

AHP Mid-Atlantic Regional News January 2009



Regional Director's Update

[Julie E. Cox, CFRE](#)
AHP Mid-Atlantic Regional Director

What a terrific year it has been as the AHP Mid-Atlantic regional director. I am so honored to represent our region at AHP International board meetings and to work with such a tremendous group of volunteers. Our regional cabinet is top notch and we have a few new members this year. Please take a moment to review [the cabinet list](#) on AHP's Web site.

Below is an update of what has been happening in 2008 and things to come in 2009. Please feel free to call me or any of your cabinet members to get involved or pass along your ideas as to how AHP can better meet your professional needs.

2008 AHP Mid-Atlantic Regional Conference Highlights

The AHP Mid-Atlantic Regional Conference, "A Bridge to Fundraising Success: Building Champions in the Steel City," which was held June 1-3, 2008, in Pittsburgh, Pa., exceeded all of our expectations. **Pam Maroulis, CFRE**, director of development, Inova Health System Foundation, did a spectacular job as chair of the conference this year.

The sponsor committee raised \$37,700, exceeding last year's total raised by \$15,950. Special thanks to **Vince Connelly, Kathy Pavelka, CFRE**, and **Bridget Murphy, CFRE**, for their tremendous work in sponsorships for the region.

A new fundraising award was presented this year called, "The AHP Mid-Atlantic Region Award of Excellence." The criteria is related to evidence of fundraising success and creating a culture of philanthropy, demonstrated innovation in the field, involvement in AHP activities at the highest level and viewed by colleagues as a mentor and leader in the field. Our first award recipient was **Thomas Paullin, CFRE**, executive director and vice president for development, Union Memorial Hospital Foundation, Baltimore, Md. Graham-Pelton Consulting, Inc. has agreed to sponsor the 2009 award and Bridget Murphy, CFRE will spearhead the selection committee.

Save the date for the 2009 Regional Conference in Richmond, Va.

The 2009 Regional Conference will be held May 31-June 2, 2009 at the Omni in Richmond, Va. I am very pleased to announce that **Robert A. Hutson, CFRE**, executive vice president, Providence Health Foundation in Washington, DC is the 2009 Regional Conference chair. **Jill Kyle, CFRE**, vice president, Fund Development, Abington Memorial Hospital in Abington, Pa., is the education chair. Please call Bob at (202) 269-7776 or Jill at (215) 481-4977 if you would like to learn more about the conference plans, and please see the article below for more details about the conference.

Central Maryland Health Care Fundraising Roundtable

A local health care fundraising roundtable has been running for almost a year in collaboration with AFP-MD. Anyone participating in the roundtable must be an AFP-MD or AHP member. To learn more about the roundtable, please e-mail **Beth Ryan** at bryan@umm.edu.

AHP Foundation and Membership Awards

During the AHP International Conference in Chicago, the AHP Mid-Atlantic region won several awards due to the tremendous efforts of our colleagues on the cabinet. I am so proud to work with such an amazing group of volunteers! The awards we received are as follows:

Membership Achievements — Thanks to **Vince Connelly** and **Lori Counts, CFRE!**

- 1) Highest percentage of new members
- 2) Highest renewal rate
- 3) Highest net increase in members
- 4) Establishing and achieving the highest percentage goal

AHP Annual Fund Achievements — Thanks to **Ellen Finnerty-Myers**, AHP Mid-Atlantic Regional Annual Fund co-chair, and to everyone for your support!

- 1) Greatest increase of donors over 2007
- 2) Greatest increase in dollars over 2007
- 3) Highest percentage over goal
- 4) Greatest amount raised

Thank you for all you do to advance our profession and philanthropy on a daily basis. Wishing you and your family and happy and healthy 2009.

Julie E. Cox, CFRE
AHP Mid-Atlantic regional director

Spread the Word About AHP Membership

Limited Time Discount Offer for New Members and a Chance to Attend an AHP Conference FREE for Referring Members!

As you know, The Association for Healthcare Philanthropy (AHP) is the only association dedicated exclusively to advancing and promoting the health care development profession. Resource development professionals turn to AHP for the very latest in fundraising education and information. Of the almost 5,000 AHP members, over 900 are in our Mid-Atlantic region and our region was recognized with four out of six membership awards at the 2008 AHP International Conference in Chicago.

Please encourage your friends and colleagues to join AHP. AHP members are the shared voice of health care philanthropy. By recruiting your peers as members, you are helping to strengthen the future of your career and our profession. And now, referring members has an added benefit for you!

Recruit a colleague to join AHP between December 19, 2008 – February 20, 2009, and your name will be entered in a drawing to win a FREE registration to the AHP Regional Conference of your choice! If you recruit a new institution, your name will be entered to win a FREE registration to either an AHP Regional Conference, OR the 2009 AHP International Conference. In addition to this wonderful opportunity, don't forget that all AHP members receive a significant discount on registration for our upcoming AHP Mid-Atlantic Conference, held at The Omni Richmond in Richmond, Va., from May 31 to June 2, 2009.

In light of the current economic situation, AHP also is offering \$30 off new individual memberships and 15 percent off new institutional memberships from now until February 20, 2009.

Please visit the AHP Web site [for details on this membership offer](#), or if you have any questions regarding membership, please feel free to contact AHP Mid-Atlantic Region Membership Co-Chairs **Vince Connelly** or **Lori Counts, CFRE**. Vince may be reached at 443-413-6033 and Lori may be reached at 302-651-4338.

The AHP Mid-Atlantic Regional Conference is Coming Soon!



Mark your calendar for an exceptional AHP Mid-Atlantic Regional Conference from May 31 – June 2, 2009 in historic Richmond, Va.! The conference will be held at the [Omni Richmond](#), a beautiful hotel located right around the corner from the cobblestone streets and alleyways of [historic Shockoe Slip](#).

An excellent array of speakers has been assembled by **Jill Kyle, CFRE**, and her track deans, based on four dynamic tracks:

1. Grants / Planned Giving
2. Annual Giving / Special Events
3. Major Gifts / Donor Relations
4. Executive Leadership / Administration

Everyone from the most seasoned professional to the newest member of your team will find a rich assortment of sessions to choose from. Note that a "Grants" section has been added to the menu, so please encourage your grants writers and other grants professionals to attend this year.

Vince Connelly, Kathy Pavelka, CFRE, and **Bridget Murphy** still have a few great [sponsorship opportunities](#) remaining, so please visit the AHP Web site, or contact Vince at vconnelly@connellyfundraising.com to secure your spot before they are all gone!

More on registration and accommodations to follow soon. Many thanks to the conference committee for a great job. See you in Richmond!

Call for *AHP Journal* Volunteers

Help ensure that the *AHP Journal* remains a superb resource for our nearly 5,000 members by volunteering to serve on the publication's advisory council. The council is almost filled for 2009 with representatives from all seven AHP regions, but this is a great time to let AHP know that you're interested in volunteering for future *AHP Journal* councils, which are appointed annually.

This commitment involves annual participation in two to three conference calls (approximately one hour each), plus agreement to review and evaluate several submitted articles (sent electronically by AHP twice

annually to council members).

Interested? Please contact John Drake, chair of the 2009 *AHP Journal* Advisory Council at 972-579-4391 or at john.drake@baylorhealth.edu.

Getting Acquainted With.....Ellen Finnerty Myers

*In each newsletter, we will feature an AHP Mid-Atlantic regional cabinet member to learn what attracted them to health care philanthropy and to get their thoughts on current practice in our field. This issue features **Ellen Finnerty Myers**, the current AHP Mid-Atlantic Annual Fund co-chair, and incoming director-elect of the Mid-Atlantic region. Ellen's term begins in the fall of 2010.*



Ellen Finnerty Myers is the vice president of development at Carroll Hospital Center in Westminster, Md. She oversees the hospital's fundraising efforts as well as the Carroll Hospital Center auxiliary and volunteer program. In addition, Ellen manages Carroll Hospice's development program, a subsidiary of the hospital.

Ellen's first foray into the fundraising industry was with AHP affiliate member **Kathy Pavelka**, founder and CEO of Telecomp in Rochester, NY. "Kathy taught me a lot," Ellen explains, "she dragged me to conferences all over the country and showed me the importance of hard work, integrity and outstanding customer service."

After nearly two years of calling on development professionals to open account for Telecomp, Ellen decided that she liked the mission and vision of the non-profit world. In 1990, she moved to Maryland and expanded her skills as director of annual giving for the School of Pharmacy and Department of Physical Therapy at the University of Maryland at Baltimore. Ellen advanced to director of special gifts at the University and ultimately helped to oversee the creation of the National Museum of Dentistry on campus.

In 1996, she joined Suburban Hospital Health System as director of capital programs where she led a capital campaign that raised \$25 million. "I worked for **Rich Kief, FAHP** and former chair of AHP," explains Ellen, "I actually met Rich at an AHP conference. He encouraged me to get involved in AHP and showed me how important it was to invest in my own professional growth."

It paid off. Ellen has been an associate at Carroll Hospital Center since 2000 and has increased their fundraising more than 250 percent. She also spearheaded the most successful fundraising campaign in Carroll Hospital Center's history, raising over \$10 million for campus improvements and expansions.

Over the past eight years, Myers, together with her four children and husband, Doug — also a development professional as president of the Asbury Foundation in Gaithersburg, Md. — have lived in Carroll County where the hospital operates.

To Myers, Carroll County is more than just a great place to live; it's also a great place to raise funds. "My family, friends and neighbors all seek health care from Carroll Hospital Center, so it is not only a place to work, but it is my personal community hospital. I am proud to be part of the growth and good work we provide."

Along with being a wife, mom and professional, Ellen is an avid volunteer. She recently served as the chair of her local Chamber of Commerce and has served on their board since 2001. She is involved in her children's schools, helping to raise funds and serving in the classroom. Ellen is also a member of the BB&T Advisory Board.

Ellen has been actively involved with AHP since 1996, when she served as regional roundtable chair. Since that time she has chaired a regional conference and served on numerous conference committees. Ellen has been on the Mid-Atlantic regional cabinet since 1999. This past year she chaired the region's annual fund campaign and

is the incoming regional director of the Mid-Atlantic cabinet.

"AHP's strength depends on its membership base. I personally love all the networking opportunities that come with AHP membership, and those opportunities will only get better—and more frequent—as membership increases," explains Myers.

"I believe we should all be ambassadors for AHP. We need to do for others what Kathy Pavelka and Rich Kief did for me years ago, which is to mentor future development professionals and instill the importance of a good work ethic, honest development practices, and the promotion of fundraising as an industry."

The information presented in the AHP Mid-Atlantic Regional Newsletter is intended to provide general information, and is not a substitute for legal or other professional advice. Third-party organizations or resources are provided to aid member research and are not endorsed by AHP.

If you have something you would like to read about, write about, talk about, or think about, please contact Theresa Law, CFRE, AHP Mid-Atlantic RIC/communications chair, at tlaw@wellspan.org, and we will be happy to accept your suggestions, contributions and articles.
