Thursday, April 4

8:30 am - 10:00 am  Master Class: You are Not Alone: Building Bridges Between Campuses  Regency Ballroom 3

Moderator:

Larry Schafer  
Vice Provost, Development, Weill Cornell Medical College  
Weill Cornell Medical College

Speaker(s):

Barbara Frajola Atkinson, M.D.  
Executive Vice Chancellor UK Medical Center and Executive Dean  
University of Kansas School of Medicine

Stephanie Grinage  
Vice President for Medical Development, Kansas University Endowment  
Kansas University Endowment

A. Drue Jennings  
Founding Board Chair, Advancement Board an organization of University of Kansas Medical Center, The University of Kansas Hospital, The University of K  
University of Kansas Hospital

Roy A. Jensen  
Director, The University of Kansas Cancer Center  
University of Kansas School of Medicine

Jeff Kennedy  
Immediate Past Chair of the 4-Wichita Board  
University of Kansas School of Medicine

When people think of Kansas, wide open spaces come to mind. That’s not ideal when the state’s only academic medical center campuses are in urban Kansas City to the northeast, another campus in south central Wichita, and a third, new campus — home to the smallest medical school in the country — in the middle of the state. Through both the creation of an 85 member national advisory board and
its statewide sister organizations, and a paradigm shift in attitude about the critical importance of collaboration, KU Endowment has successfully built bridges where none existed before. This powerful "Advancement Board" model joins community advocates with leadership from the academic medical center, the physicians’ group and the development team for the advancement of the whole. At this session, you will learn how to assemble and utilize a board of your strongest advocates. Participants will discuss best practices for successful communication across campuses and explore what platform will work best in your institution.

10:30 am - 11:45 am

**Development Focused Discussions: “I like you, but… I want to see your business plan”**

*Regency Ballroom 1*

Facilitator(s):

**Martha Nosal**
Executive Director of Major Gifts
Rush University Medical Center

**Cathy Spicola**
Director of Development, Masonic Cancer Center
University of Minnesota Medical School

**Erik J. Thurman**
Senior Associate Vice President, Development
Minnesota Medical Foundation

First session is 10:30-11:05 am; Second session is 11:10-11:45 am. Focused discussions are conducted at tables or in small meeting spaces to facilitate conversations about pertinent topics, trends, or issues. Facilitators will present their own perspectives and relate their experience with the topic, but conversation and discussion among participants is strongly encouraged. Select a focused discussion topic for the first 35 minutes (10:30-11:05 am), and then move to your second selected topic for the final 35 minutes (11:10-11:45 am). Each discussion will be conducted in both time blocks, so feel free to move from one GIA discipline to another. Donors rarely say, "We trust you to put our money where it is needed most." More often we hear, "What is the strategic plan for this program?" Today's sophisticated donors are industry leaders, entrepreneurs, and often savvy investors who live in a world that measures success by return on investment, sustainability, marketing strategy,
market share, and impact. Like any investor, they want to see a detailed business plan. This discussion will address the following questions: Who drives the vision—donor or institution? How is a strategic vision different from a list of fundraising priorities? Are we prepared to answer the hard questions our donors are asking? Do we have the skills to develop a compelling, comprehensive, and strategic business plan? How do we balance the significant time it takes to build a business plan-based case while maintaining focus on donor development? Does our stewardship strategy meet the expectations of these sophisticated donors?

3:30 pm - 5:00 pm

Master Class: Matrices, Metrics, and Strategy: Building Teams and Results for the Future

Regency Ballroom 3

Speaker(s):

Bob Anderson
Assistant Vice President for Medical Development
University of Michigan Hospitals and Health Centers

Stephen Jennings
Assistant Vice Chancellor for Development
University of California, Los Angeles David Geffen School of Medicine

Mark Marshall
Managing Associate
Bentz Whaley Flessner

Mike Wallace
Assistant Director, Strategic and Philanthropic Partnerships
University of Michigan Hospitals and Health Centers

In an era of dynamic priorities, new initiatives, and emerging science, how can leading medical centers prepare to raise more funds? Every medical center faces the challenge of meeting new expectations that come as a result of new discoveries and the arrival of new faculty members. There are constant challenges to identify the right structure for the office and how to produce a high performing team. The University of Michigan and University of California Los Angeles (UCLA) have approached their challenge in a methodical way in order to identify how to best increase the return on investment. Some of the
significant issues that the universities faced included size of the team, structure of the development operation, appropriate interface with academic leaders, and identification of institutional and fundraising priorities. In FY 08, the development team at Michigan's C.S. Mott Children's hospital raised $1.5 million. Their creative approach to building their team from 7 FTE's to 16 enabled them to set challenging customized metrics for their team that served to inspire them. The dramatic results are serving as a model for reimagining the entire development program for the University of Michigan Health System. As UCLA prepares for a significant campaign, their challenge of essentially doubling their production through the course of the campaign would require dramatic, yet thoughtful action. Retaining flexibility for emerging needs while creating greater accountability and rigor was critical. The outcome is an aggressive plan to grow and strengthen a high performing team. This Master Class will discuss how these two institutions have set about building multi-dimensional development programs that are designed to produce results today and well in to the future.

Friday, April 5

8:30 am - 9:45 am  Leadership Plenary Session: The Future of Health Care  Grand Ballroom West

Moderator:

Barry J. Collins, MBA
Associate Dean for Medical Affairs, Medical Alumni Association and Medical School Foundation
University of Virginia Medical Alumni Association & Medical School Foundation

Speaker(s):

Donna E. Shalala, Ph.D.
President
University of Miami

Donna E. Shalala, Ph.D., has more than 30 years of experience as an accomplished scholar, teacher, and administrator. For eight years she served as U.S. Secretary of Health and Human Services—the longest term ever held by someone in that office. As president of the University of Miami since 2001, Dr. Shalala has solidified the institution’s position among the country’s top research universities. She will share her thoughts on leadership, academia, and the
future of healthcare.

10:15 am - 11:45 am
Development Track Session (B): Making Talent Management a High Priority (Even with Limited Resources)
Speaker(s):
Kevin McAteer  
Executive Director of Development, Health Sciences  
University of California, San Francisco, School of Medicine

Betsy Rigby  
Director of Development  
Partners HealthCare System, Inc.

Zachary A Smith, Ph.D.  
Assistant Vice Chancellor of Development  
University of California-Riverside

Erin Hall-Westfall  
Executive Director of Talent Management, Office of University Development  
University of Michigan-Ann Arbor

Over the last ten years, strategic talent management has become a high priority across the advancement industry. While most discussions focus on a holistic approach to talent management, this session reframes the topic by reviewing case study examples of key talent management initiatives customized to specific organizations. In this interactive session, you'll learn how successful development programs with both large and small talent management budgets implement strategies and tactics to improve organizational performance, effectiveness and productivity. You'll also gain a deeper understanding of important talent management characteristics of high performing organizations.

10:15 am - 11:45 am
Master Class: Creating Inclusive Advancement Programs: A Conversation on Diversity in Academic Diplomat Ballroom 1
Moderator:
Jayme T. Little, M.S.Ed.  
Director, Alumni Programs
Indiana University School of Medicine

Speaker(s):

Brenda Battle, RN, BSN, MBA
Vice President, Care Delivery Innovation Assistant Dean of Diversity and Inclusion
University of Chicago Division of the Biological Sciences
The Pritzker School of Medicine

Patricia E Brodeur
Executive Director, Alumni Programs
University of Miami

Sheri A. Keitz, M.D., Ph.D.
Senior Associate Dean for Faculty Affairs
University of Miami Leonard M. Miller School of Medicine

Marc A. Nivet, Ed.D.
Chief Diversity Officer
AAMC

Creating Inclusive Advancement Programs: A conversation on diversity in academic medicine
Today’s academic medical centers are dynamic laboratories for education, research and patient care serving persons from all backgrounds regardless of race, ethnicity, gender, sex, religion, age, and sexual orientation, and more. As advancement professionals, are we doing what’s necessary to support our institutions commitment to these populations? How well do we understand the work of our diversity colleagues and the role they play in advancing academic medicine? This master class will begin a conversation on diversity for the Group on Institutional Advancement that will lead to an increased understanding of the work that must be done to create more inclusive and welcoming environments. Those who attend will:

Develop a greater understanding of the AAMC’s definition of diversity, the initiatives being taken by the AAMC and its members, and the importance this topic plays in academic medicine.

Be presented with a variety of perspectives on increasing
participation and awareness – whether in fundraising, alumni relations, marketing or public relations – by all those we serve.

Understand the various perspectives of alumni, patients, faculty, the community, students, and staff and the impact that they have on the success of our institutions.

Begin to formulate ideas to increase our own commitment to diverse audiences.

2:00 pm - 3:30 pm  Master Class: Take This Job and Love It: How to Be and Do Your Best on a Daily Basis (And Make it Contagious Up and Down the Ranks)  Regency Ballroom 1

Moderator:

Jancy L. Houck
Associate Vice President for Development, Director of Medical Development
Yale University School of Medicine

Speaker(s):

Terri Langhans
Chief Of Everything
Blah Blah Blah Etc., Inc.

Terri Langhans was fired from her first job. The first business she started went belly up. And then there was the close call with divorce, re-building her marriage, raising three kids, reporting to board meetings and beating burnout. After five years as a hospital marketing director, she grew her second business—a health care advertising agency and marketing firm—large enough and profitable enough to sell to a publicly traded “big boy” and start a third business. In this master class Terri will discuss lessons learned on the front lines of health care and leadership. She will provide tools for coping with the challenging aspects of a career: creating a positive work environment, coping with burnout, consulting executive coaches, and planning for your next move—whether it be a new job, new career, or retirement. Participants will walk away energized and equipped with tangible tools to have more focus, impact and energy on a daily basis, and bring out the best in others, too.
Saturday, April 6

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<tr>
<th>Time</th>
<th>Workshop: Developing Your Capacity for Institutional Leadership (Even If You are Stuck in the Middle)</th>
<th>Room 312-313</th>
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<tbody>
<tr>
<td>9:00 am - 10:45 am</td>
<td>Moderator: Patricia Comey, Executive Director of Alumni Relations, Drexel University College of Medicine</td>
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Speaker(s):

**Kevin Grigsby, D.S.W.**  
Senior Director, Leadership & Talent Development  
AAMC

The academic medicine community needs advancement professionals to become more effective institutional leaders, if our organizations are to be successful at transforming health and medicine. In this interactive workshop, participants will learn transformational leadership skills for people who are in the middle, rather than at the top of our organizations. Participants will learn and practice: self-awareness; creating meaning and alignment of organizational and personal mission; and behavioral patterns that contribute to better listening skills, team building skills, performance management and feedback delivery, and more.

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<tr>
<th>Time</th>
<th>Workshop: Infusing Strategy into Communications and Marketing</th>
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| 9:00 am - 10:45 am | Moderator: Jill Austin, MBA, Assistant Vice Chancellor, Strategic Marketing Chief, Vanderbilt University Medical Center  
Vanderbilt University School of Medicine |                  |

Speaker(s):

**Angela Sinickas**  
President  
Sinickas Communications, Inc.
"I wish I had a seat at the table." If these words sound familiar, this is the workshop for you. Guided by Angela Sinickas, participants will learn how to infuse strategy into their work to consistently contribute to their organization's future proactively. Some of the topics that will be covered include: how to talk about communication in the same business terms your organization's executives use in discussing other business processes; how to estimate the likely ROI from proposed campaigns; and how to anticipate opportunities for communication to solve emerging business problems, so you'll be ready with your solutions when executives are just beginning to see that there's a problem. Come learn about these skills so you can begin to apply them to real-life situations you're facing in your company today.