

Tuning into Best Practices for Health Care Philanthropy



*2010 AHP Mid-Atlantic and AHP Midwest Joint Regional Conference with OAHHP
May 23–25 • Cleveland, Ohio*

Exclusive Learning and Networking
Opportunities in an Intimate Setting

New Strategies and Practical Applications in
Health Care Development

Sustaining a Strong Culture of Philanthropy
Keynote with the CEO of Cleveland Clinic

**Register by April 2
and save \$75!**

Overall Conference Sponsor

 **CCS**
Fund Raising • Development Services • Strategic Consulting



Get **Connected** Advance Your Career Build Your Development Office

Whether your focus is on fundraising, leadership, networking, or gaining general insight into the changing world of health care philanthropy, you will benefit from attending the joint AHP Mid-Atlantic and AHP Midwest Regional Conference with OAHP in 2010 in Cleveland, Ohio. Join us at the Renaissance Cleveland Hotel to:

- Hear from innovators about current and emerging best practices in health care philanthropy; and
- Connect with others to exchange experiences and explore ways to tackle common challenges.

By the conclusion of the conference, you will have discovered new and better ways of leading and managing your development office to meet mission-critical needs. Don't miss the important events that begin early the morning of May 23. The full conference program will begin on May 24 and will follow these key tracks: **Annual Giving, Executive Leadership, Principal Giving, and Special Topics.**

Conference Sponsors (as of December 18, 2009)

The following organizations and companies have given generous contributions that will ensure the success of the 2010 AHP Mid-Atlantic and AHP Midwest Regional Conference:



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SPONSORS: Gain more visibility for your organization by sponsoring a conference session, track, or networking function. If you are interested in being a sponsor, please contact meetings@ahp.org for more information. Thank you for your support!

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AHP is a Key Partner in Advancing Your Career

AHP members reap the benefits of shared knowledge. AHP conferences should be a recurring stop on your career path to foster your growth as a professional.

Vendors that Support Your Success

Exhibitors will be displaying their latest and greatest products and services that can rejuvenate your development office and bring your program to new levels of success.

Working Toward Certification?

Are you ready to push forward and achieve the next level of recognition in your field? Attending an AHP regional conference helps you build your education in order to begin the process of certification. CFRE and FAHP designations mark you as a leader in your field. Open the door to new opportunities and build your career.

AHP Has New Resources for 2010

If you are interested in exploring more on a designated topic presented in a conference session, follow the icon to the AHP website.



Transparency & Accountability



Emerging Trends



Challenging Economy

Visit www.ahp.org to follow these icons and find more resources about all topic areas presented at the conference.



2010 Education Program and Conference Schedule

Sunday, May 23, 2010

8:00 AM–4:00 PM	AHP Development Primer	See page 10
9:00 AM–5:00 PM	The Advanced Course in Health Care Fundraising	See page 10
1:00–6:30 PM	AHP Registration Desk	
5:30–6:30 PM	Newcomers’ Reception <i>Sponsored by LifeBridge Health</i>	See page 11
6:30–8:00 PM	Opening Reception with Exhibitors	See page 11

Monday, May 24, 2010

7:30 AM–5:00 PM	AHP Registration Desk
8:00–9:15 AM	Regional Business and Awards Continental Breakfasts AHP Mid-Atlantic Breakfast <i>Sponsored by Connelly & Associates</i> AHP Mid-Atlantic Award <i>Sponsored by Graham-Pelton Consulting, Inc.</i> AHP Midwest Breakfast and Awards
9:15–10:30 AM	Opening Keynote Session with Delos M. “Toby” Cosgrove of Cleveland Clinic
10:30–11:00 AM	Break with Exhibitors




Note: Complete program continues on pages 5–9.

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2010 Educational Program and Conference Schedule

Monday, May 24, 2010 (continued)

11:00 AM–12:15 PM			
Annual Giving	Executive Leadership	Principal Giving	Special Topics
Sponsored by Telecomp, Inc.		Sponsored by Inova Health System Foundation	
<p><i>ePhilanthropy Beyond the Basics: What You Need to Know and Do Today</i></p> <p>This session will bring you up-to-date on the “must-dos” and “how-tos” of using the Internet and other technology to cultivate your donor relationships and raise philanthropic dollars. Real-life examples will include the use of blogs, Facebook, Twitter, email outreach, and integration of email and regular mail.</p> <p>Presenter: Ann Thompson-Haas, FAHP Principal and Senior Consultant Larkwood Consulting, LLC Oakland, CA</p>	<p><i>Clarifying Communication Between Development and Finance</i></p> <p>Accurately tracking the financial results of fundraising is crucial to your development and finance departments. This plain-language session will review some of the key accounting concepts that impact philanthropy and the most common problems. You also will learn how to clarify your financial objectives, how to develop coding structures, and about gift entry and reconciliation processes to support the goals of both departments. This is a great session for development and accounting professionals to attend together!</p> <p>Presenters: Tracy Biles Executive Director–Philanthropy Sister of Mercy Health Foundation Chesterfield, MO</p> <p>Keith Heller Principal Heller Consulting Berkeley, CA</p> 	<p><i>Where’s Waldo? What Makes Planned Giving Stand Out from the Crowd?</i></p> <p>Discover the key characteristics of supporters who make gifts from their net worth. Factors, predictors, and activities from interviews of more than 25 couples will provide you with the tools to uncover your hidden prospects! Learn how to approach planned giving with different communication techniques to ensure transformational gifts.</p> <p>Presenters: Tom Tibbitts President and Chief Executive Officer, Trinity Health Systems; Vice President for Systems Development, Iowa Health System Fort Dodge, Iowa</p> <p>R. Edward Thompson, Ed.D. Founder and Chief Executive Officer Thompson & Associates Brentwood, TN</p> 	<p><i>Moving Your Career Forward in Trying Times</i></p> <p>This session will cover the qualities that non-profit leaders are looking for in development professionals and will provide tips on advancing one’s career when jobs are less plentiful. It also will cover the all-important interview and provide insights on how to get that elusive promotion from within.</p> <p>Presenters: John S. Swanholm, CFRE Vice President and Executive Director HealthEast Foundation Saint Paul, MN</p> <p>Colette M. Murray, J.D., CFRE Chief Executive Officer Paschal Murray Executive Search Pinehurst, NC</p> 
12:15–1:45 PM	Roundtable Luncheon		See Page 11
1:45–2:15 PM	Dessert with Exhibitors	Sponsored by Greater Baltimore Medical Center	



2010 Educational Program and Conference Schedule

Monday, May 24, 2010 (continued)

2:15–3:30 PM			
Annual Giving	Executive Leadership	Principal Giving	Special Topics
<i>Sponsored by Telecomp, Inc.</i>		<i>Sponsored by Inova Health System Foundation</i>	
<p>Special Events with Big Impact</p> <p>This session will discuss the continuing importance of the special event as budgets and staff time are more highly scrutinized. Memorial Foundation’s two largest—and extremely successful—events will be used as examples: A long-standing golf event and a new black-tie event called “Pink!” The foundation’s Pink! event won the <i>AHP Southeast Best Practices Judges Choice Award</i> in 2009. You will explore the role of the special event in today’s development shop, learn how-tos for making the most of staff time for a successful event, and discuss how to leverage your cause to gain the most public support possible.</p> <p>Presenters: Phyllis Maynor Special Events Coordinator Memorial Health Care System Foundation Chattanooga, TN Jennifer W. Nicely, CFRE Chief Development Officer Memorial Health Care System Foundation Chattanooga, TN</p>	<p>Leading a High-performing Team</p> <p>Creating a high-performing team begins with the questions asked in the initial interview. Using principles from the books “Good to Great” and “Results that Last,” this session will teach you how to create a high-performing team that can exceed national benchmarks and achieve philanthropic success.</p> <p>Presenter: Philip Salerno III, CFRE President and Chief Development Officer Children’s Specialized Hospital Foundation Mountainside, NJ</p>  	<p>A Tale of Two Cities: Capital Campaigns in a Tough Economy</p> <p>Despite the recession, many capital campaigns have been successful over the past year. This session will focus on two successful capital campaigns underway in two different settings—one in an affluent community and the other in a depressed urban city. Both campaigns have faced challenges and opportunities. Come learn from their individual experiences and strategies.</p> <p>Presenters: Tim Barr Vice President of Development St. Joseph’s Regional Medical Center Foundation Paterson, NJ Joseph Stampe Vice President of Development Princeton HealthCare System Foundation Princeton, NJ Bridget Murphy, CFRE Senior Vice President and Managing Director Graham-Pelton Consulting Summit, NJ</p> 	<p>Ethics for Health Care Fundraising</p> <p>This presentation will include hypothetical case presentations and a panel discussion on fundraising ethics in the health care arena. The panel will focus on what it means to think and act ethically and how to apply an ethical framework to situations familiar to development officers, volunteers, and administrators in health care. Issues for discussion will include conflict of interest, the role of trust, relationships with donors and volunteers, privacy, and navigating the pressure to meet organizational needs.</p> <p>Panelists: Lisa Hillman, FAHP, CFRE Senior Vice President and Chief Development Officer Anne Arundel Health System Annapolis, MD Theresa M. Law, J.D., CFRE Executive Director York Health Foundation York, PA J. Gregory Pope, FAHP, CFRE Vice President of Philanthropy Saint Thomas Health System Foundation Nashville, TN Heather A. Wilson, MSW, CFRE Director, Major Gifts & Planned Giving Lancaster General Healthcare Foundation Lancaster, PA</p>
3:30–4:00 PM	Break with Exhibitors	6	<i>Sponsored by Centra Health Foundation</i>

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2010 Educational Program and Conference Schedule

Monday, May 24, 2010 (continued)

4:00–5:15 PM			
Annual Giving	Executive Leadership	Principal Giving	Special Topics
Sponsored by <i>Telecomp, Inc.</i>		Sponsored by <i>Inova Health System Foundation</i>	
<p><i>The Magic in the Middle—Developing and Managing a Special Giving Program</i></p> <p>One of the fundraising profession’s best-kept secrets is the “in-the-middle” donor who has exceeded annual giving expectations but is not quite ready or inclined to become a major donor. This overlooked, but special, donor could turn out to be a goldmine. In this highly interactive session, you will learn how to find, manage, and track these donors; partner with your major gifts team to develop a teamwork approach to solicitation and stewardship; and discover creative strategies for unlocking these donors’ full potential.</p> <p>Presenters: Vincent Karnik Assistant Director of Development Cleveland Clinic Foundation Cleveland, OH</p> <p>Suzanne Sopa Director of Annual Giving Cleveland Clinic Cleveland, OH</p> 	<p><i>GPS or Map: Finding Your Way</i></p> <p>Investigate the role strategic planning plays in defining the philanthropic direction of an organization. Learn how development is incorporated into the process and how the strategic plan of the organization becomes the basis of a more detailed strategic plan for development. This session will address who needs to be involved, what needs to occur in the process, and what the result - the strategic plan—should include. In addition, the use of the strategic plan in getting to the destination will be discussed. Whether one uses a GPS or a map, the journey is far better with a planned route.</p> <p>Presenter: Janet L. Hedrick, CFRE Bentz Whaley Flessner Arlington, VA</p> <p>Kevin J. Callanan, CFRE Valley Health, Corporate Director of Development Winchester Medical Center Foundation Winchester, VA</p>	<p><i>Successful Strategies for Finding Major Gift Prospects</i></p> <p>Health care organizations continue to discover the benefit of grateful patient and major gift fundraising. Learn how the Cleveland Clinic utilizes a number of prospect-research and prospect-management strategies to identify major gift prospects and build a strong prospect pipeline. This session will present strategies for frequent screening, prospect management, validation and more.</p> <p>Presenters: Steven Fitch Director of Prospect Management Institutional Relations and Development Cleveland Clinic Foundation Cleveland, OH</p> <p>Shaw Mumford Supervisor of Development Research Institutional Relations and Development Cleveland Clinic Foundation Cleveland, OH</p> <p>Caroline Oblack Director of Client Service WealthEngine Bethesda, MD</p>	<p><i>Health Care Reform—It’s Here, but Will It Bite?</i></p> <p>The latest health care reform might not be reform at all; but what counts is any significant impact on health care PHILANTHROPY. Join us for this opportunity to learn about reform’s implications for fundraising and what can and should be addressed by health care development professionals. Questions will abound and answers, hopefully, forthcoming.</p> <p>Presenter: William C. McGinly, Ph.D., CAE President and Chief Executive Officer Association for Healthcare Philanthropy Falls Church, VA</p> 
6:00 PM	Optional Special Event: Rock and Roll Hall of Fame and Museum		See Page 12




2010 Educational Program and Conference Schedule

Tuesday, May 25, 2010

8:00 AM–3:00 PM	AHP Registration Desk	
8:00–9:15 AM	Breakfast with Exhibitors	
8:00–9:15 AM	OAHP Breakfast & Annual Meeting (OAHP Members Only)	

9:15–10:30 AM

Annual Giving	Executive Leadership	Principal Giving
<i>Sponsored by Telecomp, Inc.</i>		<i>Sponsored by Inova Health System Foundation</i>
<p>Employee Campaign Success</p> <p>In 2008, Mercy Medical Center in Baltimore held the most successful employee campaign in its history, raising almost \$1.5 million from 618 employees. What made this campaign such a success? Learn how good ol' fashioned fundraising techniques and the campaign's show-piece publication helped encourage exceptional generosity.</p> <p>Presenter: Sarah Fawcett-Lee, CFRE Senior Director of Development Mercy Health Services Baltimore, MD</p>	<p>Philanthropy in a Multi-Foundation Health Care System</p> <p>When your health care system is complex, how can philanthropy best be coordinated to ensure that system priorities and needs are being met? This session will discuss sharing resources, strategizing, and coordinating multiple foundations to achieve maximum philanthropic results.</p> <p>Presenters: Theresa M. Law, J.D., CFRE Executive Director York Health Foundation York, PA</p> <p>James A. Ross Executive Director Gettysburg Hospital Foundation Gettysburg, PA</p> <div style="text-align: right;">  </div>	<p>Major Gift Identification and Acquisition Through a Grateful Patient Program</p> <p>This session will present ways that you can incorporate grateful patient giving into your major gift fundraising. You will learn how to assess and track philanthropic potential in patients, and how to cultivate prospects through room visits and follow-up after their hospital stay. The session also will provide details about the management practices and technologies necessary to implement a successful program.</p> <p>Presenters: Erin Schutte Senior Development Officer Mount Carmel St. Ann's Westerville, OH</p> <p>Douglas H. Stein President and Executive Director Mount Carmel Foundation Columbus, OH</p> <p>Sandra Swanson Chief Operating Officer OrangeBoy, Inc. Columbus, OH</p>
10:30–11:00 AM	Break with Exhibitors	<i>Sponsored by Abington Memorial Hospital</i>

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Tuesday, May 25, 2010 (continued)

11:00 AM–12:15 PM		
Annual Giving	Executive Leadership	Principal Giving
<i>Sponsored by Telecomp, Inc.</i>		<i>Sponsored by Inova Health System Foundation</i>
<p>Donor Concierge Programs</p> <p>Donor concierge programs provide an excellent opportunity for hospitals to advance and develop their grateful patient programs, but they can pose many challenges, budget obstacles, and time constraints. Come hear about the University of Tennessee Medical Center's experience in establishing a donor concierge program, and discover simple steps for starting a similar program in your hospital. You also will learn about the challenges to look out for and how to keep the communication lines open between the development office and hospital physicians and staff.</p> <p>Presenter: Rachel Greene Director of Annual Giving University of Tennessee Medical Center Knoxville, TN</p>	<p>A Journey to Excellence—One Hospital's Struggle for Cultural Change</p> <p>Five years ago Sinai-Grace hospital was on the verge of closing because of poor financial performance and organizational deficiencies. Through drastic cultural change, the institution it is now a leapfrog hospital, one of the top hospitals in the country for heart failure outcomes and making more money than any other hospital in the system. Join the President of this hospital for an inspiring story about creating a culture of success and overcoming challenges.</p> <p>Presenter: Honorable Conrad L. Mallett, Jr. President and CEO Detroit Medical Center, Sinai-Grace Hospital Detroit, MI</p>	<p>"He's Just Not That into You": Stop Kidding Yourself, Let Go and Find Someone Who Is</p> <p>If a prospect <i>really</i> likes you, "there ain't nothing that's going to get in his or her way." This session will take a lighthearted look at major gift cultivation and solicitation analogous to finding Mr. or Mrs. Right, with tips on avoiding first-date blunders, the all-important second date, popping the question, and living happily ever after.</p> <p>Presenter: Shane A. Seymour, CFRE Vice President and Chief Development Officer Alegent Health Foundation Omaha, NE</p>
12:15–2:30 PM	Closing Luncheon with Speaker	See page 11



Pre-Conference Workshops

Come early and take a crash course for beginners or the advanced course if you're about to sit for certification.

AHP Development Primer*

Sunday, May 23, 8:00 AM–4:00 PM

This all-day workshop will provide a comprehensive overview of health care philanthropy. The morning program will begin with a look at health care philanthropy as a profession and will touch on the psychology of giving, professional ethics, and organizational models. Throughout the afternoon, you will learn about the practice of development. Topics will include annual giving, planned giving, capital campaigns, major gifts, grateful patient programs, and special events. Sessions also will examine the characteristics of constituent groups such as individuals, corporations, and foundations.

The program fee includes the all-day workshop, The AHP Primer Manual, continental breakfast, breaks, and lunch.

Primer Co-Chairs:

Kristin L. Hughes, CFRE

Assistant Vice President of Major Gifts
Children's Memorial Foundation
Chicago, IL

Douglas G. Smith, FAHP

President
GBMC Foundation
Towson, MD

Primer Faculty:

Gerald L. Padbury, CFRE

Director of Annual Gifts
Children's Memorial Foundation
Chicago, IL

David K. Burghart, CFRE

Executive Director
Lakeland Health Foundation
St. Joseph, MI

* *There is an additional fee for this workshop: \$250 (early bird) and \$325 (regular) for AHP/OAHP members, and \$350 (early bird) and \$425 (regular) for nonmembers.*

The Advanced Course in Health Care Fundraising*

Sunday, May 23, 9:00 AM–5:00 PM

The AHP Advanced Course is designed to serve as a review for development professionals who have five or more years of experience in the field and who desire to improve their knowledge and skills in the intermediate to advanced levels. It also is designed to serve as one of the tools available to assist development professionals in preparing for the CFRE examination. For more information about the course, please visit the AHP Web site at www.ahp.org.

The program fee includes the all-day workshop, The AHP Advanced Course Workbook, continental breakfast, breaks, and lunch.

Faculty:

Richard P. Bragga, J.D., FAHP, CFRE

Senior Consultant
Corporate DevelopMint
Richmond, VA

* *There is an additional fee for this course: \$275 (early bird) and \$350 (regular) for AHP/OAHP members, and \$375 (early bird) and \$450 (regular) for nonmembers.*

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Keynote Speakers and Networking Events

More ways to connect and learn.

Opening Keynote Session

Monday, May 24, 9:15–10:30 AM

Sustaining a Strong Culture of Philanthropy Throughout Your Institution: A CEO's Perspective



At one of the nation's top hospitals, philanthropy is evident everywhere. World-renowned Cleveland Clinic CEO, Delos M. "Toby" Cosgrove, MD will inspire conference attendees with a keynote message articulating how the CEO's role

is critical in sustaining the culture of philanthropy Cleveland Clinic enjoys today. A Q&A session will follow his address.

Delos M. "Toby" Cosgrove, M.D.
Chief Executive Officer & President
Cleveland Clinic
Cleveland, OH

Bring your CEO to this session!

questions and get ready for an enlightening meeting of the minds as solutions are shared. Walk away with solutions to implementation immediately.

Ask an Expert!

Panel Discussion:

Julie E. Cox, CFRE
Vice President of Development
LifeBridge Health
Baltimore, MD

Robert 'Bo' Rice
Senior Vice President & Managing Director
CCS
Towson, MD

Bruce A. Bartoo, CFRE
Senior Vice President, Development
MedStar Health
Columbia, MD

William H. Kiel, CFRE
Vice President Development
Allegiance Health
Jackson, MI

Roundtable Luncheon

Monday, May 24, 12:15–1:45 PM

If you are looking for applicable solutions to shared challenges, the AHP conference roundtables are a great vehicle for generating new ideas through conversation with peers. Join your colleagues in engaging discussion over lunch. Information will be provided on-site at registration about the roundtables and the discussion facilitators at each table.

Closing Luncheon Keynote Session

Tuesday, May 25, 12:15–2:30 PM

Deciding Direction: A Conversation on Current Fundraising



The current economy has posed challenges for many institutions and prompted leaders to strategically evaluate their practices and programs. How have fundraising programs changed? How can success be met with current challenges? What solutions have been productive? Join colleagues at this interactive closing luncheon where you will have the rare opportunity to ask these and other questions to seasoned professionals from across the country and find out how other foundations are raising the bar and rising to the challenge. Hear a dynamic presentation and bring your

Newcomer Reception

Sunday, May 23, 5:30–6:30 PM

Sponsored by LifeBridge Health

If you are new to AHP or a first time attendee to a conference please attend this reception prior to the opening reception. This is a great way to learn more about AHP, meet leadership and network with fellow attendees.

Opening Reception with Exhibitors

Sunday, May 23, 6:30–8:00 PM

Kick off the event with the opening reception with exhibitors. Mingle with colleagues and learn about the latest products and services from exhibitors. Make this your first stop!

AHP Regional Business & Awards Breakfasts

Monday, May 24, 8:00–9:15 AM

AHP Mid-Atlantic, AHP Midwest and OAHP will all have their own breakfasts to discuss news pertinent to their group and give out their regional awards.

OAHP Breakfast & Annual Meeting

Tuesday, May 25, 8:00–9:15 AM

OAHP members will gather for the OAHP Annual Meeting over breakfast. If you are an OAHP member please join in for this important meeting!



Conference Specifics

About Cleveland

Cleveland is located on the southern shore of Lake Erie. In the late 1990s, downtown Cleveland experienced a rebirth that has led to many new hotels, museums, restaurants, and a vibrant nightlife. Top attractions include the Rock and Roll Hall of Fame, Great Lakes Science Center, and the Progressive Field Cleveland Indians baseball stadium. Come for the conference and have fun exploring this vibrant, friendly city.

About the Renaissance Cleveland Hotel

This sophisticated downtown Cleveland hotel is located on Public Square and is connected to Tower City Center's exclusive boutiques, restaurants, and cinema. It is within walking distance to Progressive Field, Quicken Loans Arena, and the Rock and Roll Hall of Fame. A city landmark built in 1918, the historic Renaissance Cleveland Hotel's architecture reflects the city's unique style and rich history. Plush, spacious rooms with well-appointed and upscale amenities await guests at this luxury hotel.

Location: The Renaissance Cleveland is located at 24 Public Square. The phone number is 216-696-5600. You can access information about the hotel online by going to www.marriott.com and searching Renaissance Cleveland.

Hotel Reservations: The Renaissance Cleveland is offering AHP/OAHP conference attendees a special rate of \$119 for single/double occupancy, plus tax. To make reservations, call the hotel at 800-468-3571 and identify yourself as an Association for Healthcare Philanthropy (AHP) conference attendee. The discounted rate will be available until April 26, 2010. Reservations made after April 26, 2010, will be accepted on a space-and-rate-available basis. Please remember that there are a limited number of rooms available at the discounted rate and the rate is not guaranteed until the cut off date. Make your reservations early.

Conference Registration Policy: To qualify for the early-bird rate, your conference registration and payment must be postmarked no later than April 26, 2010. Registration forms will not be processed without payment. Confirmations will be mailed within 10 business days of receipt of your form and payment. Online registration is available at www.ahp.org.

Conference Registration Includes: Full conference registration includes the education sessions, the opening reception on May 23; continental breakfast and lunch on May 24; and continental breakfast and lunch on May 25. The single-day registration includes the education sessions for the selected day of registration and the meal(s) that are scheduled for that day only. Tickets for meals on other days may be purchased.

Optional Event: Rock and Roll Hall of Fame sponsored by Cleveland Clinic

Join friends and colleagues for an exciting event at the Rock and Roll Hall of Fame and Museum. This optional event will be held on Monday, May 24, and is \$55 per person (guests welcome). Ticket price includes transportation to and from, heavy hors d'oeuvres, and admission to the museum (this is a private event). There are a limited number of tickets available for this event, and they are available on a first-paid, first-reserved basis. Tickets for this event are nonrefundable. Please purchase them by May 19, 2010.

Guest Tickets: If you would like to bring a guest to the opening reception, breakfasts, or lunches, you may purchase additional meal tickets. Meal ticket order forms will be included in your registration confirmation packet. Tickets can be purchased before the conference or on-site.

Exhibitors/Vendors/Affiliate Companies: It is AHP policy that all AHP affiliate and prospective affiliate members (i.e., vendors, consultants, etc.) must register as an exhibitor or a non-exhibiting consultant. If you are interested in exhibiting, visit AHP's Web site at www.ahp.org and click on "Advertise/Exhibit" under the "Conferences & Education" header.

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2010 AHP Mid-Atlantic and AHP Midwest Regional Conference Committee

You also can contact AHP directly by calling 703-532-6243. See the enclosed registration form for information and fees regarding the non-exhibiting consultant rate.

Conference Dress: The conference dress is business casual. Consider bringing a jacket or sweater, as meeting room temperatures can fluctuate.

Weather: The average daytime temperature at the end of May in Cleveland is 60 degrees, and 48 degrees in the evenings. Remember to bring a light sweater or jacket for the air-conditioned meeting rooms.

Transportation and Driving: Cleveland Hopkins International airport (CLE) is the closest airport to the hotel, approximately 12 miles away. Rental car facilities and taxi services are available at the airport to transport attendees to and from the hotel. Directions to the hotel are available on its Web site. The hotel's daily parking rate is \$23 or \$30 for valet.

AHP Contact Information:

Association for Healthcare Philanthropy

313 Park Avenue, Suite 400
Falls Church, VA 22046

Phone: 703-532-6243

Fax: 703-532-7170

Email: ahp@ahp.org

Web Site: www.ahp.org

Visit AHP's Web site at www.ahp.org for up-to-date information.

AHP Midwest Award Chair Mr. Paul A. Rueschhoff, CFRE

Director of Development
The Foundation for Shawnee Mission Med Center
Shawnee Mission, KS

AHP Mid-Atlantic Award Chair

Ms. Bridget Murphy, CFRE
Vice President
Graham-Pelton Consulting, Inc.
Summit, NJ

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Geri Douglas Marshall, CFRE
Director of Development
Akron General Development Foundation
Akron, OH

Theresa M. Law, J.D., CFRE
Executive Director
York Health Foundation
York, PA

Kathleen J. Scarbrough, CFRE
Executive Director
Upper Valley Medical Center Foundation
Troy, OH

Education Chair

Jennifer Gambino
Director of Major Gifts & Planning Giving
Carroll Hospital Center Foundation
Westminster, MD

Principal Giving Track Co-Deans

Robert J. Brown
Director of Department of Development
LifeBridge Health
Baltimore, MD

Jane B. DiGirolamo

Vice President of Development
Montgomery Hospice
Rockville, MD

Annual Giving Track Co-Deans

Mary C. Fischer, CFRE
Planned Giving Executive
Bethesda Foundation, Inc.
Cincinnati, OH

Michele E. Skinn
Director
Fisher-Titus Foundation
Norwalk, OH

Executive Leadership Track Co-Deans

Lea Clausen, CFRE
Executive Director
Mercy Medical Center Foundation
Sioux City, IA

Katie Spillane Knight, CFRE
Vice President Development
Sinai-Grace Hospital
Detroit, MI

Special Topics Track Co-Deans

Shane A. Seymour, CFRE
Vice President for Philanthropy
Allina Hospitals & Clinics
Minneapolis, MN

Heather A. Wilson, MSW, CFRE

Director of Major Gifts and Planned Giving
Lancaster General Healthcare Foundation
Lancaster, PA

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President
Connelly & Associates Fundraising, LLC
Baltimore, MD

Robert Driver, CFRE

Vice President of Development
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Urbana, IL

Bridget Murphy, CFRE

Vice President
Graham-Pelton Consulting, Inc.
Summit, NJ

Kathleen E. Pavelka, CFRE

President
Telecomp Inc.
Rochester, NY

Hospitality Chair

Kristin Broadbent, CFRE
Director
Lakewood Hospital Foundation
Lakewood, OH

Primer Co-Chairs

Kristin L. Hughes, CFRE
Assistant Vice President of Major Gifts
Children's Memorial Foundation
Chicago, IL

Douglas G. Smith, FAHP

President
GBMC Foundation
Towson, MD

Advanced Course Chair

Richard P. Bragga, J.D., FAHP, CFRE
Senior Consultant
Corporate DevelopMint
Richmond, VA

Roundtable Chair

Laura R. Hnat
Director of Constituent Development
Summa Foundation
Akron, OH

Newcomer Co-Chairs

Laura Schoon
Executive Director
Proctor Health Care Foundation
Peoria, IL

Kimberly Testa

Annual Giving Specialist
York Health Foundation
York, PA



Registration Form & Information

Register Online at www.ahp.org

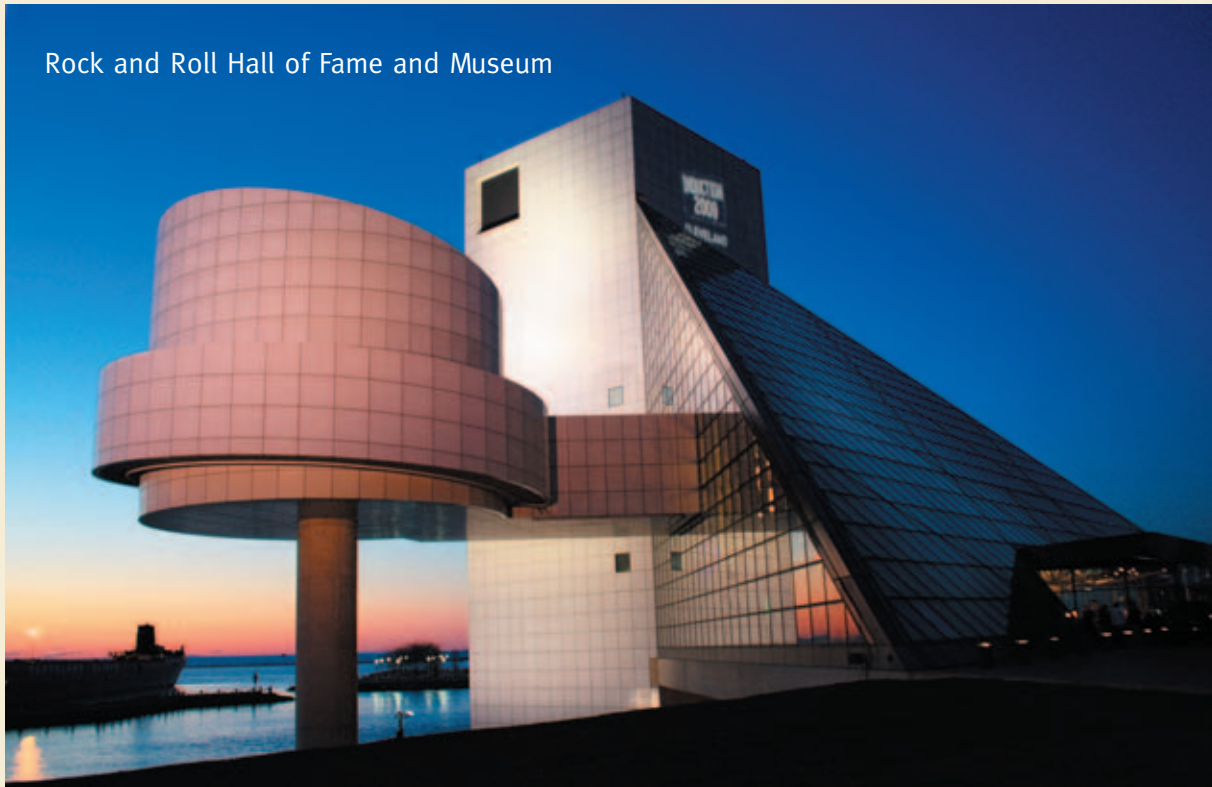
Registration Instructions

1. Complete section A—Registrant Information.
2. Complete section B—Registration Fees.
Preconference Workshops are not included in full conference rate. Additional fees apply.
3. Complete section C—Payment Method.
4. Return your completed form to AHP at:
313 Park Avenue, Suite 400
Falls Church, VA 22046
Phone: 703-532-6243 Fax: 703-532-7170
Or register online at www.ahp.org
5. Exhibitors, suppliers, consultants, and organizations who provide services to fundraisers must either register as an exhibitor or as a non-exhibiting consultant.

AHP Polices

1. To qualify for early rates, registration form and payment must be postmarked no later than April 2, 2010.
2. No registration form will be processed without payment.
3. All cancellation requests must be submitted in writing by May 7, 2010. AHP will refund the fees less a \$50 administrative fee for full registrations and non-exhibiting consultants and \$25 for single day registrations and preconference workshops. No refunds will be made after May 7, 2010.

Rock and Roll Hall of Fame and Museum



Tuning into Best Practices for Health Care Philanthropy

2010 AHP Mid-Atlantic and AHP Midwest Joint Regional Conference with OAHP

May 23–25 • Cleveland, Ohio



Registration Form & Information

Register Online at www.ahp.org

Section A—Registrant Information

Name _____

Name on badge _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail (Required. Emails will be used for communication with AHP only and will not be published. Members are encouraged to visit the online Directory for contact information. Vendors will not receive attendee emails)

Important

- Check here if you are member of OAHP.
- Check here if you are a first-time conference attendee or newcomer to AHP.
- Please check here if you require special assistance or have dietary needs. Please email AHP at meetings@ahp.org with your needs.

Special Discount for Non-members

- Check here if you are a CEO/president/executive director of a **hospital** (not foundation) or a trustee or volunteer with a hospital or foundation and not an AHP member. If you fit this parameter you are able to attend with an AHP member from the same institution at the member rate. Please list name of AHP member from your institution with whom you are attending:

Section B—Registration Fees

Preconference Workshops

(These fees apply to both development professionals and exhibiting or non-exhibiting consultants and are not included in the full-conference registration.)

	Early Registration Post-marked by April 26	Regular Registration Post-marked after April 26
AHP Development Primer (May 23, 2010)		
AHP/OAHP member	<input type="checkbox"/> \$250	<input type="checkbox"/> \$325
Non-member	<input type="checkbox"/> \$350	<input type="checkbox"/> \$425
AHP Advanced Course (May 23, 2010)		
AHP/OAHP member	<input type="checkbox"/> \$275	<input type="checkbox"/> \$350
Non-member	<input type="checkbox"/> \$375	<input type="checkbox"/> \$450

Full Conference Registration

(This rate does not include preconference workshops. Full conference includes opening reception thru last educational breakout.)

Development Professional Registration

	Early Registration Post-marked by April 2	Regular Registration Post-marked after April 2
Full Conference		
AHP/OAHP member	<input type="checkbox"/> \$395	<input type="checkbox"/> \$470
Non-member	<input type="checkbox"/> \$495	<input type="checkbox"/> \$570
Single Day		
AHP/OAHP member	<input type="checkbox"/> \$225	<input type="checkbox"/> \$300
Non-member	<input type="checkbox"/> \$325	<input type="checkbox"/> \$400
Important—Check the Date You Will Be Attending:		
	<input type="checkbox"/> Monday, May 24	<input type="checkbox"/> Tuesday, May 25

Non-Exhibiting Consultant** Registration

	Early Registration Post-marked by April 26	Regular Registration Post-marked after April 26
Full Conference		
AHP/OAHP member	<input type="checkbox"/> \$500	<input type="checkbox"/> \$575
Non-member	<input type="checkbox"/> \$600	<input type="checkbox"/> \$675
Single Day		
AHP/OAHP member	<input type="checkbox"/> \$350	<input type="checkbox"/> \$425
Non-member	<input type="checkbox"/> \$450	<input type="checkbox"/> \$525
Important—Check the Date You Will Be Attending:		
	<input type="checkbox"/> May 24	<input type="checkbox"/> May 25

** (This pricing structure is for consulting firms or vendors that would like to participate in the conference but are unable to exhibit/display materials. Companies paying this fee are ineligible to display any marketing materials/job posting at the conference. This fee includes registration for one person, one set of meal tickets, name listing on the conference attendee list and one on-site registration list.)

Rock and Roll Hall of Fame and Museum: Special Optional Event

These fees apply to development professionals, exhibitors, non-exhibiting consultants and guests and are not included in the registration fees. Guests are welcome. Space is limited. **Must reserve ticket by May 19, 2010. Non-refundable**

Special Event: Tour of Rock and Roll Hall of Fame

	Early Registration Post-marked by April 26	Regular Registration Post-marked after April 26
Conference Attendee or Guest	<input type="checkbox"/> \$55	<input type="checkbox"/> \$55

Section C—Payment Method

- My check is attached and is made payable to the Association for Healthcare Philanthropy (U.S. funds only)

Please charge my: VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____

Name on Card _____ 3-Digit Security Code _____

Zip Code of billing address _____

Signature as it appears on the front or back of the card _____

Total Amount Enclosed/To Charge: \$ _____



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Falls Church, VA 22046
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If you are a fundraising professional in health care, you can't afford to miss this conference.



Tuning into Best Practices for Health Care Philanthropy

2010 AHP Mid-Atlantic and AHP Midwest Joint Regional Conference with OAHP • May 23–25 • Cleveland, Ohio



OAHP

*Ohio Association for Healthcare
Philanthropy*

**Register by April 2
and save \$75!**



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