

AHP Mid-Atlantic Regional News May 2008



Regional Director's Update

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

The **2008 AHP Mid-Atlantic Regional Conference** is going to be the best ever. You will be joined by colleagues from all over the region, including Pennsylvania, New Jersey, New York, Delaware, Maryland, the District of Columbia, Virginia and West Virginia. The planning committee is diverse in their experience and has navigated the local and regional philanthropic community to identify best practices and related speakers.

Here are just a few conference highlights:

- **Monday luncheon plenary speaker, Congressman Tim Murphy**, 18th District of Pennsylvania. Using his 30 years of experience as a child psychologist, Congressman Murphy advocates for meaningful reforms in the U.S. health care system. As co-chair of both the 21st Century Healthcare Caucus and Mental Health Caucus, he is educating both his colleagues and the public on the need to focus on patient-centered health care to make health care more accessible and affordable for American families. [Learn More.](#)
- **Opening reception and dinner in the Mozart Room at Heinz Hall**, home of the Pittsburgh Symphony Orchestra. This event will provide a wonderful venue to enjoy Pittsburgh's cultural district and to network with colleagues. [Learn More.](#)
- **Cutting-edge education.** In face-to-face sessions, innovative education and discussions will leave you ready to return to the office with fresh ideas to enhance your job performance and your organization. Over [20 education sessions](#) will be lead by the experts who know best - your colleagues.
- **Tuesday closing luncheon session – "Stand out in the crowd of charities."** Speakers Doug White, a celebrated author and professor of ethics and fundraising, and Leo Kelly, Merrill Lynch Wealth Management Advisor and one of Barron's top 100 financial advisors in the country, will talk about "How to elevate your cause above the other \$1 million solicitations" and "How to seal the deal." [Learn More.](#)

The AHP Mid-Atlantic Region has just over 800 members and this conference will naturally provide the most extensive networking available to health care fundraising professionals from our part of the country. Rare opportunities like this are a "must do" and an excellent investment by your health care institution that counts on you to continuously take their fundraising program to new levels.

The early bird deadline is tomorrow, May 2nd, so [register today](#) and save!

Pack up your thinking cap and leave your work at the office. You will be glad you did.

Julie E. Cox, CFRE
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Pittsburgh highlights – Learn, eat, play!

By Theresa Law, CFRE, AHP Mid-Atlantic Pennsylvania state representative



A Bridge to Fundraising Success: Building Champions in the Steel City

AHP Mid-Atlantic Regional Conference
June 1-3, 2008, Omni William Penn,
Pittsburgh, Penn.

Whether this is your first visit to the Steel City, or your hundredth, there is plenty to see and do around town:

LEARN

[Phipps Conservatory and Botanical Gardens](#), located in Schenley Park, not only has fantastic greenery on display, it IS "green"— it features a silver-certified Leadership in Energy and Environmental Design (LEED) Welcome Center. The indoor and outdoor gardens are guaranteed to "wow" you.

[Frick Art and Historical Center](#), is located on the East End of the city in a residential area and features several small museums and historical sites. Henry Clay Frick, the famous industrialist, was also an avid art collector, and you can see some of his collection on display here.

[The Senator John Heinz History Center](#), is an affiliate of the Smithsonian Institution and the largest history museum in the state of Pennsylvania. But what makes it really special is the ketchup. Yes, the late Senator was a member of the Heinz food family, as in Heinz 57. The museum has an extensive exhibit chronicling the evolution of Heinz from a home kitchen to a worldwide food conglomerate. And you can get a mini-Heinz pickle pin there too.

EAT

In the Strip District, [Lidia's](#), made famous by Lidia Bastianich, host of PBS' cooking show "Lidia's Italian Table" is a wonderful place to find high-end yet homemade, real Italian cuisine.

If you're looking for something more casual, but featuring authentic ethnic food, try the north side's [Penn Brewery](#). This building has functioned as a brewery since 1848 and is now run by the Pastorius family, said to be descendants of the oldest German family in America. German specialties are featured alongside a wide variety of microbrews made on site.

The Smithfield Café, located downtown at 639 Smithfield Street, is not far from the conference hotel and is a nice alternative to the more upscale downtown restaurants. The Café is also Pittsburgh's oldest continuously operating restaurant, in business for over 70 years.

PLAY

[Kayak Pittsburgh](#), located near downtown and just off the Roberto Clemente Bridge, offers kayak rentals that let you see the city from its fabulous rivers. If you're a beginner, they will give you a quick lesson and steer you toward calmer waters; if you're more adventurous, they can help you find an exciting river ride!

Pittsburgh offers several public golf courses, including two just off I-79 and within an easy drive of downtown – [Hickory Heights Golf Course](#) in Bridgeville and [Cranberry Highlands Golf Course](#) in Cranberry Township, near Butler. For those willing to venture a little further beyond the city, [Nemacolin Woodlands Resort](#) offers two public courses, one designed by Pete Dye, and [Olde Stonewall Golf Course](#) which was rated one of the top 50 public golf courses in the U.S. by *Golf Digest*.

Please visit the AHP Web site for [full conference details](#) and [online registration](#). Make sure you register before the **early bird deadline of May 2nd** to save \$75, and book your hotel reservations by May 8th to take advantage of the special AHP discounted rate.

Theresa M. Law, JD, CFRE

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Have you received the call?

By Ellen Finnerty Myers, AHP Mid-Atlantic AHP Foundation chair

HAVE YOU RECEIVED THE CALL?

George: Hello, may I speak with Ellen Finnerty Myers? This is George Clooney calling on behalf of the Association of Health Care Philanthropy.

Ellen: Hi, is this really George Clooney? Oh, I am so happy you called. What can I do for you?

George: Ellen, you are the most beautiful women that I have ever laid eyes on. I have seen you at many AHP conferences. Part of what makes you so attractive is the work you do for your organization. Fundraising is such a noble profession. Where did you learn to be such a great development professional?

Ellen: Oh, George, you are so kind. I have to say I have learned so much from my association with AHP. It started many years ago when I was an account manager for Telecomp. Kathy Pavelka brought me to AHP meetings all over the region and I attended as many educational sessions that I could to learn about annual giving, major and planned giving as well as capital campaigns.

George: Fantastic, tell me more...

Ellen: I enjoyed the work so much that I jumped ship from the vendor world to be a Director of Annual Giving and before I knew it I was a Campaign Director for Suburban Hospital. By the way, I was hired by someone I met at a conference which is another reason to be active – you have great networking opportunities at every level!

George: Sounds like you have really benefited a lot from the conferences you have attended.

Ellen: You're right, George! You have no idea. I even met my husband, Doug, at an AHP conference. What a scandal - I know. I was also able to find business partners to handle direct mail, recognition signage, board training, and campaign planning for my hospital.

George: Ellen, it sounds like you really like the conference scene, but you know AHP offers so much more. For instance, you can go online to use the Ask AHP service or sign up to receive the *Ask AHP eFAQs* e-newsletter to get instant information and best practice programs.

Ellen: When I became Vice President of Development for Carroll Hospital Center, I began reading the *Ask*

AHP eFAQs newsletter as a way to gain new ideas at my hospital. I have also used the AHP Resource Information Center to get samples of policy and procedures as well as job descriptions so that I can expand my team of awesome fundraisers.

George: It sure sounds like you have realized the impact of AHP which makes it easier for me to ask you to support the AHP Foundation's Annual Fund. The goal for the Mid-Atlantic region is well within reach! To date, we have received \$17,041 (71% of dollar goal of \$24,000) from 178 donors (85% of donor goal of 210). Will you make a gift of \$300 to support all of the programs and services we have talked about?

Ellen: Oh, George, I would do anything for you! What do I need to do?

George: It's easy! Just send in a gift today to AHP Foundation, Mid-Atlantic Annual Fund, 313 Park Avenue, Suite 400, Falls Church, VA 22046 or complete the [online pledge card](#). OR make a greater impact by committing to a multi-year pledge. By the way, did you know that Capital Region of Merrill Lynch Mid-Atlantic Division made a challenge grant to the AHP Mid-Atlantic membership? For each renewed or new gift of \$50 or more, Merrill Lynch will match it dollar for dollar up to \$5,000.

Ellen: Well, George I have to say that I did know that because I am chairing the AHP Mid-Atlantic Region's Annual Fund. I really want to raise more money than any other region and I thought the challenge grant would be great start. I hope that if members of the region haven't already received a call to support the annual fund that they will make a gift today! Every gift counts. XOXO George, thanks for the call and love to you and yours.

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Call for Nominations: Regional Director-elect

By David L. Flood, AHP Mid-Atlantic Regional Past Director/Nominating Chairman

On behalf of the soon-to-be announced 2008 Regional Nomination Committee, I invite members of the AHP Mid-Atlantic Region to begin submitting nominations for the position of Regional Director-elect.

Based on the nominations received, official ballots will be mailed to all members of the region in late June. From that point, the ballots will be tallied and a Regional Director-elect will be announced at the AHP International Conference this Fall.

This key leadership position will work closely with our current Regional Director, Julie Cox, CFRE, in anticipation of taking the reins as Regional Director in the Fall of 2009.

In measuring a nominee, several general responsibilities should be considered. The Regional Director-elect:

Serves on the AHP Board of Directors.

Communicates the actions and directives of the Board to the region, and from the region to the Board.

Implements approved programs and initiatives of the Association in the region.

Motivates the activity of regional cabinet members in fostering the goals and activities of the Association, while addressing the needs of regional membership.

Represents the Board and the region proactively, and in a statesmanlike manner.

Consideration will be given exclusively to *current individual or institutional members* of the AHP Mid-Atlantic Region.

To submit a nomination, please send the name and institution of the member you are nominating, along with a short (paragraph) narrative in support of that member to AHP, 313 Park Ave., Suite 400, Falls Church, VA 22046, or e-mail to susan@ahp.org. **Nominations must be received by May 16th.**

Thank you in advance for your consideration in this process. We look forward to identifying an outstanding future leader for our region, who best represents the vibrance and depth of our membership.

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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 Ken Coffey, AHP Mid-Atlantic RIC/Communications chair, at kcoffey@fmh.org and we will be happy to accept your suggestions, contributions and articles.
