

# 2014 Arthritis Foundation ANNUAL MEETING

InterContinental Buckhead Atlanta

November 19-22, 2014

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## Schedule of Events

### WEDNESDAY, NOVEMBER 19

- 3:00PM – 5:30PM**      **Executive Cabinet Meeting** (Region CEOs)
- 5:30PM – 7:30PM**      **Staff Dinner**
- 6:00PM – 8:30PM**      **Executive Committee Dinner Meeting**  
(Members of Executive Committee of the National Board of Directors)

### THURSDAY, NOVEMBER 20

- 9:30AM-10:45AM**      **Leading the Way: Successfully Selling the Arthritis Foundation** (Plenary Session)  
Learn new sales tools to grow customer engagement with the Arthritis Foundation and achieve greater impact. (For all volunteers and staff attending the annual meeting.)
- 10:45AM-11:00AM**      **--BREAK--**
- 11:00AM-1:00PM**      **Leading the Way: Successfully Selling the Arthritis Foundation**  
(Breakout Sessions & Working Lunch)  
Working through realistic exercises with your colleagues, practice applying the sales skills you've acquired.
- 11:00AM-1:00PM**      **Executive Committee, Region Chairs and CEOs Lunch Meeting**
- 1:30PM-3:00PM**      **Opening General Session-Leading the Way: A Look Back & What's Ahead**  
Kick off our 2014 Annual Meeting with a review of the milestones and changes over the last year and a look into our exciting future.
- 3:00PM-3:15PM**      **--BREAK--**
- 3:15PM-4:00PM**      **Leading the Way: New Ways to Make Our Brand Powerful**  
Strong and consistent messaging is key to building our brand. Join us as we reveal the new and powerful Arthritis Foundation message platform.
- 4:00PM-5:00PM**      **Bringing Our New Brand to Life**  
Discuss what you've learned and practice putting these new messages into action.
- 6:30PM – 9:00PM**      **Welcome Reception/Dinner & Private Access to the National Center for Civil and Human Rights**  
Explore Atlanta's newest attraction and mix and mingle with your colleagues.  
(Buses depart Hotel at 6:00PM)

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### FRIDAY, NOVEMBER 21

9:00AM-10:00AM

#### **Leading the Way Through Advocacy & Access, JA and Help & Support**

Hear all about our initiatives at the state and national levels that are paving the way to better access to health care, our plan for supporting children with arthritis and their families as well as what's new in information and resources for people with arthritis.

10:00AM-10:15AM

--BREAK--

10:15AM-11:30AM

#### **Leading the Way Through Successful Fundraising**

Engaging the public in fundraising is key to funding our mission. Come learn more about the Foundation's fundraising efforts and how you can get involved.

11:45AM-1:15PM

#### **Lunch & Exhibits**

Discover how the Arthritis Foundation is leading the way. Visit interactive exhibits representing our core pillars and key functional areas.

1:30PM-2:30PM

#### **Leading the Way Through Scientific Discovery**

Learn about the Foundation's new scientific direction as our strategy is unveiled.

2:30PM-2:45PM

--BREAK--

2:45PM-3:30PM

#### **Leading the Way Through Passionate Champions**

Everything that the Arthritis Foundation does is because of passionate champions who are willing to share their story. Hear the story from one of those champions and walk away even more committed to our cause.

3:30PM-4:00PM

#### **Closing General Session**

Time to wrap up the 2014 annual meeting and tie it all together as we move into an exciting 2015.

6:30PM

#### **Evening of Honors Reception & Dinner/Program**

Nancy Snyderman, MD, Chief Medical Editor for NBC News, will host our tribute to those who have made exemplary contributions to advancing the mission of the Arthritis Foundation.

### SATURDAY, NOVEMBER 22

8:00AM – 3:00PM

#### **Board of Directors Meeting (Including Breakfast & Lunch)**

### SUNDAY, NOVEMBER 23

10:00AM—1:00PM

#### **Hipsters Organizational Meeting (Includes Coffee & Box Lunch)**

