the artificial heart to so-called miracle drugs—shares one very important thing in common: discovery. Every day, thousands of scientists and clinicians rigorously test their

ideas with the goal of translating basic scientific discovery into human therapies as quickly as possible. And today, the lag between bench discovery and bedside treatments is steadily decreasing. This session will explore ways to demystify basic research and communicate to individual donors the vital role they play in advancing breakthrough treatments.

### Track 1

11:15 a.m. - 12:15 p.m.

Unique Solutions to Stewardship Challenges: The Good, the Bad and the Ugly

*Stephanie Davis, Senior Associate Director of Development, Division of Pediatric Oncology, The Sidney Kimmel Comprehensive Cancer Center; Dr. David Norris, Professor of Dermatology, University of Colorado School of Medicine; Allison Haley, Assistant Director of Development, University of Colorado Foundation*

Examining the relationship between the faculty partner and development officer, this panel will look at the “big picture” of how to structure a successful support system that provides easy stewardship administration, as well as concrete real-life examples of a development officer and faculty partner working together to steward donors in long term giving.

### Track 2

11:15 a.m. - 12:15 p.m.

How to Do Planned Giving When It's Not Your Frontline Job!

*John Scibek, Senior Director, Planned Giving, Fred Hutchinson Cancer Research Center*

Not everyone has a planned giving officer at their Cancer Center or access to one at their institution but that doesn't mean you can't develop a planned giving program. John will give you some cost effective ideas on how to jump start a program at your Cancer Center. Why should you pursue planned gifts? What basic resources do you need? How do you decide who to target and where do you start? How can you reach them? Do you use your website and social media to promote planned giving? Do you partner with your annual giving staff? Who can you engage as your outside partners to help you? This session will give you some strategies to attract planned gifts from your grateful patients and supporters. You don't have to do it all to see big results!

### Track 3

11:15 a.m. - 12:15 p.m.

How One-Time Event Participants Can Help Feed Your Major Gift Portfolio

*Steve Chaykowski, Executive Director of Development, James Cancer Hospital & Solove Research Institute at The Ohio State University*

Cancer Centers around the country are notorious for planning and implementing fundraising events as a part of their development efforts. These fundraising events take many forms and often serve many purposes. One purpose that is generally not utilized to its full potential is using these fundraising events to build our major gift prospect portfolio. In this session, Steve will discuss strategies to move event attendees from a ticket purchase, to a major gift commitment. In addition, he will also discuss how event committee members, board members, table hosts and peer-screening techniques can be utilized in the strategies to identify major gift prospects at your event.

12:15 – 1:15 p.m.

**NACCDO Plated Lunch - 50 Tips in 50 Minutes**

**Sponsor: TrueSense**

*Mary Maxwell, Development Director, Indiana University Melvin and Bren Simon Cancer Center; Suzanne Teer, Executive Director of Development, UCSF Helen Diller Family Comprehensive Cancer Center*

Facilitated by Mary Maxwell and Suzanne Teer, over lunch we will network with our colleagues and discuss quick tips and best practices on a number of topics including board and volunteer development, stewardship, faculty engagement and others!

## Track 1

2:00 – 3:30 p.m.

**State of Industry - Market Trends at the Intersection of Philanthropy and Health Care**

*Michael Hubble, Senior Director & National Spokesperson for the Advisory Company*

This presentation covers the performance of fundraising and hospital industry through the recent economic downturn, and focuses on health care reform and its implications for hospital philanthropy. Health care reform and demographic trends are changing what hospitals and health systems will be investing in over the next decade, which means development organizations will be asked to fund different initiatives than they have in the past.

## Track 2

2:00 – 3:30 p.m.

**Managing Expectations of Corporate Engagement: Addressing the Expected and Being Prepared for the Unexpected**

*Gregory Wright, Director of Corporate Partnerships, Moffitt Cancer Center; David Giagrando, Director of Corporate Partnerships, Dana-Farber Cancer Institute*

Congratulations on securing a partnership with that national corporation. This new relationship will build awareness and advocacy, and create a sustainable revenue stream for your organization. Oh, and fasten your seatbelt, because your board member just promised that you will staff every location in the city where you're based on kick-off day of the campaign. And, your new corporate partner is delighted with your organization's economic impact. In fact, your new corporate partner assumes your clinical staff will reinforce the community outreach highlighted in your hospital's annual report by showing up in numbers every weekend in the month of October. Sound familiar? Although it's impossible to avoid all assumptions, we can mitigate assumptions and overpromising by being clear with our internal stakeholders and real with our external corporate partners.

## Track 3

2:00 - 3:30 p.m.

**Grieving, Gratitude and Giving: Interacting with Patients, Family and Survivors in Difficult Times**

*Dr. Stacy Fischer, Assistant Professor of Internal Medicine, University of Colorado School of Medicine*

As development officers, we cultivate relationships with current and prospective donors at various times during their cancer journey. Dr. Stacy Fischer will guide us in how to read the circumstances, understand the spoken and unspoken perspective of the patient and families, and use language that is supportive and understanding but not invasive based on her own experience. Dr. Fischer will facilitate discussion in how fundraisers can communicate and empathize with prospective grateful patients, while gently guiding them in preparation to make a gift that is meaningful and fits the particular and unique desires of the individual(s). She will lead the group in role-playing exercises and provide the tools cancer center development officers can utilize when interacting with cancer patients and their families during difficult times.

## Friday, April 26

### Track 1

8:30 – 9:45 a.m.

**How Volunteer/Major Donors Can Help You Achieve Your Cancer Center's Philanthropic Goals**

*Rob Shick, Senior Vice President and Branch Manager, McAdams Wright Ragen, Chairman, OHSU Knight Cancer Institute Council; Ed Droste, Chairman, Board of Directors, Moffitt Cancer Center Foundation*

Volunteers and donors who already support your cause can be some of your best ambassadors in building relationships with other potential donors, including patients and community leaders. In this session hear from two exceptional volunteers about their experiences in reaching out to engage potential donors and learn how you, the development officer, can best work with these volunteers to make this a rewarding and successful experience for both of you.

### Track 2

8:30 – 9:45 a.m.

**Grateful Patient Fundraising: Partnering with Faculty**

*Ellen Stifler, Senior Director of Development, The Johns Hopkins Kimmel Cancer Center*

To achieve success with a grateful patient fund-raising program, what is the best way to engage your faculty in the development program? To determine the answer, the Fund for Johns Hopkins Medicine developed a randomized trial (approved by the Institution's Review Board, Hopkins IRB). The study and its results were published in AAMC's journal, *Institutional Issues*. Ellen Stifler was on the team of fundraisers who participated in the study involving 51 faculty members from across Johns Hopkins. .

### Track 3

8:30 – 9:45 a.m.

**Oh! The Stories We Could Tell! Communicated in Ways Your Constituents are Sure to Notice**

*Peter T. Lamothe, Director of Development, Yale Cancer Center; Charles Reyman, VP of Communications, The Colorado Health Foundation; Julie Dillon, Director of Development Communications, VCU Massey Cancer Center*

Groundbreaking, innovative, cutting-edge, novel, accelerate, hope, promise, opportunity, investment. Sound familiar? Looking to stand out in the crowd? If you want to communicate to donors, prospects, internal and external audiences, and be sure you're heard, this session is for you. It will explore a number of innovative ways that organizations can communicate with their constituents to help them not only be heard but more importantly understood. So stop recycling superlatives and instead challenge yourself to think differently, create stories that better engage your many audiences, and raise more money!

## Friday, April 26

### Track 1

10:15 - 11:30 a.m.

#### Successful Collaboration in a Matrix Fundraising Environment

*Suzanne M. Teer, Executive Director of Development, UCSF Helen Diller Family Comprehensive Cancer Center; Terri Dillon, Assistant Dean for Development, Oncology, Robert H. Lurie Comprehensive Cancer Center of Northwestern University*

This session is designed for matrix centers and focuses on the dynamics of the University, School of Medicine, Cancer Center and Medical Center relationships and how they impact development activities and success. Some of us are part of a larger medical development team and only handle the major gift work for cancer; others have full development shops for just cancer.

How do we work together collaboratively and successfully to complement each other's activities and optimize fundraising for cancer programs across our institutions? How do we ensure that cancer stays high on the agenda for our colleagues for whom cancer is not their sole focus?

### Track 2

10:15 - 11:30 a.m.

#### What to Do When You Can't Get the Visit

*Rachel Stroud Hunsinger, Senior Director of Development, OHSU Knight Cancer Institute; Caitlin Wilson, JD, Associate Director of Development, OHSU Knight Cancer Institute; Pat Mulvey, Vice President, Development, MD Anderson Cancer Center*

We've all been there. Despite our best efforts we can't get a visit with the prospective donors. In this session we'll discuss strategies and give other ideas for how to continue to engage prospective donors and move them toward making a gift.

### Track 3

10:15 - 11:30 a.m.

#### Fundamentals of Acquisition: Basic Steps to Creating a Strong Direct Mail Acquisition Program

*Kim Walker, Director of Direct Mail, Memorial Sloan-Kettering Cancer Center*

A steady stream of new donors are crucial to a cancer center's success. This session will cover best practices, theory, critical evaluation tools, and actual direct response marketing

examples on how to best bring in new donors.

- What goes into a strong creative offer?
- What is the right list and how can I find it?
- What data hygiene/processing options are right for my organization?
- What can I do to ensure effective and cost-efficient production?
- What are the benefits of database marketing?
- How do I integrate online with other direct marketing channels?
- When, and how, should I use telemarketing?

## Saturday, April 27

### Track 1

8:30 - 9:45 a.m.

#### Benchmarking and Business Meeting

##### 2013 NACCDO Benchmarking Survey

*Peter Lamothe, Yale Cancer Center; Anthony Moye, Memorial Sloan-Kettering Cancer Center, Nicole Thigpen, Chief Strategy Officer, CCS*

This interactive session will present the results of the 2013 NACCDO Benchmarking Survey & Report, an annual survey of NACCDO 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 NACCDO member organization. The NACCDO 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 2013 Report includes comparative data on overall fundraising, giving by source and type campaign activity and strategic investments by peer institutions.

##### Business Meeting

*Debbie Dibbert, Chair, NACCDO, Director of External Affairs, UNC Lineberger Comprehensive Cancer Center; Jana Sharpley, Vice Chair, NACCDO, Executive Director of Development, Siteman Cancer Center*

The Annual NACCDO Business Meeting agenda includes an update on NACCDO benefit programs, election of Board members and officers, bylaw revisions and a preview of the 2014 conference at The Ohio State University.

### Track 1

10:00 - 11:30 a.m.

#### Motivation and Rejuvenation

*Brian Griese, Former Collegiate and National Football Quarterback, Moffitt Cancer Center National Advisory Board Member and Founder of Judi's House*

Reflecting on his personal experience, Brian Griese will share the story of his journey as a child who lost his mother to breast cancer when he was 12. The experience left him motivated, not only to excel in sports and broadcasting but also to help children and families who are battling the disease. He established Judi's House, a children's grief support center in Denver, Colo., named in honor of his mother Judi. The vision of Judi's House is a community in which no child has to feel alone in grief. Brian will share with us how he was able to convert his personal grief into a mission to truly make a difference in the lives of others, offering attendees their own opportunity to reflect, rejuvenate and motivate themselves to continue as effective and passionate professionals!

## Wednesday, April 24

2:30 - 3:45 p.m.

### NCI News and Public Affairs: Partnering with Cancer Centers to Amplify Cancer Research News

*Shannon P. Hatch, Public Affairs Specialist, Office of Public Affairs and Research Communication, National Cancer Institute*

The NCI's news and public affairs office is focused 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 efforts to amplify your center's research news. Opportunities for collaboration and partnership will be discussed. In addition, if there are any NCI organizational updates (including budget and leadership changes) they will also be covered in this session.

## Thursday, April 25

### Track 1

9:45 – 10:45 a.m.

### 10 Things You Don't Know About Your Experts (and Vice Versa)

*Denise Graveline, President, don't get caught*

How do you effectively coach your experts for media or public speaking requests? How do you market your communications expertise to your experts? When do you need to hire media training experts? Whether you're a veteran or new to the field, this session will help guide you. Attendees can expect to learn:

- About experts' default communications styles - those learned in their technical training—and how to work with, not against them
- What experts respond best to from communicators and how to demonstrate your expertise
- Factors that make any training session a success

### Track 2

9:45 – 10:45 a.m.

### The Force of Habit: How Unconscious Behavior is the Key to Cancer Marketing

*Neale Martin, PhD, Founder and CEO, Sublime Behavior Marketing*

Breakthrough research in neuroscience and cognitive psychology reveals a startling new view of how humans operate—the bulk of human behavior is the result of unconscious habits. This counterintuitive reality is at the core of NCI's two most pressing challenges:

- A high percentage of cancers are the result of bad habits
- Most marketing efforts fail because they are focused on rational appeals to the conscious mind instead of how to change behavior

In this session, participants will learn how marketing is changing in light of findings from diverse fields including neuroscience, cognitive and behavioral psychology, and behavioral economics. These insights will be translated to specific challenges facing NCI.

### Track 1

11:15 a.m. – 12:15 p.m.

### Responsible Reporting

*Michael Booth, Health and Medical Writer, The Denver Post and Co-Author of "Eating Dangerously: Why the Government Can't Keep Your Food Safe, and How You Can," Tim Byers, MD, MPH, Associate Director for Cancer Prevention & Control, University of Colorado Cancer Center*

This session will examine how science communicators – both health/science journalists and PR representatives – present new research findings to the public. How do reporters and editors choose which studies to cover? How do we know when it's big news versus an incremental step that isn't quite ready for prime time? How can we best report on the latest findings without the hype that can mislead the public and give false hope?

### Track 2

11:15 a.m. - 12:15 p.m.

### Branded Interactive Content: The Key to an Integrated Marketing Experience

*Scott Schroeder, Principal and Chief Insight Officer, rabble+rouser*

When leveraging your brand across the rapidly evolving web, mobile and social media landscapes, strong interactive and digital branded content can make the difference between ho-hum and extraordinary! In this session, Scott Schroeder will review two very different examples of how interactive content played a key role in two recent award-winning health care campaigns. The session will present examples of how branded content, even on a small budget, can help your brand secure its place in the minds and hearts of your key audiences. It will also include a review of best practices for the use of branded interactive content in social media, on the web and in mobile.

12:15 – 1:15 p.m.

### PAN Plated Lunch: 50 Tips in 50 Minutes

*Lisa Bailey, Director of Social Networking Communications, Fox Chase Cancer Center; Kathy Schuetz, Cancer Center Communications Lead, Office of Communications & Public Affairs, University of Maryland Medical Center*

This session will include quick tips and best practices from your colleagues on a number of topics including media relations, marketing, physician relations and social media.

### Track 1

2:00 - 3:30 p.m.

### The Wild, Wild West of Cancer Communications

*Dianne Shaw, Deputy Director of Communications UNC Lineberger Comprehensive Cancer Center; Nicole Fawcett, Manager of Communications, University of Michigan Comprehensive Cancer Center*

This is a session for you, run by you, with your questions and your 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.

### Track 2

2:00 - 3:30 p.m.

### Senior Strategy Summit

*Tom Douglis, Managing Director, Monigle Associates*

Ever want to sit with some of your senior marketing peers and learn from each other, share ideas and discuss common challenges? Then, this is your session! Rather than formal presentations, this session will be a facilitated discussion, a simple, free-flowing exchange of ideas around specific topics that have been identified by PAN members as critical to their success moving forward. The session is open to marketing professionals with 15 or more years' experience and who currently hold senior administrative roles.

### Track 3

2:00 - 3:30 p.m.

### Tactically Speaking

*Suzan Sherburn, Associate Director, Global Branding, MD Anderson Cancer Center; Jennifer Hargett, Director of Marketing, James Cancer Hospital & Solove Research Institute at The Ohio State University; Whitney Greene, Director of Business Development, Stanford Cancer Center*

In this session we will explore best practices for marketing

tactics to meet varying objectives, including brand awareness and programmatic growth. Speakers will focus on the marketing campaign's objective, budget, tactics and outcome. This session is targeted at marketing professionals who may be earlier in their career and responsible for executing marketing campaign tactics rather than overall marketing strategy. The session will be interactive, with plenty of time for questions and additional best practice sharing by audience members.

## Friday, April 26

### Joint Public Affairs/Marketing Session

8:30 – 9:45 a.m.

#### Speaking With One Voice

*Tom Douglas, Managing Director, Monigle Associates*

This interactive session focuses on how to integrate marketing, public relations, public affairs, as well as, development/fundraising communications to track an organization's brand together—in other words, a more unified/integrated approach. Areas of focus include:

- A common way to track/monitor your brand – for example, market research approaches.
- Developing a strategic message brand map spanning marketing, public affairs and public relations.
- Tailoring messages to accommodate a variety of audiences
- Tracking/measurement reports.
- How to build brand consensus in an academic medical center environment.

#### Track 1

10:15 - 11:30 a.m.

#### Walking the Digital Gangplank to Find Buried Treasure: Social, Mobile, Apps and More...

*Peter Taylor, Director of Marketing, Sarasota Memorial Health Cancer System*

You've made an initial foray into the social media world and want to take it to the next level, but don't have the dollars, know-how or the time. It's possible to have a successful online presence even with a minimal budget. Peter Taylor will share a step-by-step account of how he and his self-taught team built a nationally recognized consumer engagement platform using existing resources. From developing smart phone apps to expanding fans and followers, Peter will share practical suggestions for getting started, measuring ROI and the Top 10 Do's and Don'ts for incorporating a digital platform into your marketing plan.

#### Track 2

10:15 - 11:30 a.m.

### Building Referring Physician Loyalty with Experience Mapping

*John McKeever, Executive Vice President, Gelb Consulting Group; Melissa Childress, Associate Executive Director of Business Development, James Cancer Hospital & Solove Research Institute at The Ohio State University*

How do you understand referring physicians' experience and increase commitment to referrers? Experience mapping research provides a deeper understanding of needs and can serve as a platform for a real-time, action-based Physician Relationship Management system. Learn how to use research insights to make high-impact changes, allocate resources, and increase loyalty.

## Saturday, April 27

#### Track 1

8:30 - 9:30 a.m.

#### Sharing the Story of Science

*Blaine Baggett, Director, Office of Communication and Education, Jet Propulsion Laboratory*

Not every planetary mission gets the attention it deserves. When NASA's robotic rover Curiosity approached the surface of Mars on August 6, 2012, millions of people around the world held their breath. NASA's Jet Propulsion Laboratory had launched an innovative publicity campaign, "Seven Minutes of Terror," to build anticipation for the final moments of the landing. Hear Blaine Baggett, director of JPL's Office of Communications and Education, on finding new ways to connect with the public about basic science.

#### Track 2

8:30 - 9:30 a.m.

#### Changing Culture Through Communication in a Large Academic Medical Center

*Sean Rodriguez, Director, Patient Experience, Barnes-Jewish Hospital; Shawn Ray, Director, HR Organizational Effectiveness, Barnes-Jewish Hospital*

During this session you will learn about an organization's journey towards creating a culture of excellence. This journey was undertaken using a robust set of multimedia communication tools that are geared towards developing exceptional leaders and a common culture of patient centeredness. At 1,350 licensed beds, Barnes-Jewish Hospital is one of the largest free standing hospitals in the world. This monumental undertaking in organizational communication was developed to reach and impact more than 10,000

healthcare workers that make up the BJH team.

#### Track 1

9:45 – 10:45 a.m.

#### PR & ROI: Measuring Effectiveness and Proving Value

*Mark Weiner, CEO, PRIME Research, LP*

Two of PR's greatest challenges are to prove value and to quantify a positive return-on-investment. And yet, despite many advances in methodology and technology, most PR practitioners are unable to respond effectively. In this session, you will learn simple ways to uncover the often secret value equation within your own organization to prove PR performance. 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.

#### Track 2

9:45 – 10:45 a.m.

#### Marketing ROI

*Carey Chesney, Director of Marketing, Office of Development, University of Michigan*

This session will explore ways to implement effective online marketing strategies with detailed ROI measurement. Specifics will include how to measure ROI for paid online search, creating engaging web content, strategies to tier qualified traffic and using ROI data to create institutional change. This session will also touch on the relationship between measuring marketing effectiveness and its relation to creating the ideal patient care experience.

### Joint Public Affairs/Marketing Session

11:00 a.m. – Noon

#### Integrating Traditional Advertising, Digital Marketing and Social Communities to Fight Obesity: A Culture Change Campaign

*Tracy Faigin Boyle, Vice President of Marketing and Communications, LiveWell Colorado*

Obesity has doubled in Colorado in the past 16 years and is a problem nationwide. Despite many campaigns, nothing has reversed the trends. This session summarizes the innovative efforts of LiveWell Colorado, a nonprofit committed to increasing healthy eating and physical activity, to develop a culture change campaign that would make a difference. Hear how LiveWell Colorado utilized TV commercials, billboards, mom bloggers, social media and an interactive website to change the perception of obesity and make it more personal.

## WEDNESDAY

### Welcome Reception & Networking

*Presenting Sponsor:* **Advancement Resources**

Join your colleagues from 6 to 7:30 p.m. on your first evening in the Mile High City in the Augusta Room at the Westin Denver Downtown to enjoy drinks, appetizers, mingling and opening remarks.

Afterwards, sign-up for a dine-around opportunity in downtown Denver. While Denver has always been known for great steak houses, more and more creative, young chefs have established innovative eateries here, making Denver's local offerings a feast rivaling any city. From an eclectic mix of fine dining establishments to cozy bistros and farm-to-table restaurants, there are plenty of wonderful options to appease any hardcore foodie's palate.



## THURSDAY

### Evening at Red Rocks Amphitheatre

*Presenting Sponsor:* **Grizzard**

Thursday afternoon, we'll travel to Red Rocks Amphitheatre. At 6,450 feet above sea level, Red Rocks Park is a unique transitional zone where the Great Plains meet the Rocky Mountains, and tonight it will be the dinner venue for the NACCDO/PAN attendees. Surrounding guests are 868 acres of deer, dinosaurs, pines and prairie, geological wonders and spectacular vistas; Red Rocks Amphitheatre is a geological phenomenon – the only naturally-occurring, acoustically perfect amphitheatre in the world. From Sting and The Beatles to opera stars and U2, every artist aspires to play on this magical, spiritual and emotional stage. A buffet dinner will be served as guests enjoy a breathtaking view of the Denver Skyline while they dine and have exclusive access to the Red Rocks Hall of Fame Museum.

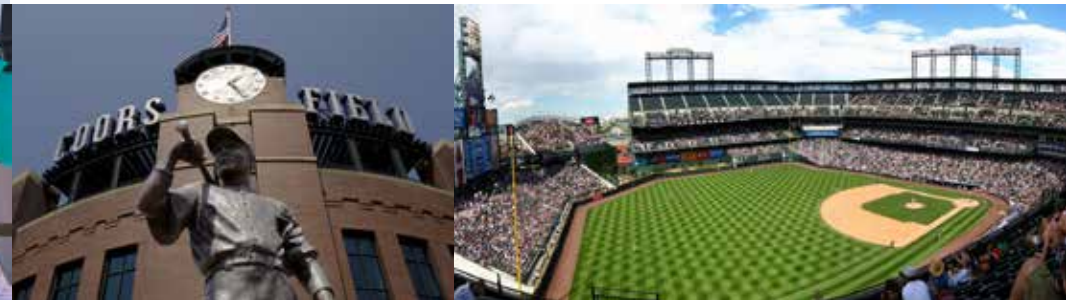


## FRIDAY

### Afternoon at the University of Colorado Anschutz Medical Campus

*Presenting Sponsor:* **CCS**

Enjoy the afternoon on the University of Colorado Anschutz Medical Campus, home to the University of Colorado Cancer Center, Children's Hospital Colorado, University of Colorado Hospital and all of the University of Colorado health science schools and colleges. Lunch will be served under tents in the beautiful Education Quad, while attendees hear a short welcome by CU Cancer Center Director Dan Theodorescu, MD, PhD, as well as Virginia Borges, MD, MMSc, Director of the Young Women's Breast Cancer Translational Program at CU Cancer Center and Julie Aignar Clark, Breast Cancer Survivor, Founder of Baby Einstein and Author of "You Are the Best Medicine." Afterwards, tour The WELLS Center at University of Colorado Hospital, a Stem Cell Lab, the Anschutz Health and Wellness Center or the Center for Human Simulation.



### "Take Me Out to Coors Field"

*Presenting Sponsor:* **Amergent**

In 1999, Coors Field firmly founded itself as a batter's dream, when the Rockies and their opponents combined for 303 home runs, the most ever in a season at one venue. Tonight, NACCDO/PAN attendees will have a behind-the-scenes look at Coors Field. Throughout the evening guests will have the opportunity to take a guided tour of the famous ballpark home to the Colorado Rockies. The walking tour will showcase the Dugout, Visitor's Clubhouse, Press Level, Club Level and Suite Level as well as the concourse areas.

Local guides will entertain with inside knowledge about the history and memorable moments in Coors Field. The menu will feature Ballpark Classics of Slider Burgers, Bratwurst with Sautéed Onions, and Barbeque Pulled Pork as well as salads, fruit and other sides. Ballpark beverages are included!

### Walk or Jog

Grab your sneakers and join us for informal jogging and walking sessions on Thursday and Friday mornings from 6:30 to 7:30 a.m. Meet in the lobby. This is a great way to get your workout in, experience the Cherry Creek and Platte River trails, and get to know your colleagues.



## 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 Wednesday evening reception, a dinner and tour at Red Rocks Amphitheatre, and the Coors Field tour and BBQ.

**Member Registration:** \$325.00

**Additional Registration – Chief Development Officers Retreat:** \$100.00

**Non-Member Registration:** \$425.00

**Guest Registration:** \$95.00

Registration and the latest conference information are available online at: <http://NACCDOPAN.coloradocancercenter.org>. Cancellation deadline is March 25, 2013. After this date, the registration fee is non-refundable.

For more registration information contact Kim Chriscaden at (303) 724-0114 or email [Kimberly.Chriscaden@ucdenver.edu](mailto:Kimberly.Chriscaden@ucdenver.edu)

## Transportation

The Westin Denver Downtown is located at 1672 Lawrence Street, Denver, CO 80202, approximately 35 minutes by car from the Denver International Airport (DIA). The hotel can be reached by:

**Super Shuttle**, which offers shared van rides, private van rides and executive cars, runs from DIA to all Downtown Denver hotels. A discounted rate for a shared van ride is available for \$19 one way or \$38 round trip\*. Rates for private van or car services to be determined based on individual travel needs. Reservations with Super Shuttle can be made by calling 1-800-BLUEVAN (258-3826) discount code NPAN3, or visiting: <http://www.supershuttle.com>

*\* If traveling via Super Shuttle, the Westin Denver Downtown is the last stop on the DIA-Downtown Denver route and the first stop on the Downtown Denver to DIA route. There will be stops at other Downtown Denver hotels on each leg.*

**Taxi**- Several cab companies operate from DIA to Downtown Denver locations, including Yellow Cab and Metro. The average rate from DIA to the Westin Denver Downtown is \$60 for the approximate 35-40 minute ride. More information on taxi companies available at <http://www.flydenver.com/taxi>

**Rental Car**- Information on the various rental car companies which operate out of DIA can be found at <http://www.flydenver.com/rentalcars>.

**Transportation is included to all conference events.**

## Accommodations

Located in the heart of Lower Downtown Denver (LODO), the Westin Denver Downtown is within walking distance to all that the Mile High City has to offer including Coors Field, home of the Colorado Rockies; the Denver Center for Performing Arts, which features six theaters and entertains more than 750,000 people throughout the American West; and the 16th Street Mall, which offers a free shuttle along the 16 block strip with access to restaurants, shops and the Capital.

As of March 1, 2013 the Westin is operating at a sold out status for the special group rate of \$165, plus 14.85% tax per night. All rates are now subject to availability. Please contact [dfevents@gmail.com](mailto:dfevents@gmail.com) for a list of other hotel options.

Additional Westin Denver Downtown hotel information, including directions, is available by calling (303) 572-9100.

## Denver, Colorado

With 300 days of sunshine, a walkable downtown, thriving arts and culture, an award-winning culinary scene, and the Rocky Mountains as a backdrop, Denver offers an affordable mix of urban sophistication and outdoor adventure. At 5,280 feet, the Mile High City offers views of more than 200 named peaks, including 32 that soar to 13,000 feet and above. Plus, Denver loves its sports and beer. Seven sports teams call Denver home, and on an average day the city brews more than 200 different beers. Grab a B-cycle and explore the Mile High City. [denver.bicycle.com](http://denver.bicycle.com)

We look forward to seeing you in April! For more information about Denver, please see VISIT DENVER, The Convention & Visitors Bureau at [www.denver.org](http://www.denver.org).

## Sponsors

The 2013 NACCDOPAN Annual Conference is **presented by**:



### Platinum Sponsor



### Gold Sponsor

Gelb Consulting  
Harris Connect

### Silver Sponsors

1-800-Oncologist  
American Association for Cancer Research  
As You Wish Promotions  
AVID Design  
Blackbaud  
CancerConnect/Omni Health Media  
Connect Healthcare  
Epsilon  
Grenzobach Glier and Associates  
Greystone.Net  
Heaton Smith Group  
Monigle Associates, Inc.  
OnCLive  
RuffaloCODY  
Tower Strategies  
Vericom Corporation  
Wired Moon

*Sponsors as of March 29 2013.*