

## General Agenda

Wednesday, March 26

12:00–6:15 pm

**Registration/Information (Marriott Hall Foyer)**

3:30–4:30 pm

**General Networking Session (Marriott Halls 4–6)**

***First Impressions Count!***

First dates. Job interviews. Speaking engagements. No matter what it is we all have found that first impressions set the tone for what's to come and that's what we'll do in this session. Be prepared to be entertained and energized. This is a session like you've never seen before at a GIA meeting. This is where *YouTube meets GIA*. . . *David Letterman meets GIA*. . . and we'll let you guess what other surprises might be in store! We promise you that you will leave this session with a smile on your face and more importantly, practical information about collaboration that you can put to use immediately.

**Hosts:**

Alan Comer, Ph.D.

Director

Grateful Patient Program

University of Texas Medical Branch at Galveston

Sue Jablonski

Chief Communications Officer

Ohio State University Medical Center

4:30–4:45 pm

**Refreshment Break**

4:45–6:15 pm

**Opening Plenary Session (Marriott Halls 4–6)**

***Dysfunctional Work Groups to High-Performance Teams—How Do We Get There?***

Anyone who has ever worked in any organization understands the frustration caused by office politics, silos, and negative competition—whether divisional or individual. And, while we all want to believe that we are team players, there are times when emotion, mistrust, and other negative behaviors get the best of us.

In this important session, Pat Richie will take the model developed by his strategic partner, Patrick Lencioni, author of *The Five Dysfunctions of a Team*, and help us to understand that, like so many other aspects of life, teamwork comes down to mastering a set of behaviors that are theoretically uncomplicated, but often extremely difficult to put into practice day after day. Pat Richie will outline the steps needed to achieve high-performing teams and explore how we can bring success to our institutions by overcoming the all-too-human behavioral tendencies that corrupt teams and breed dysfunctional politics within them.

**Speaker:**

Pat Richie

President

SLG Corporate

**Moderator:**

Kathleen Kane

Executive Vice President, Development & External Affairs

City of Hope National Medical Center

GIA Chair

Wednesday, March 26 (*Continued*)

6:30–8:30 pm **Welcome Reception and Buffet Dinner, sign up for Thursday night’s dine-arounds (Coronado Terrace)**

Thursday, March 27

8:00 am–4:45 pm **Registration/Information (Marriott Hall Foyer)**

8:00–8:45 am **Continental Breakfast**

8:45–10:15 am **Discipline Track Sessions**  
(6 concurrent, see Track Agendas for session descriptions and speakers)

Alumni (Columbia 1)  
**Revitalize, Reconstitute, and Recast Your Alumni Association**

Development A (Marriott Halls 4–6)  
**Physician and Scientist Fundraising: Building Faculty Fundraising Partnerships**

Development B (Columbia 2)  
**Trilogy of Giving: The Impact of Building Relationships**

Marketing (Chicago)  
**Service Line Marketing**

Public Relations (Atlanta)  
**Build Your Own Science Café**

Public Relations and Public Affairs (Columbia 3)  
**The Buck Stops Here: Conflicts of Interest and Academic Medicine**

10:15–10:30 am **Break (Marriott Hall Foyer)**

10:30 am–12:00 pm **Focused Discussions**

*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 are strongly encouraged.

Select a focused discussion topic for the first 40 minutes (10:30-11:10 am) of this time block and then move to your second selected topic for the final 40 minutes (11:20am–12:00 pm). Each discussion will be conducted in both time blocks, so feel free to move from one GIA discipline to another. Remember, this is COLLABORATION!

**Alumni Focused Discussions (Marriott Halls 4–6)**

1. Parent Councils: How to Develop Them and Maintain the Momentum
2. Collaboration for Mutual Benefit: Alumni Affairs and Student Affairs Join Forces to Impact Alumni Affinity
3. Student Programming—A Partnership with Schools

Thursday, March 27 (*Continued*)

**Development Focused Discussions**

1. Patient Facilitated Services, or “VIP” Programs (Atlanta)
2. Board or Bo(re)d Members? (Columbia 1)
3. Getting to No-How to Gracefully Decline Cumbersome Projects or Proposals Without Alienating Faculty and Constituents (Chicago)
4. Trends and Issues in Principal Gifts (Columbia 3)
5. Implementing Effective Move’s Management in Academic Medicine Fundraising (Manchester)

**Marketing Focused Discussions (Marriott Hall 2)**

1. Preference Research
2. Increasing Audience Engagement with Interactive Functions
3. Courting Students: A Review of Recruitment Communications Campaigns
4. Strut Your Stuff: Physician Referral Marketing

**Public Relations and Public Affairs Focused Discussions (Marriott Hall 1)**

1. Is There a Blog in Your Future?
2. Singing the Same PR Song as the Rest of the University
3. Do We Have a Pulse?
4. PBS or C-SPAN in a CNN World

12:00–1:30 pm

**Literary Luncheon (San Diego Ballrooms B–C)**

***The Alphabet Versus the Goddess: The Conflict Between Word and Image***

In *The Alphabet Versus the Goddess: The Conflict Between Word and Image*, Leonard Shlain proposes that alphabetic literacy—the process of reading itself—fundamentally rewired the human brain, with sharp consequences for culture, history, and religion.

Making connections across a wide range of subjects including brain anatomy and function, anthropology, history, and religion, Dr. Shlain proclaims that, with the advent of literacy, the very act of reading an alphabet reinforced the brain’s left hemisphere—linear, abstract, and predominantly masculine—at the expense of the right—holistic, concrete, visual, and feminine. This shift upset the balance between men and women, and initiated the disappearance of goddesses, the abhorrence of images, the decline of women’s social and political status, and a long reign of patriarchy and misogyny. *The Alphabet Versus the Goddess* tracks the correlations between the rise and fall of literacy and the changing status of women in society, mythology, and religion throughout European history.

Leonard Shlain, M.D., is chairman of laparoscopic surgery at the California Pacific Medical Center in San Francisco and an associate professor of surgery at University of California, San Francisco. He has won several literary awards for his work and also holds patents on innovative surgical devices. He is presently working on the book *Leonardo’s Brain: The Left/Right Roots of Creativity*.

**Speaker:**

Leonard Shlain, M.D.  
Surgeon, Author, Lecturer, and Inventor

Thursday, March 27 (*Continued*)

	<p><b>Moderator:</b>                  Larry Schafer                  Vice President, Development                  New York Presbyterian Hospital                  Vice Provost, Development                  Joan &amp; Sanford I. Weill                  Medical College of Cornell University</p>
1:30–1:45 pm	<b>Book Signing and Break (Outside San Diego Ballroom)</b>
1:45–3:15 pm	<p><b>Discipline Track Sessions</b>                  (6 concurrent, see <i>Track Agendas</i> for session descriptions and speakers)</p> <p>Alumni and Public Affairs (Chicago)  <i>Involving Alumni in Institutional Opportunities: National Health Policy Debate and Other Institutional Priorities</i></p> <p>Development A (Marriott Hall 1)  <i>Showing Gratitude: The Importance of Good Stewardship</i></p> <p>Development B (Marriott Hall 2)  <i>Using Analytics and Projection for Effective Campaign Planning and Execution</i></p> <p>Collaborative—All Disciplines (Columbia 2)  <i>Let’s Put on a Show: Virtual Tours, Videos, and Other Tools for Promoting Your Institutions to Your Audience</i></p> <p>Marketing and Public Relations (Columbia 1)  <i>A Strategic Approach to Podcasting</i></p> <p>Public Relations and Public Affairs (Columbia 3)  <i>They’ll Love You for It: Positioning the Boss for Big-Time Leadership</i></p>
3:15–3:30 pm	<b>Break (Marriott Hall Foyer)</b>
3:30–4:45 pm	<p><b>Discipline Track Sessions</b>                  (5 concurrent, see <i>Track Agendas</i> for session descriptions and speakers)</p> <p>Alumni and Development (Marriott Hall 1)  <i>Boosting Your Numbers: Get Them to COME BACK and GIVE BACK</i></p> <p>Development (Marriott Halls 4–6)  <i>How to Raise Funds for Basic and Translational Research</i></p> <p>Public Relations and Marketing (Columbia 3)  <i>Building an Online Newsroom</i></p> <p>Public Relations and Marketing (Columbia 2)  <i>Leveraging the Academic Difference for Strategic Advantage</i></p> <p>Public Relations and Public Affairs (Chicago)  <i>Framing the Health Care Reform Debate</i></p>
4:45–6:00 pm	<b>Free Time</b>
6:00–7:00 pm	<b>Cocktail Reception Honoring GIA Awards of Excellence Recipients—Meet up with your dine-around group (Marriott Hall 3)</b>

Thursday, March 27 (*Continued*)

7:00 pm

**Dine-arounds**

9:00–11:00 pm

**Hospitality Suite Open (318)****Hosted by:**

Patricia Comey  
 Director, Alumni Relations  
 Drexel University College of Medicine  
 Incoming GIA Marketing Representative

Janet Caldwell  
 Associate Vice President for Marketing and Communications  
 Meharry Medical College  
 Incoming GIA Public Relations Representative

## Friday, March 28

8:00 am–3:30 pm

**Registration/Information (Marriott Hall Foyer)**

8:00–8:45 am

**Collaborative Full Breakfast**

For networking purposes, you will have a colored star on the back of your badge. This will assign you to one of the five rooms to share breakfast with new colleagues.

Red Stars (Marriott Hall 1); Blue Stars (Marriott Hall 2);  
 Silver Stars (Marriott Hall 3); Green Stars (Columbia 1, 2, 3);  
 Gold Stars (Atlanta/Chicago)

8:45–10:15 am

**General Session (Marriott Halls 4–6)*****Building on Adversity: Transforming a Corporate Culture***

The key to cultural transformation is collaboration around a common purpose. It is the ability to see adversity as opportunity, a chance to bond around like experiences and the desire to make things better.

In this session, you'll learn how nationally recognized Scripps Health, a San Diego health care system, successfully battled adversity within its ranks and transformed its culture, its working environment and its bottom line. You'll learn about the structural changes that drove this \$2 billion not-for-profit organization to becoming No. 56 on *Fortune* magazine's "100 Best Companies to Work For," and how the adversity of national and local disaster brought diverse teams together for a common good.

Scripps Health President and CEO Chris Van Gorder was last year selected by *Modern Healthcare* magazine as the 21st "most powerful people in healthcare," commended for engineering a \$150 million turnaround at Scripps Health and for his active leadership in state and national disaster preparedness. In the last fiscal year, the Scripps Health Foundation raised more than \$70 million in philanthropic contributions. In this session, he will share what worked and why and how it positions Scripps for a promising future.

**Speaker:**

Chris Van Gorder  
 President and CEO  
 Scripps Health

Friday, March 28 (*Continued*)

**Moderator:**

Tom Fortner  
 Director, News and Communications  
 University of Florida College of Medicine  
 GIA Chair-elect

10:15–10:30 am

**Break (Marriott Hall Foyer)**

10:30 am–12:15 pm

**Master Classes**

**Master Class 1 (Marriott Hall 1)**

***Conquering the Last Frontier: Forging Partnership Among Communications, Development, Alumni, and Government Relations Professionals***

What's the role of communications in major gift fundraising? What's the role of public relations in positioning your institution with alumni? And, what happens when your organization is in the eye of a public policy hurricane?

Are the silos still standing? How can the major gift officers best take advantage of professional development communications resources available to them? How can the communicator, the development team, the alumni office, and the government relations director collaborate and develop a collegial and productive partnership?

Bob Bartee provides an interactive presentation that identifies the skills needed and how to hone those skills. He has shared his experience with a variety of professional management, development, and university leadership groups.

**Speaker:**

Robert D. Bartee  
 Vice Chancellor for External Affairs  
 University of Nebraska Medical Center

**Moderator:**

Mary Sue Cheeseman  
 Special Assistant to the Senior Vice President for Academic Affairs  
 University of Cincinnati College of Medicine

**Master Class 2 (Marriott Hall 2)**

***Meeting the Challenge of Communicating Online***

Whether you're faced with promoting your medical school to prospective students, marketing your health care services, or communicating with faculty and staff, you're up against a dramatically altered environment in the online world. Social media have shifted control to the people who used to be confined to the role of "audience," and many feel increasingly overloaded by the addition of these new channels.

In this dynamic master class, online communication expert Shel Holtz will help you make sense of it all, beginning with how social and online media fit into the overall communication toolkit. Shel will explore means of addressing the sense of over-communication and delve into both internal and external communication solutions that take advantage of the latest communication resources. Loaded with examples and case studies, this session is sure to whet your appetite for effective online communication, offer practical solutions, and uncover issues you should consider as you address everything from content management to finding a balance with other communication vehicles.

Friday, March 28 (*Continued*)

**Speaker:**

Shel Holtz  
Principal  
Holtz Communications + Technology

**Moderator:**

Pamela Lawrence  
Senior Vice President, Public Affairs and Community Relations  
Partners Health Care System

**Master Class 3 (Columbia 3)**

***Viral Marketing***

Psst! Word-of-mouth marketing is a big deal...pass it on. Ever wonder what viral marketing is? Confused about social media? Want to know how all of this works and what it might mean to you? These experts in the growing field of word-of-mouth marketing are here to describe the field, talk about what works and why, and to explore with you how the tools of this new communications discipline can work for you, regardless of whether you are in marketing, media relations, public affairs, or development. This session will spark discussion about how the world of academic medicine can learn viral marketing lessons from other industries and organizations.

Bill will share experiences from his work in the automotive industry including identifying and engaging influential online consumers, measuring the results of viral campaigns, and pitfalls to avoid. Randal will share experiences from the American Cancer Society such as engagements on social network sites, virtual communities, and branded forums.

**Speakers:**

Randal Moss  
National Director of the Futuring and Innovation Center  
American Cancer Society Inc.

Bill Stephenson  
Vice President and Auto Industry Leader  
Nielsen BuzzMetrics

**Moderator:**

Joel G. Lee  
Associate Vice Chancellor for Communications  
Vanderbilt University Medical Center

**Master Class 4 (Columbia 2)**

***What's in a Name?***

Just a decade ago, only one medical school was named for a donor; at last count, 15 medical schools now carry the moniker of a philanthropist. And that is just the beginning—medical centers, research centers, hospital wings, and many other entities are being adorned with names, and each naming brings benefits and challenges along with it.

What does that mean for the institution? What are the pros and cons associated with a name change?

Friday, March 28 (*Continued*)

Our panel will discuss their own naming activities and what has worked and what hasn't. We invite others with experience in this area—whether development, alumni, public affairs, public relations, or marketing—to contribute to this discussion of an ongoing trend.

**Speakers:**

Myrna Manners  
Vice Provost  
Weill Cornell Medical College

Leah Bentley  
Director of Fundraising  
Weill Cornell Medical College

Christine Morris  
Associate Vice President for Communications  
University of Miami

Jeanne Antol Krull  
Executive Director of Medical Communications  
University of Miami

Marsha Kegley  
Associate Vice President, Medical Development and Alumni Relations  
University of Miami

Mary Ann Sprinkle  
Assistant Vice President, Medical Development and Alumni Relations  
University of Miami

**Moderator:**

Ellen Soo Hoo  
Office of Publications and Public Relations  
Northwestern University Feinberg School of Medicine

12:30–1:45 pm

**Luncheon (San Diego Ballrooms B–C)**  
GIA Elections and Business Report

1:45–2:00 pm

**Break**

2:00–3:30 pm

**Discipline Track Sessions**

*(6 concurrent, see Track Agendas for session description and speakers)*

Alumni (Columbia 3)

***What Works...At What Cost? Should We Do It Again or Is There Something New?***

Alumni and Public Relations (Chicago)

***What's Your Magazine Doing Around My Gift Card?***

Development A (Marriott Hall 2)

***Navigating Your Development Career***

Development B (Marriott Hall 1)

***Chief Development Officers' Roundtable***

Friday, March 28 (Continued)

	Marketing (Atlanta) <b>Clinical Trials Recruitment and Marketing</b>
	Public Relations and Public Affairs (Columbia 2) <b>Houston, We Have a Problem: How to Respond When the Bad News Is True; How to Respond Before It Becomes a Crisis</b>
5:30–7:30 pm	<b>Networking Reception at The Prado at Balboa Park, transportation will be provided from the hotel</b>  <b>Note:</b> Please gather at the Marriott Hall Drive just outside of the Marriott Hall entrance to begin boarding the buses at 5:00 pm for the event at The Prado at Balboa Park—1549 El Prado, Balboa Park, San Diego.
7:00–9:00 pm	<b>Free Time</b>
9:00–11:00 pm	<b>Hospitality Suite Open (318)</b>  <b>Hosted by:</b> Joni Westerhouse Executive Director, Medical Communications and Medical Public Affairs Washington University in St. Louis Incoming GIA Public Relations Representative  Jancy Houck Associate Vice President for Development and Director of Medical Development Yale University School of Medicine Incoming GIA Development Representative

Saturday, March 29

8:00–11:00 am	<b>Registration/Information (Marriott Hall Foyer)</b>
8:00–9:00 am	<b>Continental Breakfast (Marriott Hall 3)</b>
9:00–10:30 am	<b>Focused Discussions</b>  <b>Note:</b> <i>Focused Discussions</i> 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 are strongly encouraged.  Select a focused discussion topic for the first 40 minutes (9:00-9:40 am) of this time block and then move to your second selected topic for the final 40 minutes (9:50-10:30 am). Each discussion will be conducted in both time blocks, so feel free to move from one GIA discipline to another. Remember, this is COLLABORATION!  <b>Alumni</b> 1. Film as a Persuasive Medium (Columbia 1) 2. Developing and Maintaining Online Communities (Columbia 2) 3. Philanthropy and Alumni Programming: A Partnership of Activity (Columbia 3) 4. Alumni Affairs & Student Affairs Collaboration (Torrey 3)

Saturday, March 29 (*Continued*)

**Development**

1. Planned Giving (Atlanta)
2. Trends and Issues in Foundation Relations (Chicago)

**Marketing**

1. Thinking Intelligently about Market Intelligence (Torrey 1)
2. Marketing the Marketing Department! (Torrey 2)

**Public Relations and Public Affairs Focused Discussions (All Marriott Hall 2)**

1. How Does Your Med School Measure Up?
2. A CYA Crash Course for AMCs (Or How to Cover Your Assets)
3. E-mail Newsletters: Getting Your Message Through
4. Coping with Online Brand Bandits
5. Election 2008 Update

9:00–10:45 am

**Master Classes**

**Master Class 1 (Marriott Halls 4–6)**

***Grateful Patient Engagement: Building a Pipeline of Major Gift Donors...One Person at a Time***

The newly created Grateful Patient Engagement Program at Duke Medicine was recently designed and implemented to identify existing benefactors, alumni, and friends of the institution who are visiting the medical center for care—as well as patients with philanthropic capacity. A more systematic, thorough, and—of course—HIPAA-compliant method of engaging known donors and potential ones was needed.

In this master class, a panel will discuss the creation and coordination of this innovative program and provide lessons learned and guidelines for best practices.

**Speakers:**

Helen Poole, R.N., B.S.N., M.P.H.  
Executive Director for Grateful Patient Engagement  
Duke Medical Center Development and Alumni Affairs

Courtney Ryon  
Patient Relations  
Special Constituent Patient Program  
Duke Medicine

Mike Morsberger, C.F.R.E.  
Vice President, Duke Medical Center Development and Alumni Affairs

Laurie Musgrove  
Vice President and Managing Director  
Grenzebach Glier and Associates

**Moderator:**

Pamela Buell  
Associate Vice Chancellor  
Medical Alumni and Development Programs  
Washington University in St. Louis

Saturday, March 29 (*Continued*)

**Master Class 2 (Marriott Hall 1)**

***Mentoring: Philosophy and Practice***

This interactive session explores the benefits of mentoring and a variety of approaches to ensure success.

Mentoring can provide inspiration, motivation, and learning, but how does one go about selecting the right mentor and setting up an effective mentoring relationship? We'll look at different ways to use mentoring to achieve your goals. The session will include lots of input from participants.

**Speaker:**

Rosemary Maxwell Lynch, Psy.D.  
President  
Maxwell Lynch Consulting

**Reactor Panel:**

Andrew K. Welch  
Chief Development Officer  
University of Chicago Medical Center Biological Sciences Division and  
Pritzker School of Medicine

Carol LeBeau  
Anchor, 10 NewsLive  
KGTV-San Diego

**Moderator:**

Kathleen Kane, J.D.  
Executive Vice President, Development and External Affairs  
City of Hope National Medical Center

11:00 am

**Conference Adjourned**

11:30 am–1:00 pm

**Steering Committee Meeting (closed) (Columbia 2)**