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 means to you.
#PurposePassion17

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PURPOSE + PASSION

Conquering arthritis together.



2017 Conference of Champions
 November 16-17, 2017 • Phoenix, Arizona

Agenda at a Glance

Agenda

WEDNESDAY, NOVEMBER 15, 2017

PRE-CONFERENCE SESSIONS:

- 8:00 a.m. - 2:00 p.m. **Major Gifts Training** - Akimel 1
- Noon - 5:45 p.m. **Arthritis Industry Forum** - Bird
(Invitation Only)
- 1:30 - 3:00 p.m. **Investment Committee Meeting** - Horse
(Invitation Only)
- 3:00 - 8:00 p.m. **Field Staff Meeting & Dinner** - Coyote/ Buzzard/ Eagle
(Field Staff)
- 3:00 - 4:30 p.m. **Audit Committee Meeting** - Horse (Invitation Only)
- 5:45 - 6:45 p.m. **Cocktail Reception** - Beehive Patio
(Arthritis Industry Forum & Board of Directors)

THURSDAY, NOVEMBER 16, 2017

PRE-CONFERENCE SESSIONS:

- 8:00 - 9:30 a.m. **Board Development Committee Meeting** - Ant
(Invitation Only)
- New Leadership Board Orientation** - Scorpion
(New Leadership Board Chairs/Members)
Leadership board members new to their roles are invited to join the volunteer engagement task team for an organizational overview and discussion.
- Medical & Scientific Committee Meeting**
- Rattlesnake (Invitation Only)
- 8:00 - 11:30 a.m. **Field Staff Meeting** - Coyote/ Buzzard/ Eagle (Staff)
- 8:30 - 11:45 a.m. **Arthritis Industry Forum** - Bird
(Invitation Only)
- 10:00 - 11:30 a.m. **Budget & Finance Committee Meeting** - Ant
(Invitation Only)
- Strategy & Impact Committee Meeting** - Quail
(Invitation Only)
- Leadership Board Chair Forum** - Akimel 2
(Leadership Board Chairs & Board of Directors Only)
All leadership board chairs are invited to join Board Chair Rowland W. (Bing) Chang, MD, MPH, Ann Palmer, president and CEO, and members of the Board of Directors. The conversation will focus on strengthening markets, building effective boards and increasing effectiveness in fundraising and mission areas.

CONFERENCE OF CHAMPIONS SESSIONS:

- 12:00 - 1:30 p.m. **Purpose + Passion | Conquering Arthritis Together Opening General Session & Lunch**
- Akimel 3&4
Learn about the exciting progress we're making together: recent accomplishments, cutting-edge initiatives and our commitment to putting patients first. Keynote speaker Marc Boutin, CEO of the National Health Council, will share his perspectives on health care and patient engagement.
- 2:00 - 4:15 p.m. **National Partner Summit** - Pipal Kave 3 (Invitation Only)
- 2:00 - 3:00 p.m. **Learning Labs – Session 1**
Select one of the following:
- **LEARNING LAB A - Putting the Spotlight on JA**
- Pipal Kave 1
The Arthritis Foundation connects parents and kids alike to find comfort, strength and hope in the company of other families who know what it's like to have JA. Learn from successful JA volunteers on how you can play a key role in empowering and connecting JA families locally.
 - **LEARNING LAB B - Patient Support in Local Communities** - Pipal Kave 2
Throughout our long history, the Arthritis Foundation has always served those who live with arthritis. Learn about a volunteer-centric approach that provides patients with the Help & Support they want – and how you can play a key role in your local community.
 - **LEARNING LAB C - Power to the People With Arthritis** - Akimel 1
The Arthritis Foundation's ever-growing army of Advocates and Ambassadors is key to the state and national victories we've helped score. Learn fresh strategies to make arthritis more top-of-mind for legislators and help enact policies and laws that change lives.
- 3:15 - 4:15 p.m. **Learning Labs – Session 2**
Select one of the following:
- **LEARNING LAB D - Attracting More Volunteers to Bolster Our Success** - Pipal Kave 1
Volunteers are the lifeblood of the Arthritis Foundation. Learn from successful event chairs how they recruited and empowered committed volunteers to lead the charge for events.

Learning Labs – Session 2 (Cont.)

- **LEARNING LAB E - Making Special Events Extra Special** - Pipal Kave 2
Our annual Walk to Cure Arthritis, Jingle Bell Run and marquee events raise millions of dollars nationwide to help conquer arthritis. Learn recruiting tactics that work, event ideas that appeal to a new audience and tips for raising more funds to make 2018 the best year yet.
- **LEARNING LAB F - Taking Care of Business: Corporate Alignment** - Akimel 1
More than 172 million workdays are lost each year in the U.S. because of arthritis. How can we engage companies to help us raise funds and reach their employees? In this session, we'll explore ways to attract corporations that will bring big bucks to our mission while making good business sense.

4:30 - 5:30 p.m.

Breakthrough Initiatives Plenary Session

- Akimel 3&4

Arthritis patients are crucial contributors to the path forward in care and treatments. Join us for a discussion centered around our breakthrough initiatives and how we're partnering with patients for better health, featuring the Arthritis Foundation's own Guy Eakin, PhD, senior vice president, scientific strategy, Suz Schrandt, director of patient engagement, and guest speaker Bruce Marshall, MD, senior vice president of clinical affairs at the Cystic Fibrosis Foundation.

6:30 - 7:30 p.m.

Evening of Honors Reception

- Mesquite Terrace

7:30 - 9:45 p.m.

Evening of Honors Dinner

- Akimel 3&4

Hosted again by "The New Celebrity Apprentice" Matt Iseman, this ceremony is always a favorite highlight of the Conference of Champions for toasting achievements and building on tradition.

9:45 p.m.

Dessert Reception

- Mesquite Terrace

FRIDAY, NOVEMBER 17, 2017

8:00 - 8:30 a.m.

Continental Breakfast

- Akimel Foyer

8:30 - 9:45 a.m.

Let's Get a Grip on Arthritis Plenary Session

- Akimel 3 & 4

From a struggling kid with JA to a mainstream entertainer and actor, Clark Middleton will inspire us with his story. We'll also make the connection between mission and fundraising as Ann McNamara, senior vice president of revenue strategy, shares how together we can achieve new heights.

10:00 - 11:45 a.m.

Skill-Share Sessions

- Akimel 1 & 2

Learn from your peers in round-table discussions on a variety of topics.

- 1 **Building the Buzz Utilizing Social Media**
- 2 **Building and Engaging a Highly Effective Leadership Board**
- 3 **Building a Top Walk to Cure Arthritis**
- 4 **Building a Top Gala/ Social Event**
- 5 **Building a Top Jingle Bell Run**
- 6 **New Fundraising Idea: Conducting a Mid-Level Donor Breakfast**
- 7 **New Fundraising Ideas: Spin and Give Green**
- 8 **Understanding Our Scientific Agenda**
- 9 **Increasing Engagement With Health Care Providers**
- 10 **Bringing Be the One Campaign to Your Market**
- 11 **Year-Round Cultivation of Donors**
- 12 **Expanding the Arthritis Support Network**
- 13 **Making the Patient's Voice Heard**
- 14 **Sourcing Volunteer Leadership**
- 15 **Conducting an Effective Letter Writing Campaign**

Noon - 1:30 p.m.

Finding Your Purpose + Passion Closing Lunch Session

- Akimel 3 & 4

New author Andrea Avery will share her personal journey living with arthritis, and the legendary Byron Janis will perform live. Then, 2017 Jingle Bell Run Youth Honoree, Kate Wingate, and her mom, Brook will join us for a final send off.

POST-CONFERENCE SESSIONS:

2:30 - 5:30 p.m.

Board of Directors Meeting, Dinner & Awards

- Akimel 1 & 2 (Board of Directors)

SATURDAY, NOVEMBER 18, 2017

7:30 - 8:00 a.m.

Patient Leadership Council Breakfast

- Ant

7:30 a.m. - 3:00 p.m.

Patient Leadership Council Meeting

- Quail
(Invitation Only, Meals Included)