



Annual Conference
Working in Harmony for LIFE
October 21-24, 2019
The Peabody, Memphis, Tennessee

Monday, October 21

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|--------------|---|-----------------------------|
| 12:00-5:00pm | Registration Open | Grand Ballroom Foyer |
| 2:00-5:30pm | State Team Leader Workshop
(open through pre-registration to State Team Leaders & Secondary Leaders only)
<i>Sponsored by: Donate Life Virginia</i> | Venetian Room |
| 5:30-7:00pm | Leadership Reception
(open through pre-registration to Board of Directors; Advisory Council;
and State Team Leaders and Secondary Leaders only)
<i>Sponsored by: Mid-America Transplant</i> | Forest Room |

Tuesday, October 22

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|--------------|---|-----------------------------|
| 8am-5pm | Registration Open | Grand Ballroom Foyer |
| 8:30-11:15am | Newcomer Orientation and Breakfast
(open through pre-registration to first-time attendees only)
<i>Sponsored by: LifeShare Transplant Donor Services of Oklahoma</i> | Venetian Room |
| 11:30am | Lunch
(open to all attendees)
<i>Sponsored by: American Association of Tissue Banks</i> | Continental Ballroom |

Online Registration Sponsored by: Methodist University Hospital
Meeting Guide Sponsored by: CryoLife
Name Badge Lanyards Sponsored by: Eye Bank Association of America

12:30pm

Annual Meeting Plenary Session

Grand Ballroom A-C

Welcome to Memphis

Caitlyn Bernabucci, Immediate Past Chair, DLA Advisory Council
Lunch sponsor comments: American Association of Tissue Banks

Gifts and Gratitude

Introduced by: Randa Lipman, Mid-South Transplant Foundation
Terri Freeman, Living Donor and Recipient Wife

Donate Life America and Donation Update

David Fleming, President & CEO, Donate Life America

Working with Media and Partners to Tell Our Story for Good

How media and other stakeholders talk about our cause is key to positively imbedding it in our culture. Hear how the American Foundation for Suicide Prevention developed and implemented a strategy to change the way we talk about suicide for the good of their cause and how the media has responded. Donate Life America will also introduce new tools to enhance communication and consistency when talking about donation.

Facilitated by: Mark Johnson, Chair, DLA Media Committee
Stephanie Rogers, SVP, Communications & Marketing, American Foundation for Suicide Prevention

2:55pm

Dessert Break with Exhibitors

Grand Ballroom Foyer

Sponsored by: Walgreens

3:10pm

Breakout Sessions

Working in Concert with Healthcare Partners for Donate Life

Hear how organizations have leveraged relationships with their partners in healthcare to promote the Donate Life message and celebrate the gift of life through donation.

Facilitated by: Caitlyn Bernabucci, Immediate Past Chair, DLA Advisory Council

Honor Walk

Gift of Life Michigan

Educating Front Line Health Professionals

Joy Adkins, Kentucky Organ Donor Affiliates

Questions about Transplant Center Reimbursements

Jennifer Milton, University Transplant Center

Sharing the Donate Life Message with the LGBTQ+ Community

Learn from colleagues who are actively doing outreach in LGBTQ+ community, busting misconceptions, registering new donors and educating. Presenters will offer insights into the unique challenges this community faces in regards to donation and the importance of targeted outreach.

Facilitated by: Aimee Adelman, DLA Advisory Council

Overview of LGBTQ+ Outreach

Jessica Peterson, Lifeline of Ohio

Creating LGBTQ+ Outreach

Kim Charles, Donate Life Texas

My Pride Lives On

Alison Gillum, Gift of Life Michigan

Pride Month Commercial Campaign

Jecoliah Ellis, Washington Regional Transplant Community

Media Relations – What a Year! Preparing & Activating your Team & Community
With training, a proactive media plan, and dedicated colleagues to handle any crisis, media relations can be exciting and useful tool to drive donor registrations.
Facilitated by: Mark Johnson, Chair, DLA Media Committee

Striking the Right Chord with College Outreach
Learn how to capture a busy college student's attention using empowering, easy-to-replicate outreach strategies. With these ideas, your college outreach will be a little less conversation and a little more action to save lives!
Facilitated by: Gina Horner, Chair, DLA Youth Education Committee

CORE College Challenge
 Francesca Ferrante, Center for Organ Recovery & Education
Sibling Rivalry KY ΣΠ Challenge
 Crysta McGee, Kentucky Organ Donor Affiliates

4:10pm Plenary Session Grand Ballroom A-C

Driving Collaborative Performance Improvement
Leveraging research and technology for better decision-making; enhanced performance monitoring to assess program quality; as well as future collaborative improvement projects and engaging external stakeholders, hear how this teamwork is bringing donation full circle and providing a win-win.
 Matthew Cooper, MD, Director, Kidney and Pancreas Transplantation,
 Medstar Georgetown Transplant Institute; Co-Chair, OPTN/UNOS Ad Hoc
 Committee on Systems Performance; DLA Board of Directors;
 Jennifer Milton, Clinical Assistant Professor, University Transplant Center;
 Vice Chair, DLA Board of Directors
 Kevin Myer, President & Chief Executive Officer, LifeGift;
 DLA Board of Directors
 Jennifer Prinz, COO, Donor Alliance

5:15pm Adjournment

6:30-8:15pm Awards Dinner and Program [doors open at 6:15] Skyway Ballroom
*Sponsored by: Donate Life Tennessee, Mid-South Transplant Foundation,
 Arkansas Regional Organ Recovery Agency and Tennessee County Clerk Organ
 Donor Awareness Foundation*

8:30-10:00pm Entertainment and Dancing Featuring a Live Memphis Band

Wednesday, October 23

7:00-8:00am Breakfast with Exhibitors Continental Ballroom
Sponsored by: Donation Promotions

8:00am Plenary Session Grand Ballroom A-C

Welcome Back

Paying Tribute to Ever-Giving Son
 Introduced by: Sharon Pakis, Tennessee Donor Services
Fredia Fisher, Donor Mother

Best of the Best - Top Pinnacle Winners

Facilitated by: Andrea Smith, Chair, DLA Advisory Council

Best Remix:	Pause to Give – Statewide Flag Raising Pam Kassner, <i>Donate Life Wisconsin</i>
Best ROI:	Rally por la Vida (Rally for Life) Marta Sujeil Vazquez, <i>LifeLink of Puerto Rico</i>
Best Multicultural:	Giving Me Life: A Visual Journey of African American Recipients Ayanna Anderson, <i>Donor Network West</i>
Innovation:	1st Nursing Schools Congress Jennifer Rose Oquendo, <i>LifeLink of Puerto Rico</i>
Platinum:	The Freedom to Give Jennifer Hudak-Million, <i>Lifeline of Ohio</i>

Prioritizing Outreach to Multicultural Communities

What are the needs, what works, how can we best work together on a national and local level to address this critical area of outreach in donation and transplantation? Hear from a panel of experts in the field.

10:45am Morning Break with Exhibitors and March of the World-Famous Peabody Ducks
Sponsored by: UPMC

11:10am Breakouts Sessions

Digital Media – Reaching Your Audience Through Targeted Marketing

Delve into the world of digital media! Three successful digital media campaigns helped to drive donor registrations, build community trust and engage an active digital footprint. Learn how to reach specific communities using digital tools.

Facilitated by: Mark Johnson, Chair, DLA Media Committee

38 Seconds

Alex Citro, Donor Network of Arizona

Check the Box

Jessie Fiene, LifeSource

Funeral Home Outreach – Facilitating Donation & Caring for Families Together

Join members of the DLA Funeral Services Workgroup to learn about the successes and challenges of the pilot Organ, Eye and Tissue Donation Champion Funeral Home project as well as the resources and merchandise being developed to strengthen relationships with these key partners.

Facilitated by: Tina Holmes, Chair, DLA Funeral Services Workgroup

Chris Donhost, Sierra Donor Services

Kraig Markland, Tennessee Donor Services

Transforming the Living Donation Process

Learn more about Donate Life America's partnership with Fresenius Medical Care Foundation to create a national-reaching living donor registry and develop at-home initial screening for potential living donors.

Facilitated by: Karen Headley, Vice President, Partnerships & Philanthropy, DLA

Volunteer Intricacies – Fine Tuning Your Force Multipliers

Join the Donate Life America Volunteer Committee for a fast paced, action packed, open forum style, guided breakout session where you can bring any volunteer question to the table. Receive real time suggestions and advice from those who have ‘been there and done that’ and elevate your volunteer program to the next level!

Facilitated by: Kim Charles, Chair, DLA Volunteers Committee

12:10pm

Lunch

Continental Ballroom

1:15pm

Plenary Session

Grand Ballroom A-C

National Donate Life Registry – Innovations & Updates

State Teams and OPOs are partnering with the National Donate Life Registry (NDLR) in innovative ways to drive donor registration and improve data reporting and informed outreach. Hear how your colleagues are optimizing use of the NDLR and updates coming to the NDLR in 2020.

How to Tell the Story of Our Mission Through Data

Accurate public data is vital to drive improvement. Walk through the year in data – what’s accurate, what’s not and what’s next. Hear how to respond to false narratives and tell our lifesaving story through numbers.

Sean Fitzpatrick, Chair, DLA Research & Data Workgroup; VP of Public Affairs,
New England Donor Services

Jon Snyder, PhD, DLA Research & Data Workgroup; DLA Board of Directors;
Director of Transplant Epidemiology, Chronic Disease Research
Group, Hennepin Healthcare Research Institute

2:25pm

Breakouts Sessions

Hot Topics in Eye & Tissue Donation

Hear from your peers on hot topics in the areas of eye and tissue donation – to include arranging for donor family-recipient meetings and promoting birth tissue donation.

Facilitated by: Ronda Horstman, AATB/Tissue Liaison, DLA Advisory Council

An Overview of Birth Tissue Donation: History, Uses and Building Partnerships to Promote It

Anna Tirrell, BS, CTBS, Birth Tissue Recovery, LLC

Tissue Donation: Solutions for the Embalmer, Funeral Professional, and Mortuary College Student

Chris Donhost, Sierra Donor Services

Facilitating Donor Family/Recipient Correspondences and Meetings

Matt Webber, Lions VisionGift

Engaging Your Supporters through Peer-to-Peer Fundraising

Hear from an industry expert and colleagues about various types of peer-to-peer fundraising strategies and how to thank and cultivate your supporters to be future contributors and fundraisers.

Facilitated by: Karen Headley, Vice President, Partnerships & Philanthropy, DLA

Falmouth Road Race – NEDS Team

Caitlyn Bernabucci, New England Donor Services

Peer-to-Peer Fundraising Success Factors and Useful Tools

Brandon Wilmoth, Autism Speaks

Facebook Fundraising

Casey News, Donate Life America

Living Donation Education: Making it Work for You

Learn how programs are incorporating living donation education into their community outreach and access vetted resources that will equip you with knowledge.

Facilitated by: Aimee Adelman, Chair, DLA Living Donation Workgroup

“Be a Living Donor” Web Page

Chrissy Jenkins, Donate Life Virginia

Donate Life WELD (WoMen Encouraging Living Donation) Update

Diane Brockington, WELD Founder

You, Me and the DMV: Marching to the Beat of the Same Drum

Join us for a panel discussion followed by open discussion focused on working within the confines and limitations of the DMV. In addition, DLA will discuss its partnership with the American Association of Motor Vehicle Administrators and the DLA DMV Innovation and Lifesaver Awards.

Facilitated by: Kim Zasa, Chair, DLA DMV Committee

Jessie Fiene, LifeSource

Michael Hogan, Tennessee Department of Safety and Homeland Security

Randa Lipman, Mid-South Donor Services

Megan Macnee, Donate Life California

Sharon Pakis, Tennessee Donor Services

3:25pm **Dessert Break with Exhibitors and T-shirt Exchange** **Grand Ballroom Foyer**
Sponsored by: Center for Organ Recovery & Education

3:55pm **Plenary Session** **Grand Ballroom A-C**

Marketing vs. Branding – Strategies for Developing Harmony

Hear from a marketing and branding expert about the importance of providing clear and detailed goals for the marketing and advertising firms you engage in promoting donation and the important distinction between effective branding and outreach. Learn how to efficiently use experts to generate ideas for outreach without wasting valuable time and resources.

Facilitated by: David Fleming, President & CEO, Donate Life America

Chris Mumford, President, The Martin Agency

New Donate Life Branding Tactics

A new look at the brand for our cause and opportunities for everyone to engage with it.

5:00pm **Adjournment**

5:30-7:00pm **Donate Life WELD Reception**

Join members of DL/WELD (WoMen Encouraging Living Donation) chapters and learn more about donor led, story sharing, public facing education.

Thursday, October 24

7:00-8:00am **Breakfast with Exhibitors**
Sponsored by: Boost Branding

8:00am **Plenary Session** **Grand Ballroom A-C**

Welcome Back

Jennifer Milton, Vice Chair, DLA Board of Directors

Drumroll... Unveiling of 2020 National Donate Life Month Theme

Donate Life Rose Parade Float

Lacey Wood, Public Education & Community Partnership Specialist,
OneLegacy

Donate Life Transplant Games at the Meadowlands

Bill Ryan, President & CEO, Transplant Life Foundation

9:00am

Breakout Sessions

How to Tell the Story of Our Mission Through Data – Q&A

This breakout session will follow the research and data plenary and allow for engaging Q&A, discussion and a deeper dive into the plenary session content.

Discussion panel, DLA Research and Data Workgroup:

Sean Fitzpatrick, New England Donor Services

Jon Snyder, PhD, Chronic Disease Research Group, Hennepin Healthcare
Research Institute

Hilary Czarda, Donate Life America

Donate Life Transplant Games

What benefit can your organization reap, and what compels you to get and stay involved? Learn how to make the most of this event in your market, using it to promote the donor registry and enhance your volunteer program.

Facilitated by: Melissa Devenny, Donate Life America

2020 Games at the Meadowlands

Elisse Glennon, NJ Sharing Network

Bill Ryan, Transplant Life Foundation

The Sounds of Harmony: Music & Girl Scouts ECHO Donate Life

Examine the harmony of saving and healing lives in multicultural communities by using music and youth to unite different cultures and spread the message of registering as an organ, eye and tissue donor.

*Facilitated by: Lisa Strother Upsher, AMAT & Cultural Support Liaison, DLA
Advisory Council*

ECHO - The Universal Language of Music

Kris Patterson, Donor Network of Arizona

Desata tu fuerza, Done Vida

Marta Sujeil Vasquez, LifeLink of Puerto Rico

Unique Melodies: Empowering Your Chorus to Deliver a Memorable Performance

Have your volunteers encountered challenging education topics? Join the Donate Life Volunteers Committee to learn ways to educate new and seasoned volunteers regarding living donation and presumed consent, and bring your questions about difficult issues your volunteer ambassadors have been confronted with.

Facilitated by: Kim Charles, Chair, DLA Volunteers Committee

Incorporating Living Donation Information

Aimee Adelman, Chair, DLA Living Donation Workgroup

Response to Presumed Consent Suggestion

Kim Charles, Chair, DLA Volunteers Committee

10:00am	Morning Break with Exhibitors <i>Sponsored by: Mid-South Eye Bank</i>	Grand Ballroom Foyer
10:30am	Plenary Session Tech Trends: Chatbots and Influencers Facilitated by: Hilary Czarda, Director of Communications, Donate Life America Crysta McGee, Community Educator, Kentucky Organ Donor Affiliates Jessica Petersen, Media and Public Relations Coordinator, Lifeline of Ohio Jennifer Tislerics, Digital Communications Specialist, Gift of Life Michigan Testimonial of Hope and Thanks John King, Patient Awaiting a Heart Transplant Closing Remarks and Announcement of 2020 Annual Conference Deanna Santana, Vice Chair, DLA Advisory Council Jessie Fiene, LifeSource	Grand Ballroom A-C
12:00pm	Adjournment	

Rev. September 4