

## *AHP Rockies & Southwest Regional Director's Message - March 2011*

This is my first regional message of the year and the beginning of a new format in which I will be sending you updates every three to four months throughout the year rather than a full newsletter. AHP does such a great job of keeping all of our members informed that the AHP Board of Directors decided that a message from each regional director would be more effective in focusing on news relevant to our area. Let me know what you think.

### **AHP International Conference**

The AHP International Conference in San Antonio, Texas in October 2010 was a great success. Thank you to everyone who attended and to those who did not, I hope you will make plans now to attend the 45th AHP Annual International Conference in Boston, Mass., October 19-22, 2011. This is a great opportunity to hear from the experts and network with your colleagues and friends.

At the AHP annual business meeting held on October 21, 2010, the AHP Rockies & Southwest region received three recognition plaques for support of the AHP Foundation Annual Fund 2010:

- Highest Increase in Dollars over 2009
- Highest Increase in Donors over 2009
- Highest Percentage Over Dollar Goal

Thank you to everyone who contributed to the AHP Foundation Annual Fund in 2010. I would like to invite you all to join me in being part of the annual campaign this year as well. Our goals for the AHP Rockies & Southwest region are 120 donors and total giving of \$12,000. Gifts to the AHP Foundation Annual Fund provide:

- Scholarships to those who are new to the profession and would not otherwise have a chance to experience the AHP Madison Institute or an AHP conference.
- Support for the AHP Resource Center that provides materials and research on an array of topics that are essential for today's health care development professional.
- Support for AHP as it promotes the profession in a meaningful way.

My deepest appreciation goes to Kimberly Britton, CFRE, for chairing our fund drive for the region in 2010. Thank you to each of you who have already given and for those who have not, please download the [AHP Annual Fund Pledge Card](#) and make your most generous gift today.

### **2011 AHP Southeast and AHP Rockies & Southwest Joint Regional Conference**

Our 2011 regional conference will be held jointly with AHP Southeast members this year in Orlando, Fla., June 26-28. Cindy Scott, CFRE, from Parkland Hospital and Health System in Dallas, is co-chair of the conference, and Donna Budak, FAHP, CFRE, from Seton Williamson Foundation - Austin, will be co-chairing the education portion of the conference.

In addition, several AHP Rockies & Southwest members are assisting in developing a robust educational program for you. Debbie Campbell, MD Anderson Cancer Center, is serving as co-track dean for Annual Giving; Brittnee Henry, MD Anderson Cancer Center, is serving as co-track dean for Major Gifts; and Thom Sloan, CFRE, Memorial Hermann Foundation in Houston, is the co-track dean for Special Topics. Thom Sloan also is speaking on the topic, "Welcome to Health Care: How is philanthropy in health care different? Working with counterparts in the health care system." Check out the [conference line up](#) and [register](#) today.

### **"See How They Do It" is Back!**

We are planning to hold three additional "See How They Do It" sessions in Texas again this year. The

purpose of the series is to offer AHP members the opportunity to participate in a full day of learning for a nominal fee (just \$20 to cover lunch). It's a great way for AHP members who may not have the budget for attending regional or international conferences to get involved.

Each "See How They Do It" session begins at 10:00 a.m. with a feature presentation, continues with lunch and a brainstorming session to share ideas. We'll cap off a great day of networking and professional development with a tour of the host facility, wrapping up by 2:00 p.m. I hope you'll consider joining us for one of these upcoming sessions:

- The Seton Fund (Austin) will host a session on April 7 entitled "Who They Ask," featuring how prospect researchers develop profiles. This session is being planned by Bryan Rubio, CFRE. For more information, email Bryan at [brubio@seton.org](mailto:brubio@seton.org).
- Texas Health Presbyterian Foundation (Dallas) will be hosting a session on August 25 entitled "How They Ask," with rules and role-playing for major gift solicitations. Tanya Downing is coordinating this session and can be contacted at [tanyadowning@texashealth.org](mailto:tanyadowning@texashealth.org).
- Memorial Hermann (Houston) will host a session on November 17 titled "Why They Give," featuring a donor panel discussing what motivates donors to give and criteria they consider in selecting charities and causes. Thom Sloan, CFRE is coordinating this session. For more details, email Thom at [Thomas.sloan@memorialhermann.org](mailto:Thomas.sloan@memorialhermann.org).

Finally, I'd like to thank all of you for your extraordinary efforts in developing philanthropic resources to bring the health care programs and services to all people throughout our region. Your work is for a noble cause and you have my admiration and gratitude as a colleague.

Best regards,

A handwritten signature in black ink, appearing to read "Rick Resnik". The signature is written in a cursive, flowing style with some loops and flourishes.

Rick Resnik, FAHP, CFRE  
Regional Director  
[rresnik@seton.org](mailto:rresnik@seton.org)