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2012

AHP Mid-Atlantic Regional Conference

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Make an Impact

Increase your knowledge, strengthen your connections and multiply the impact you have on the health of your community.

Register today!

www.ahp.org/midatlantic2012

**May 17 - 19
Alexandria, VA**

The Westin Alexandria

Grateful Patient Programs

Third Party Fundraising

Physician Giving • Target Marketing

Giving Circles • Stewardship

Capital Campaigns



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Fund Raising • Development Services • Strategic Consulting



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AHP Mid-Atlantic Regional Conference

Learn from the best.

Increase your knowledge... strengthen your connections... multiply your impact.

The 2012 AHP Mid-Atlantic Regional Conference is an exciting three days of **collaboration, learning and networking** with health care fundraisers from throughout the region. Come and connect with colleagues in fundraising, development and advancement. You'll learn from the best, with education sessions featuring the field's **most respected speakers, experts and practitioners**.

Discover strategies for raising funds now and into the future, and learn how to multiply the impact you have on the health and well-being of your community. Whether you're a seasoned health care development professional or new to the field—whether you're from a small or large shop or somewhere in between—you'll walk away with up-to-date information on **topics chosen specifically to advance your philanthropy program**, your profession and your career.

Developed by and for health care fundraisers, the AHP Mid-Atlantic Regional Conference is the education opportunity **created with you in mind**. Join other professionals working in the region within the challenging, rewarding and high-impact field of health care development.

Why you should attend

- Two days of education sessions covering the field's most important topics
- Top speakers, experts and practitioners
- Reasonable lodging and travel costs to Alexandria
- Eligible for more than 15 CFRE certification points
- Numerous networking opportunities

2012 AHP Mid-Atlantic
Regional Conference

May 17-19, 2012

The Westin Alexandria
Alexandria, VA 22314

Register online today!

www.ahp.org/midatlantic2012



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May 17 – 19, 2012 . Alexandria, VA

Keynote Luncheon

Featuring Thomas E. Beeman, Ph.D.
President and CEO of Lancaster General Health

Friday, May 18, 12:15 pm – 1:30 pm

Sponsored by Gobel Philanthropy Group

In this inspiring keynote address, **Thomas E. Beeman**, Ph.D., president and CEO of Lancaster General Health, will describe the need to create an integrated approach to philanthropy. A 37-year veteran of the health care field, Dr. Beeman was



recently recalled to active duty to serve the National Intrepid Center of Excellence in Bethesda, Maryland, which provides state-of-the-art care for soldiers with mild to moderate brain injuries. Dr. Beeman is a rear admiral, Medical Service Corps, for the U.S. Navy Deputy Commander of the Navy Medical National Capital Area.

The focus of Dr. Beeman's keynote will be how philanthropy can follow new models of collaborative care. He will also describe how his recall to active duty has impacted his thinking about philanthropy and health care.

Prior to joining Lancaster General Health in 2005, Dr. Beeman was president and chief executive officer at Saint Thomas Health Services and senior vice president for hospital operations at the University of Pennsylvania Health System. Dr. Beeman is a Fellow of the College of Physicians of Philadelphia, a Fellow of the American College of Health Care Executives and a member of the Association of Military Surgeons of the United States. He holds a Ph.D. from Vanderbilt University where he taught system theory. His book *Leading From Within* was published in 2005 by Providence Publishing.

An outstanding education opportunity

What do attendees of AHP conferences value the most?

The education.

The opportunity to learn from experts and successful development professionals.

The chance to discover how to raise funds and chart a course for hospital foundations and other health care organizations in today's challenging economy.

•
“This is a great conference and well worth the money.”

•
“The conference quality was exceptional. I can't comment highly enough on the quality!”

•
“This was a fabulous conference, with truly outstanding educational opportunities. I really appreciate it.”



Earn more than 15 CFRE points by attending this conference!



Make an Impact



AHP Mid-Atlantic Regional Conference

Schedule at a Glance

Time	Session	Sponsor
Thursday, May 17		
8:00 am – 4:00 pm	AHP Development Primer	
9:00 am – 5:00 pm	AHP Advanced Course	
1:00 pm – 6:30 pm	Registration Desk is open	
5:00 pm – 6:00 pm	Newcomer’s Reception	Sponsored by Pride Philanthropy
6:00 pm – 7:30 pm	Opening Reception with Exhibitors	
Friday, May 18		
8:00 am – 5:00 pm	Registration Desk is open	
8:00 am – 9:15 am	AHP Mid-Atlantic Regional Business Meeting & Breakfast	Sponsored by Connelly & Associates Fundraising, LLC
8:00 am – 9:15 am	AHP Mid-Atlantic Award of Excellence	Sponsored by LifeBridge Health
9:15 am – 10:30 am	Education Sessions Principal Giving Track Executive Leadership Track Annual Giving Track Emerging Practices Track	Sponsored by Inova Health System Foundation
10:30 am – 11:00 am	Break with Exhibitors	Sponsored by Advanced Marketing
11:00 am – 12:15 pm	Education Sessions Principal Giving Track Executive Leadership Track Annual Giving Track Emerging Practices Track	Sponsored by Inova Health System Foundation
12:15 pm – 1:30 pm	Keynote Luncheon	Sponsored by Gobel Philanthropy Group
1:30 pm – 2:00 pm	Dessert Break with Exhibitors	
2:00 pm – 3:15 pm	Education Sessions Principal Giving Track Executive Leadership Track Annual Giving Track Emerging Practices Track	Sponsored by Inova Health System Foundation

Increase your knowledge...
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May 17 – 19, 2012 . Alexandria, VA

Time	Session	Sponsor
Friday, May 18 continued		
3:15 pm – 3:45 pm	Break with Exhibitors	
3:45 pm – 5:00 pm	Education Sessions Principal Giving Track Executive Leadership Track Annual Giving Track Emerging Practices Track	Sponsored by Inova Health System Foundation
6:00 pm	Optional Special Event	
Saturday, May 19		
8:00 am – 12:00 pm	Registration Desk is open	
8:00 am – 9:00 am	Roundtable Breakfast	Sponsored by Mercy Medical Center
9:00 am – 10:15 am	Education Sessions Principal Giving Track Executive Leadership Track Annual Giving Track Emerging Practices Track	Sponsored by Inova Health System Foundation
10:15 am – 10:45 am	Break with Exhibitors	
10:45 am – 12:00 pm	Education Sessions Principal Giving Track Executive Leadership Track Annual Giving Track Emerging Practices Track	Sponsored by Inova Health System Foundation
12:00 pm	Conference concludes	

“My first AHP conference. I loved it!”



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AHP Mid-Atlantic Regional Conference

Conference Sponsors

The following organizations and companies have provided generous contributions in support of the 2012 AHP Mid-Atlantic Regional Conference. As of 1/13/12.

Support the vendors and consultants that support you!

Exhibitors will display their latest products and services at the conference. Plan to stop by and discuss how they might work with you to raise your development program to new levels of success.

Overall Conference Sponsor



Fund Raising • Development Services • Strategic Consulting

- Abington Health
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- DonorSearch.net
- Gobel Philanthropy Group
- Inova Health System Foundation
- Johns Hopkins External Affairs & Development
- Lancaster General Health Foundation
- LifeBridge Health
- Mercy Medical Center
- Movad
- Office Depot Business Solutions Division
- Pride Philanthropy
- RuffaloCODY

Note

Sponsorship opportunities are still available! Your organization will gain increased visibility by sponsoring a conference track or event. If you are interested in becoming a sponsor, please contact meetings@ahp.org so we may put you in touch with the regional sponsorship chair.

Your organization is also invited to exhibit at this conference. Please download an exhibitor registration form at www.ahp.org/exhibitadvertise or call 703-532-6243.

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May 17 – 19, 2012 . Alexandria, VA



Special Events & Receptions

Optional Special Evening Event

Union Street Public House
Friday, May 18: 6:00 pm

Join your colleagues for an exciting evening at one of Alexandria's favorite spots—the Union Street Public House, located at 121 South Union Street. Take the Old Town Trolley down King Street for a special view of Alexandria and enjoy dinner and drinks in this unique restaurant, a renovated colonial warehouse.

Dress is casual. Tickets are \$50 per person (for a plated dinner and cash bar). Guests are welcome to purchase tickets as well!

A limited number of non-transferable tickets are available and will be sold on a first-paid, first-reserved basis.

Newcomer's Reception

Thursday, May 17: 5:00 pm – 6:00 pm
Sponsored by Pride Philanthropy

Are you a newcomer to the AHP Mid-Atlantic Regional Conference or a new member of AHP? If so, don't miss this casual gathering where you'll have an opportunity to meet colleagues, learn about AHP and receive tips for getting the most out of the conference. All are welcome!

AHP Mid-Atlantic Regional Golf Event

Thursday, May 17
Tee times starting at approx 10:00 am

Join colleagues to play the prestigious Belle Haven Country Club, Arthur Hills, a designed championship golf course in Alexandria, VA. It is only 1.5 miles from the conference hotel site. Visit www.bellehavencc.com for more information. Cost per player is \$143.00 (includes greens/cart fees, range balls and a box lunch at the turn). Prizes will be awarded for 1st and 2nd low net, closest to the pin, longest drive

(Sponsored by MD Designs). Questions about the event? Contact: Ken Coffey, Frederick Memorial Hospital, kcoffey@fmh.org or Tom Dyer, MD Designs, TRDREDCO@aol.com.

Opening Reception with Exhibitors

Thursday, May 17: 6:00 pm – 7:30 pm

Kick off your conference experience at the opening reception in the Exhibit Hall. Eat, drink, mingle with colleagues and learn about the latest products and services from exhibitors.

AHP Mid-Atlantic Regional Business Meeting & Breakfast

Sponsored by Connelly & Associates Fundraising, LLC

and

AHP Mid-Atlantic Award of Excellence

Sponsored by LifeBridge Health

Friday, May 18: 8:00 am – 9:15 am

Join us for the business meeting and breakfast to reconnect with colleagues and friends and meet with AHP's leadership, including members of the AHP Mid-Atlantic Regional Cabinet and the AHP Board of Directors. Then stay as we honor this year's recipient of the AHP Mid-Atlantic Award of Excellence.

Roundtable Breakfast

Saturday, May 19: 8:00 am – 9:00 am
Sponsored by Mercy Medical Center

Looking for ideas and solutions? Join your colleagues for breakfast in an engaging exchange around one health care fundraising topic. Sign up at the registration desk to participate in a roundtable breakfast session that best fits your needs. Information will be provided on site regarding roundtable topics and discussion facilitators.



Make an Impact



AHP Mid-Atlantic Regional Conference

Come a day early for these
in-depth workshops
on health care fundraising!

Pre-Conference Workshop

Thursday, May 17

AHP Development Primer **A Workshop on the Fundamentals of Health Care Development** **8:00 am - 4:00 pm**

This fast-paced, one-day, fundamental workshop focuses on the basic elements of health care philanthropy and the role of development in a health care organization. This workshop reviews major areas of health care development, including: major, planned, and annual giving; capital campaigns; policies; finance; marketing; and many other topics.

The workshop is highly recommended for those new to health care development (with less than five years experience) and for support staff and board members who need to understand the elements of health care development. The course fee includes the all-day workshop, the AHP Primer CD with “how to” examples (a valuable reference tool for every development professional), and a continental breakfast and lunch.

Registration fee

Please note that there is a separate registration fee for this workshop.

	Early Registration (Postmarked by 3/30/12)	Regular Registration (Postmarked after 3/30/12)
AHP member	\$265	\$315
Non-member	\$365	\$415

Chair

Pamela Ronka Maroulis, CFRE
Director of Development
Inova Loudoun Hospital Foundation
Leesburg, VA

Faculty

Penny P. Cowden, CFRE, FAHP
Executive Director
Inova Loudoun Hospital Foundation
Leesburg, VA

Lisa Hillman, FAHP, CFRE
Senior Vice President and
Chief Development Officer
Anne Arundel Health System
Annapolis, MD

Jill Kyle, CFRE
Vice President
Institutional Advancement
Abington Health Foundation
Abington, PA

William C. McGinly, Ph.D., CAE
President and CEO
Association for Healthcare Philanthropy
Falls Church, VA

Douglas C. Myers, CFRE
President and CEO
Asbury Foundation
Gaithersburg, MD

1:00 pm – 6:30 pm	AHP Registration Desk Open
5:00 pm – 6:00 pm	Newcomer’s Reception — Sponsored by Pride Philanthropy
6:00 pm – 7:30 pm	Opening Reception with Exhibitors

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May 17 – 19, 2012 . Alexandria, VA

Pre-Conference Workshop

Thursday, May 17

AHP Advanced Course **A Workshop on Advanced Concepts in Health Care Fundraising** **9:00 am – 5:00 pm**

The AHP Advanced Course is a one-day, intensive program that provides a quick and comprehensive overview of fundraising principles for health care development professionals who have five or more years of experience in the field.

The course content is organized around the CFRE exam and can assist development professionals in preparing for the CFRE or FAHP examinations. Participants review the core competencies outlined in the CFRE knowledge areas.

The course fee includes the workshop, workbook, and a continental breakfast and lunch.

Registration fee

Please note that there is a separate registration fee for this workshop.

	Early Registration (Postmarked by 3/30/12)	Regular Registration (Postmarked after 3/30/12)
AHP member	\$290	\$340
Non-member	\$390	\$440

Chair

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

Senior Consultant
Corporate Development
Richmond, VA

Faculty

Julie E. Cox, CFRE

Vice President of Development
LifeBridge Health
Baltimore, MD

Beverly J. Harrington, CFRE

Consultant
B J Harrington
New Bern, NC

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, Philanthropy
Wellspring Health PA
York, PA

1:00 pm – 6:30 pm	AHP Registration Desk Open
5:00 pm – 6:00 pm	Newcomer's Reception — Sponsored by Pride Philanthropy
6:00 pm – 7:30 pm	Opening Reception with Exhibitors



Make an Impact



AHP Mid-Atlantic Regional Conference

Conference Schedule

Friday, May 18

8:00 am - 5:00 pm	AHP Registration Desk Open
8:00 am - 9:15 am	AHP Mid-Atlantic Regional Business Meeting & Breakfast — Sponsored by Connelly & Associates Fundraising, LLC
8:00 am - 9:15 am	AHP Mid-Atlantic Award of Excellence — Sponsored by LifeBridge Health

9:15 am - 10:30 am

Principal Giving

Sponsored by Inova Health System Foundation

So You're Doing a Capital Campaign? What's First?

The discussions are underway and your board of trustees wants to run a capital campaign. They turn to you — what do you do next? Whether constructing a new building, growing your endowment or simply raising money for a program, campaigns are complex endeavors that can put staff, trustees and volunteers to the test. Learn how to set campaign goals, create a timeline, recruit leadership, assess readiness and identify milestones before going public.

Presenters

Lisa Hillman, FAHP, CFRE
Senior Vice President and Chief Development Officer
Anne Arundel Health System
Annapolis, MD

Thomas Kissane
Senior Vice President & Managing Director
CCS
New York, NY

Executive Leadership

Acquisition: How Do You Prepare Your Board for the Fact That It Will Cost \$ the First Four Years?

All too often, CEOs, CFOs, and boards of directors don't understand the principals of direct mail and planned giving let alone acquisition programs. In this session, you will learn how to present and quantify your acquisition programs to your board and senior leadership in a way that convinces them to allocate the resources necessary to ensure success.

Presenter

Rachel Cameau
Director, Annual Giving
North Shore-Long Island Jewish Health System Foundation
Great Neck, NY

Alexandra P. Brovey, J.D., LL.M.
Senior Director, Gift Planning
North Shore-Long Island Jewish Health System Foundation
Great Neck, NY

Annual Giving

Grateful Patient Programs: Best Practices & Common Practices

Grateful patient programs are commonplace among health care institutions. But beyond direct mail and tribute programs, what are you actively doing to embed your grateful patient strategies as core values within your organization? Gain an understanding of the difference between best practices and common practices in grateful patient outreach, develop an appreciation for the sense of urgency required in reaching grateful patients and clarify the roles and responsibilities of staff.

Presenter

Dr. Gary Cole, EdD., CFRE
Senior Vice President,
Healthcare
Pursuant Ketchum
Fort Worth, TX

Emerging Practices

Generational Givers: How a Multichannel Approach Can produce the Growth Your Organization Needs

With the rapid adoption of new communication media — Facebook, Twitter and texting — there are a lot of questions about how to make this technology work in the nonprofit world. How much time should you spend cultivating young donors through media that speaks to them? Is social media worth the time and effort? What is the payback? Learn how to build a successful multi-channel communication and fundraising program that reaches across the different generations. We will discuss effective and efficient use of direct mail, e-blasts, social media and your website to reach new and cultivate existing constituents.

Presenter

Dennis Chyba
President
Adcieo
Baltimore, MD

Lenore Koors
Operations Director
Komen for the Cure Maryland
Towson, MD

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May 17 - 19, 2012 . Alexandria, VA

Conference Schedule

Friday, May 18 continued

10:30 am - 11:00 am

Break with Exhibitors

11:00 am - 12:15 pm

Principal Giving

Sponsored by Inova Health System Foundation

Doctor for a Day: This Rx Builds a Culture of Philanthropy

Ever struggle with how to get your hospital staff to understand the importance of philanthropy and their role in it? Learn how Emory Healthcare engages business executives, civic leaders, staff and physicians through a "Doctor for a Day" experience. Cultivating stakeholders, both internal and external, helps build a major gifts program. Learn from stakeholder interviews and exercises how to address challenges within your own organization, how to create engagement for major gift prospects and how to create a culture of philanthropy.

Presenters

Debra S. Bloom, APR
Director, Employee Fund Development & Community Relations
Emory Healthcare
Atlanta, GA

Ellen Sacchi, CFRE
Senior Director of Development - Emory Hospital
Emory University
Atlanta, GA

Executive Leadership

The Vice President/ CEO Dynamic: Making Yours Stronger

What works for your CEO? Does he/she need to be pushed to drive the process? Does your CEO focus on each granular detail or prefer the view from 30,000 feet? Are you providing the right information, in a way that motivates? Join this fast-paced discussion about an often over-looked topic — the dynamic relationship between development executives and CEOs.

Presenters

Joseph J. Angeletti, Jr.
President
The Angeletti Group, LLC
New Vernon, NJ

Cynthia Sparer
Vice President and Executive Director, Women's and Children's Services
Yale-New Haven Hospital
New Haven, CT

Kevin Walsh
Vice President, Development
Yale-New Haven Hospital
New Haven, CT

Annual Giving

Third Party Fundraising

Learn how to inspire grateful families, neighborhoods, affinity groups and other external volunteers to raise critical funds for your institution. We will discuss how Children's National Medical Center has developed a model to encourage volunteers with ownership of fundraising events and how we support these events using foundation and clinical staff members. Hear from a volunteer's perspective about the growing pains and the joys of success of helping increase philanthropic support to treat children.

Presenters

Diana Della Villa
Assistant Director,
Special Events
Children's National
Medical Center
Washington, DC

Martha McCollum
Director of Development
Children's National Medical
Center
Washington, DC

Emerging Practices

Creating a Culture of Philanthropy Using Giving Clubs and Societies

The session will detail how giving clubs can be structured and promoted to help establish a culture of philanthropy within the organization as well as in the community. Giving levels, membership, solicitation and recognition from many successful organizations will be shared with the group. An interactive case study will involve the audience to help share their perspectives and ideas.

Presenters

Kenneth R. Coffey
Vice President &
Chief Development Officer
Frederick Memorial
Healthcare System
Frederick, MD

T. Christian Rollins, MBA, CFRE
Executive Vice President
Pride Philanthropy
Alpharetta, GA



Make an Impact



AHP Mid-Atlantic Regional Conference

Conference Schedule

Friday, May 18 continued

12:15 pm - 1:30 pm	Keynote Luncheon with Thomas E. Beeman, Ph.D., CEO, Lancaster General Health
1:30 pm - 2:00 pm	Dessert Break with Exhibitors

2:00 pm - 3:15 pm

Principal Giving

Sponsored by Inova Health System Foundation

Mini Capital Campaigns

Trying to get your organization ready for a campaign? Between a campaign or just not ready? Learn techniques to get your funding priorities established and physicians on board with fundraising. This session will also discuss mini-campaigns, with tips on planning them from start to finish. You will walk away with sample documents and procedures.

Presenters

Kristen J. Pruski, CFRE
Assistant Vice President
Sibley Memorial Hospital
Foundation
Washington, DC

Arlene A. Snyder, CFRE
President
Sibley Memorial Hospital
Foundation
Washington, DC

Executive Leadership

The New Challenges of Donor Recognition: Protecting the Donor and Your Institution

Is "in perpetuity" really forever? Creating development policies for your health care institution is a key component of an effective and responsible non-profit organization. Policies protect you and your donors while also setting expectations and offering high level guidance for staff and volunteers working on your institution's behalf. This session will go beyond gift acceptance to examine types of policies to consider and questions to ask in selecting those that represent your organization's values and intent.

Presenters

Kevin Carraccio
Vice President of Development
Steven & Alexandra Cohen
Children's Medical Center of NY
Great Neck, NY

James Digan
President
Rochester General
Hospital Foundation
Rochester, NY

Greg Hagin
Regional Vice President
CCS
New York, NY

Annual Giving

Yes, Physicians Can Be Good Donors!

Could you write a book of stories about physician campaigns? If so, let us help you write the final chapter with a winning outcome. Learn how to build a physician-led campaign. Unpack the process before the first ask, navigate the maze of physician-hospital relationships and develop a campaign from the physician's perspective. This workshop is especially valuable for individuals in leadership positions with responsibility for physician fundraising.

Presenters

Christiane Walker
Chief Development Officer
Bon Secours Baltimore
Foundation
Baltimore, MD

Sherry Welch
President
The Welch Company
Baltimore, MD

Emerging Practices

Ethics in Fundraising: Real World Challenges

This interactive session will tackle thorny ethical challenges faced in every day fundraising practice. The basics of ethical practice will be discussed as well as questions about gift acceptance, donor interaction, HIPAA guidelines, legal issues and more. Participants are encouraged to bring their own questions and real-life examples to share with the group.

Presenters

Jay R. Bucher
President
Lancaster General
Health Foundation
Lancaster, PA

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

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May 17 – 19, 2012 . Alexandria, VA



Conference Schedule

Friday, May 18 continued

3:15 pm – 3:45 pm

Break with Exhibitors

3:45 pm – 5:00 pm

Principal Giving

Sponsored by Inova Health System Foundation

Making Moves Management Count! Simple Moves Management in a Complicated World

Moves management in philanthropy should not be complicated, even though the world is. This session will focus on the simple tried and true steps of moves management that work. The discussion will include setting the appointment, listening skills, making the ask, personalized stewardship and more.

Presenter

Susan J. Doliner, FAHP, CFRE
Associate Vice President for Development
Maine Medical Center –
Development Department
Portland, ME

Executive Leadership

Defense or Offense: Performance Incentives in Fundraising

The classic fundraiser ate sacrifice for breakfast. Today's philanthropy pro, meanwhile, has to be comfortable on Worth Avenue or Rodeo Drive. As development becomes more corporate in structure, bonuses and salary incentives are increasingly the norm. Is this a morale builder or a threat to the noble mission of your hospital or research institute? Are there other ways that bonuses can accomplish the goals of your organization?

Presenter

William Melton
Executive Director of Development
University of Massachusetts
Amherst, MA

Annual Giving

Get in Your Donor's Head for Better Results

This session will explore the effective use of psychographic profiling information that gives you incredible insights into who your donors are, what they value and how they make decisions. This information is a valuable lever in informing strategy from acquisition to major donor cultivation. From this session you will enhance your understanding of who your donors are and learn to use resources more effectively by employing better target marketing.

Presenter

Betsy Chapin Taylor, FAHP, CFRE
CDO/Foundation President
Erlanger Health System
Foundation
Chattanooga, TN

Emerging Practices

Being a Non-Anxious Presence: What You Need to Know for Your Donors and for Yourself

Very often, development professionals are in close contact when donor families are going through difficult times, including the death of a family member. This session will provide tips for the development professional on how to remain a non-anxious presence while meeting the needs of the family through difficult times and beyond. Professional boundaries and self care will also be discussed.

Presenter

John M. Pollack, M.Div., BCC
Chief
National Institutes for Health-Spiritual Ministry Department
Bethesda, MD

6:00 pm

Optional Special Event (see page 7)



Make an Impact



AHP Mid-Atlantic Regional Conference

Conference Schedule

Saturday, May 19

8:00 am - 12:00 pm	AHP Registration Desk Open
8:00 am - 9:00 am	Roundtable Breakfast — Sponsored by Mercy Medical Center

9:00 am - 10:15 am

Principal Giving

Sponsored by Inova Health System Foundation

Women's Giving Circles: A Dedicated Ripple Effect in Philanthropy

Women today have not only the interest but also the financial means to become philanthropists and have an impact in their communities. Women's giving circles can play a significant role in developing a culture of philanthropy among female donors, and taking annual donors and transforming them into prospective major and planned gift donors. We'll discuss strategies for building relationships through networking and association, and you'll gain tools for creating the framework for a women's giving circle that includes start-up, membership ideas, funding processes and opportunities for engagement.

Presenters

Bonnie Jess Lopane, CFRE
Vice President, Development & Community Relations
Hospital of Lancaster County
Lancaster, PA

Heather A. Wilson, MSW, CFRE
Director, Major Gifts
Lancaster General Health
Foundation
Lancaster, PA

Executive Leadership

The Challenges of Working Within a Centralized Development Office

So, you'd like to switch to having a centralized development office—what could possibly go wrong? The truth is, each development model has its own inherent risks and rewards and no matter what rubric you follow, you need to learn the strategies necessary to maximize return while mitigating risk. This session will provide tools to help you avoid the pitfalls associated with having a 'mother ship' that directs your fundraising strategies. Learn to leverage the centralized office while still engaging your constituents as you raise more money.

Presenter

Robert Lane
Senior Director of Major Gifts
North Shore-
LIJ Health System Foundation
Great Neck, NY

Annual Giving

How to Keep It Fresh and Fun: Strategies for Avoiding Employee and Volunteer Burnout

The annual giving cycle is among our most predictable activities — but a creative approach to planning and executing a successful annual campaign can be a valuable testing ground for new ideas and an effective opportunity for team building. With a focus on storytelling, outreach and recognition, you can build energy for your team. Explore how *making it personal* for employees and volunteers transforms an annual **goal** into an annual **mission** to be accomplished with pride.

Presenter

Pat Bosse
Vice President for
Institutional Advancement
Notre Dame of Maryland
University
Baltimore, MD

Emerging Practices

Using Donor Cultivation Events to Build Donor Engagement

Make your special events work for you! During this session our speakers will explore how to take labor intensive events and turn them into key players in your ongoing major gift moves management strategy. Come prepared to look at events differently by learning techniques to maximize the various opportunities that exist to engage and motivate your key donors and prospects setting the stage for successful solicitations. Practical examples will be shared.

Presenters

Jane A. Kanyock, CFRE
Director, Principal Giving
Geisinger Health System
Danville, PA

Sandra Pollack, CFRE, CAE
Director of Development
Asbury Methodist Village,
Asbury Foundation
Gaithersburg, MD

Daniel Studnick
Executive Director
Holy Cross Hospital Foundation
Silver Spring, MD

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Conference Schedule

Saturday, May 19 continued

10:15 am – 10:45 pm

Break with Exhibitors

10:45 am – 12:00 noon

Principal Giving

Sponsored by Inova Health System Foundation

Planned Giving Toolbox: Building Your Program With Bequests and CGA's

Serving your donors and building your planned giving program with the basics: bequests and charitable gift annuities. Discussion will focus on what they are, how they can be solutions to your donors' needs, how to market them and how they can fit into a growing planned giving program.

Presenter

Pamela D. Spears,
FAHP, CFRE, APR

Associate Executive
Director for Advancement/
Director of Development
American Occupational
Therapy Foundation
Bethesda, MD

Executive Leadership

Consultants: When are They a Resource You Declare vs. A Gem in Your Pocket?

Do you have a consultant or are you considering bringing one in? What kind of "relationship" will you have? What will be the ground rules? What will the boundaries be? How will you define success? These are among the important questions we will discuss in this session. Using the Nebraska Medical Center as a case study, the speakers will discuss their work together, focusing on their relationship, learned experiences and partnership that has propelled the organization's philanthropic results to new heights.

Presenters

Chad M. Gobel

Partner
Gobel Philanthropy Group, LLC
Rochester, NY

Randall Hallett, CFRE

Executive Director of
Development
The Nebraska Medical Center
Omaha, NE

Annual Giving

Premiums in Annual Campaigns: Pros and Cons

Do donors give out of the goodness of their heart? Or are premiums creating an expectation of something in return. Do premiums increase giving? This session will provide pros, cons and legal considerations in including premiums in your annual campaign. Bring your samples and experiences for a time of sharing.

Presenter

Laurie Sexton

Interim Director
Meritus Healthcare Foundation/
Meritus Medical Center
Hagerstown, MD

Emerging Practices

Cupcakes and Pie: Working with Your Board Members is Easier Said Than Done

Selecting, vetting, orienting, engaging and motivating board members are difficult tasks. It takes a blend of all the right ingredients to create the perfect "cupcake." This session will explore steps to ensuring you have the right people and are able to engage them in ways that will motivate them. When the session is over, you'll find working with your board members will be easy as pie!

Presenter

Ellen Finnerty Myers, CFRE

Chief Development Officer
and Vice President of
Community Affairs
Carroll Hospital Center
Foundation
Westminster, MD

12 noon

Conference concludes



Make an Impact



AHP Mid-Atlantic Regional Conference

Hotel & Travel Information

The Westin Alexandria

The conference hotel is The Westin Alexandria, a contemporary hotel featuring thoughtful amenities and sleek environs located in the historic town of Alexandria, Virginia. Just a few miles from Washington, D.C., The Westin Alexandria is an upscale retreat in Alexandria's exclusive Carlyle area near historic Old Town. The hotel is located at 400 Courthouse Square, Alexandria, VA 22314. Additional information is available online at www.westinalexandria.com.

Hotel Reservations

The Westin Alexandria is offering AHP conference attendees a special rate of \$189 for single/double occupancy, plus tax, which includes complimentary wireless internet access. Call the hotel at **800-937-8461** to make your room reservations and be sure to identify yourself as an Association for Healthcare Philanthropy (AHP) conference attendee.

The hotel rate cut-off date is Wednesday, April 18, 2012. Reservations made after this date will be on a space-and-rate available basis. Please remember that there are limited rooms available at the discounted rate. Make your reservation early to avoid disappointment. AHP cannot guarantee that rooms will be available until the cut-off date.

The hotel check-in time is 3:00 pm and check-out is 12 noon.

“What a great conference! I am new to the fundraising arena and I found this conference very important.”

Conference Attire

The conference attire is business casual. Consider bringing a jacket or light sweater since temperatures can fluctuate in the air-conditioned meeting rooms.

Alexandria Weather

The average day temperature in May is 75°F and in the evenings is 56°F.

Airport Information

The closest airport is Reagan National Airport (DCA). You may also travel into Washington Dulles International Airport (IAD), which is approximately 45-60 minutes away.

- **Metro:** You can ride the metro from Reagan National Airport to the hotel. The hotel is located three blocks from the King Street Metrorail station. Exit the Metrorail to ground level and take a right onto Diagonal Road. Take the Duke Street pedestrian tunnel, towards Dulany Street. Turn right onto Jamieson Avenue. Take a left onto Courthouse Square. The hotel will be on your left. Or you can call the hotel shuttle for a pick up from the metro stop: 703-253-8600.
- **Hotel shuttle or taxi information:** Depending on which airport you fly into (Reagan National or Washington Dulles), a cab ride is between \$15-\$50 from the airport to the hotel. Find more travel information at www.westin.com/alexandria under the “local area” tab.

Hotel Parking

The Westin Alexandria offers valet parking at \$24 per day. There is no self-parking option at the hotel. Daily parking is also available outside of the hotel for \$10 per day.

Increase your knowledge...
Strengthen your connections... Multiply your impact.

May 17 - 19, 2012 . Alexandria, VA



Driving Directions

From South

- Interstate 95 will merge with Interstate 495.
- Take exit 176B towards Virginia 241 North Telegraph Road going towards Alexandria.
- Take the Duke Street/VA-236 East Exit and continue on towards Alexandria.
- Turn right onto Dulany Street.
- Turn right onto Jamieson Avenue.
- Turn left onto Courthouse Square.
- The hotel is on the left.

From North

- Interstate 95 will merge with Interstate 495.
- Take Exit 176B towards Virginia 241 North Telegraph Road heading to Alexandria.
- Take the Duke Street/VA-236 East exit.
- Continue on towards Alexandria.
- Turn right onto Dulany Street.
- Turn right onto Jamieson Avenue.
- Turn left onto Courthouse Square.
- The hotel is on the left.

2012 AHP Mid-Atlantic Award of Excellence

Sponsored by LifeBridge Health

Each year, AHP members nominate individuals from the Mid-Atlantic region who are outstanding leaders in health care philanthropy. The nominations are carefully evaluated and a recipient is chosen to receive the AHP Mid-Atlantic Award of Excellence.

The award is presented at the AHP Mid-Atlantic Regional Conference where the recipient is publicly honored for his or her achievements.

Have you noted the exceptional professional accomplishments of a fundraising colleague? Consider nominating him or her for the AHP Mid-Atlantic Award of Excellence. It is a wonderful opportunity to recognize the leaders in our field and to inspire your fundraising colleagues.

The deadline to submit nominations is March 30, 2012. Please visit www.ahp.org/midatlantic/award to download a nomination form.

"A great conference.
I got tons out of the sessions."

Make an Impact

Join by
May 31 and
save 10%
on the one-time
set-up fee.

AHP Performance Benchmarking Service

Participate in the **AHP Performance Benchmarking Service**
and be part of a **groundbreaking** benchmarking collaborative.

- Measure your organization's fundraising results and resources against peer groups and industry leaders.
- Analyze comparative data to inform management decisions and improve performance.
- Provide board members, CEOs and CFOs with basic financial models that demonstrate the potential growth in fundraising performance.

Contact AHP today for more information on joining this breakthrough benchmarking service for health care philanthropy.



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Improve performance.

www.ahp.org/benchmarking
benchmarking@ahp.org

703-532-6243

Make an Impact



AHP Mid-Atlantic Regional Conference

Welcome to Historic Old Town Alexandria

Experience an alluring mix of historical authenticity and urban sophistication in Alexandria, Virginia. As the hometown of George Washington and Civil War General Robert E. Lee, Alexandria attracts visitors from near and far to enjoy America’s historic main streets.

Relax while dining al fresco in the warm weather months, spend a day on the bustling waterfront, or ride the water taxi to Georgetown or to National Harbor in Maryland. Discover acclaimed restaurants, chic boutiques, a thriving arts scene and diverse attractions.

Last year, the National Trust for Historic Preservation named Alexandria a 2011 Distinctive Destination for its urban charm, early American past and modern flair.

History

Walk down brick-lined streets and explore elegant Federal homes and picturesque cobblestone alleyways. Enjoy quiet reflection in Christ Church, where George Washington and Robert E. Lee worshipped. Or savor a glass of wine and gourmet cuisine at Gadsby’s Tavern where the founding fathers socialized and Thomas Jefferson celebrated his presidential inaugural.

Arts and antiques

The world-famous Torpedo Factory Art Center was converted from an old munitions plant in 1974. Now home to 82 artist studios, the Torpedo Factory anchors the city’s historic waterfront and draws admirers who stroll through its numerous galleries. Alexandria is consistently chosen by *American Style* magazine as one of the country’s Top 25 Arts Destinations.

Tours

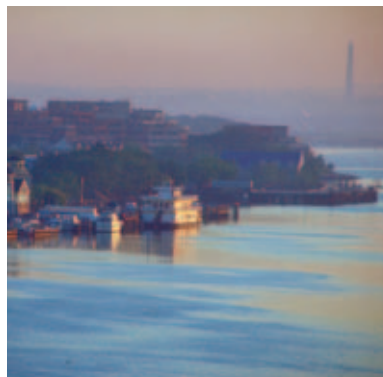
Hop on and off the free King Street Trolley to explore Old Town as much as you wish. You can even participate in a spooky ghost walking tour! There are several self-guided walking tours of Alexandria and a free iPhone app called “Explore Civil War Alexandria” that offers a tour of the city through historic images, a stop guide, GPS map and more.

Fabulous restaurants

Alexandria continues to welcome new culinary talent to its chef-friendly town. Chef Dennis Marron creates menus with a Southern flair at Hotel Monaco Alexandria’s Jackson 20 restaurant and relaxed American meals at the Morrison House’s The Grille restaurant. Chef Cathal Armstrong, of Restaurant Eve, Eamonn’s, and the Majestic, and Chef Tony Chittum of Vermilion continue to attract devoted culinary fans.

Market Square Farmers Market

Each Saturday morning, the nation’s oldest farmers market offers a variety of vendors, including baked goods, cut flowers, live plants and crafts.



Get Ready for an Assortment of Great Ideas!

Take advantage of upcoming educational opportunities from AHP

Education Conferences

Join experts and colleagues at the **2012 AHP conferences**, the only conferences designed specifically for health care development professionals.

March 11-13

AHP New England/NEAHP Regional Conference
Meredith, NH

April 29 - May 1

AHP Canada Regional Conference
Calgary, Alberta
Early bird deadline: March 23

May 6-8

AHP Midwest Regional Conference
Cincinnati, OH
Early bird deadline: March 30

May 17-19

AHP Mid-Atlantic Regional Conference
Alexandria, VA
Early bird deadline: April 6

June 3-5

AHP Southeast and AHP Rockies &
Southwest Joint Regional Conference
San Antonio, TX
Early bird deadline: April 27

June 10-12

AHP Pacific Regional Conference
La Jolla, CA
Early bird deadline: May 4



July 14-19

AHP Madison Institute
(AHP Institute for Health Care Philanthropy)
Madison, WI
Early bird deadline: March 30

October 24-27

46th AHP Annual International Conference
Atlanta, GA

Find out more

www.ahp.org/conferences2012

Please contact meetings@ahp.org for information about attending or presenting at an AHP conference, as well as rate and deadline information for exhibiting, sponsoring or advertising.

Make an Impact



AHP Mid-Atlantic Regional Conference

Conference Committee 2012 AHP Mid-Atlantic Regional Conference

Thank you to the generous members of AHP who dedicated their time and expertise to this event.

Conference Chair

Sarah Fawcett-Lee, CFRE
Vice President for Development
Mercy Medical Center
Baltimore, MD

Education Chair

Heather A. Wilson, MSW, CFRE
Director, Major Gifts
Lancaster General Health Foundation
Lancaster, PA

Regional Director

Ellen Finnerty Myers, CFRE
Chief Development Officer and
Vice President of Community Affairs
Carroll Hospital Center Foundation
Westminster, MD

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Vice President of Development
Steven & Alexandra Cohen
Children's Medical Center of NY
Great Neck, NY

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President
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Rochester, NY

Emerging Practices Track Deans

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Vice President, Development
& Community Relations
Hospice of Lancaster County
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Director of Development
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Christiane Walker
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Senior Consultant
Corporate DevelopMint
Richmond, VA

Primer Chair

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Inova Loudoun Hospital Foundation
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Annual Giving Specialist
Wellspring Health PA
York, PA

Jennifer Bentzel
Manager, Annual Giving
Holy Spirit Health System
Camp Hill, PA

Lorraine Roscoe

Senior Development Officer
Lancaster General Health Foundation
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Business Partner Development Officer
Advocate Healthcare, Rockville, MD



Make an Impact



AHP Mid-Atlantic Regional Conference

All vendors and consultants who represent firms providing services to health care development professionals must register as either an exhibitor or non-exhibiting consultant when attending an AHP conference.

Registration Information

Thank you for your interest in attending the 2012 AHP Mid-Atlantic Regional Conference. Information about the registration process is below. If you have any questions, please feel free to contact AHP at 703-532-6243 or via email at ahp@ahp.org. The most up-to-date conference information is online at www.ahp.org/midatlantic2012.

Please see pages 16-17 for information about hotel and travel

Full or Single-Day Registrations

Get the most out of this educational opportunity with a full conference registration. If you can only make it for one day, a single-day registration option is also available.

- **Full conference registration** – includes all educational sessions, the opening reception, continental breakfast and luncheon on Friday, and continental breakfast on Saturday.
- **Single-day registration** – includes the educational sessions and scheduled meals for the selected day only. Tickets for meals on other days may be purchased separately.

Pre-Conference Workshops

You may also choose to attend one of two all-day pre-conference workshops, “AHP Development Primer” or “AHP Advanced Course.” Note: The pre-conference workshops require a separate registration fee, which is not included in the full conference registration fee.

Early Registration Discount

Save \$75 when you register for this conference by the early registration deadline! Your registration and payment must be postmarked or received online by Friday, April 6, 2012. Mailed or faxed registrations can not be processed without payment.

Executive Discount

To encourage hospital executives and board members to attend AHP conferences with their development staff, AHP offers an executive discount. The CEO, president or executive director of a hospital (not foundation), or a hospital trustee or volunteer, may attend this conference with an AHP member from the same organization at the AHP member rate. Note: This offer is not available to development staff.

Please fax or mail the registration form to receive the executive discount.

Registration Fees

- **Development Professional Registration** – The lowest registration fees are available to development professionals who are actively working for a hospital, hospice, foundation or other health care development organization. These fees are not available to consultants.
- **Consultant Registration (Non-Exhibiting)** – These fees are for consultants and vendors who will attend the conference but will not be exhibiting. Organizations paying this fee may not display marketing materials or job postings at the conference. The fee includes registration for one person, one set of meals, name listing in the conference attendee list and one on-site registration list.
- **Exhibitor Registration** – Exhibiting organizations do not need to submit the attached registration form. To exhibit at this conference, please download an exhibitor registration form at www.ahp.org or call 703-532-6243. Also ask about conference sponsorship and advertising opportunities.

Cancellations

All cancellation requests must be submitted in writing to meetings@ahp.org by April 27, 2012. AHP will refund your payment less an administrative fee (\$50 for full registrants; \$25 for single day registrants and pre-conference workshops). No refunds will be made after April 27, 2012.

Confirmation Information

You will receive a confirmation letter and other helpful information after we receive your registration payment. You will also receive an email one week before the conference starts with reminder information. An exhibitor and room location guide will be available on-site.

Handouts

Any handouts submitted by conference speakers will be available for downloading from the AHP website beginning May 4.

Guest Tickets

Meal tickets are available if you would like to bring a guest to the opening reception or to a scheduled breakfast or luncheon. Tickets may be purchased before the conference or on-site at the registration desk.

Registration Form

2012 AHP Mid-Atlantic Regional Conference

May 17-19, 2012

Register online! www.ahp.org/midatlantic2012

To mail or fax your registration, send this registration form and payment to the Association for Healthcare Philanthropy, 313 Park Avenue, Suite 400, Falls Church, VA 22046. Phone: 703-532-6243. Fax: 703-532-7170.

Attendee Information

Name _____

Name on badge _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Email addresses are required and will not be published or distributed.

Registration Notes

Please check here if:

- You require special assistance or have special dietary needs. Please email your needs to meetings@ahp.org.
- This will be the first time you've attended this conference or you are a newcomer to AHP.
- You are a hospital executive attending with an AHP member and qualify for the executive discount. See preceding page for full criteria. Please list the name of the AHP member with whom you will be attending: _____.

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 AmEx

Total amount due: \$ _____

Name as it appears on credit card _____

Credit card number _____

Expiration date _____ CVC security code _____

Signature _____

Photographs and videos are taken at the conference and may be used in AHP's future promotional materials. If you do not want your image used, please contact AHP.

Registration Fees

Pre-Conference Workshops

AHP Development Primer . Thursday, May 17

	Early Registration Postmarked by 4/6/12	Regular Registration Postmarked after 4/6/12
AHP member	<input type="checkbox"/> \$265	<input type="checkbox"/> \$315
Non-member	<input type="checkbox"/> \$365	<input type="checkbox"/> \$415

AHP Advanced Course . Thursday, May 17

	Early Registration Postmarked by 4/6/12	Regular Registration Postmarked after 4/6/12
AHP member	<input type="checkbox"/> \$290	<input type="checkbox"/> \$340
Non-member	<input type="checkbox"/> \$390	<input type="checkbox"/> \$440

The prices above apply to both development professionals and consultants (exhibiting and non-exhibiting), and are not included in the conference registration fee.

Development Professional Registration

Full Conference

	Early Registration Postmarked by 4/6/12	Regular Registration Postmarked after 4/6/12
AHP member	<input type="checkbox"/> \$410	<input type="checkbox"/> \$485
Non-member	<input type="checkbox"/> \$510	<input type="checkbox"/> \$585

Single Day

check day:	Friday, May 18	Saturday, May 19
	Early Registration Postmarked by 4/6/12	Regular Registration Postmarked after 4/6/12
AHP member	<input type="checkbox"/> \$240	<input type="checkbox"/> \$315
Non-member	<input type="checkbox"/> \$340	<input type="checkbox"/> \$415

The prices above are for development professionals who are actively working for a hospital, hospice, foundation or other health care development organization—these fees are not available to consultants. The fee does not include registration for the pre-conference workshops. See preceding page for details.

Consultant Registration (Non-Exhibiting)

Full Conference

	Early Registration Postmarked by 4/6/12	Regular Registration Postmarked after 4/6/12
AHP member	<input type="checkbox"/> \$515	<input type="checkbox"/> \$590
Non-member	<input type="checkbox"/> \$615	<input type="checkbox"/> \$690

Single Day

check day:	Friday, May 18	Saturday, May 19
	Early Registration Postmarked by 4/6/12	Regular Registration Postmarked after 4/6/12
AHP member	<input type="checkbox"/> \$350	<input type="checkbox"/> \$425
Non-member	<input type="checkbox"/> \$450	<input type="checkbox"/> \$525

The prices above are for consultants and vendors who will attend the conference but will not be exhibiting. See preceding page for details. tickets, name listing on the conference attendee list and one on-site registration list.

Special Events Fees

Special Evening Event at the Union Street Public House . Friday, May 18

- \$50 per person. Number of tickets: _____ .
Space is limited. Tickets are non-refundable.

AHP Mid-Atlantic Regional Golf Event . Thursday, May 17 (optional)

- \$143 per person. Number of players _____ .
Tickets are non-refundable.

Please email your handicap or index and pairing preference to KCoffey@fmh.org

Registration forms will not be processed without payment. All cancellation requests must be submitted in writing to meetings@ahp.org by April 27, 2012.





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AHP members raise more than \$9 billion each year for health care services. Connect with your fellow fundraising colleagues at the AHP Mid-Atlantic Regional Conference!

Save \$75
Register by April 6

Delaware . District of Columbia . Maryland . New Jersey . New York . Pennsylvania . Virginia . West Virginia



AHP Mid-Atlantic Regional Conference

Register today to attend the signature conference developed by and for health care fundraisers in your region.



May 17 - 19
Alexandria, VA

The Westin Alexandria

Register today!

www.ahp.org/midatlantic2012



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