

AHP Rockies & Southwest Regional Newsletter - June 2010



Remarks from the regional director

Rick Resnik, CFRE
Vice President
The Seton Fund

Thanks to all of you who attended the AHP Pacific and AHP Rockies & Southwest Joint Regional Conference in Phoenix in April. I had a wonderful time learning from my colleagues and hope that you all had the same experience.

Next year's regional conference will be held jointly with the AHP Southeast region and will be in Orlando, Fla. It's not too soon to starting planning!

The next AHP Annual International Conference will take place in San Antonio, Texas, October 20-23, 2010. At the AHP International Conference, you'll have a chance to come together with other health care development professionals around the nation to learn about current trends and what other foundations are doing to stay ahead. To [register online](#) or for [more information](#), visit the AHP website. We hope to see many of you there and treat you as well as the rest of the AHP membership to some Texas hospitality!

Each year, at the AHP International Conference, AHP recognizes the regions that have met their Annual Fund goal. Please read Kimberly Britton's report below on the AHP Foundation donations we have received to see where we are relative to our 2010 Annual Fund goal. Thank you to everyone who has made a gift to support this worthwhile effort. Please consider [making a gift](#) if you have not already, or making a second gift if you can. We only need \$1,400 to meet this year's regional goal!

Finally, thank all of you for your extraordinary efforts in developing philanthropic resources to bring 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,

Rick Resnik, CFRE
AHP Rockies & Southwest
Regional director
resnik@seton.org

Reflections on this year's AHP Pacific and AHP Rockies & Southwest Regional Conference



An excellent joint conference with the AHP Pacific Region was held in Phoenix, Arizona, April 25 - 27, with a total of 233 attendees. The opening session featured **Peter Fine, FACHE**, CEO of Banner Health in Phoenix. Fine explained that in difficult economic times, philanthropy is increasingly important to enable health care institutions to reach the next level of excellence and service in their communities. Another thought-provoking session was presented by AHP CEO and President **William C. McGinly, Ph.D., CAE**, on the impact of health care reform on philanthropy. McGinly stressed that even though much is unknown about the implementation of health care reform and its ultimate impact on health care delivery, philanthropy will continue to play a critical role in funding capital programs and covering the medical costs of the remaining uninsured.

Other sessions presented at this year's conference included time-tested strategies for fundraising in a down economy, major giving - now and in the future, unlocking the power of physician giving and identifying and repositioning ineffective volunteer leaders. Attendees and members from the AHP Pacific and AHP Rockies & Southwest regions can now [download handouts](#) from these sessions and many more for free from the AHP website.

Attendees had the following to say about this year's AHP Pacific and AHP Rockies & Southwest Joint Regional Conference:

"I thought this year's conference was the best I have attended in many years. Perhaps the sessions I attended were directly applicable to me, but I thought the quality of speakers/presenters was very good too."

"Great attendance and booth flow for me as an exhibitor."

"Education sessions were well planned and presented."

"Great job. It was a very good meeting and very valuable."

"Fantastic session! I was grateful for the information/expertise as well as the energy."

A special thanks to my conference co-chair, **Michael Duran, J.D.**, conference committee education chair **Kimberly Britton, CFRE**, and the entire conference committee. And thank you to all of you who attended this year's AHP Pacific and Rockies & Southwest Joint Regional Conference!

Donna Budak, CFRE
AHP Rockies & Southwest

Regional conference chair

Low-cost, local education: AHP Texas Roundtables

The AHP Texas Roundtables "See How They Do It" series was a tremendous success. The first in the series of three was in Austin, Texas led by **Gene Attal, FAHP** and **Missy Wood, CFRE**. Attal and Wood shared their experience at Dell Children's Hospital of raising \$11 million in excess of their \$75 million capital campaign goal.

The second in the series was at Parkland Hospital in Dallas in the winter. Five years ago Parkland Hospital didn't have a fundraising program. Today, **David Krause, FAHP**, and his staff work together to create a series of most successful campaigns. Last year they raised \$75 million from just two gifts in addition to the usual fundraising successes that they have experienced under Krause's management and leadership.

The third and last for this fiscal year was held at M.D. Anderson in Houston. **Patrick Mulvey, CFRE**, and his team have launched a billion dollar campaign, and they showed us how they have organized their staff to cover the nation at various levels of giving and employed a sophisticated direct mail/aquisition campaign specific to each local market. In addition, they highlighted what they called their "mixed giving" strategy, which involves combining planned gifts with major gifts and other gift vehicles.

The purpose of this series was to provide a low cost, \$20 educational experience from 10 a.m. to 2 p.m. adding value to members' experience. We start with the presentations, continue with a lunch in the range of the \$20 fee and end with a tour of the hospital.

Most of the individuals that attended the sessions did not have the budget to attend an AHP regional or international conference. I have attended most of the AHP Rockies & Southwest regional conferences and AHP International Conferences throughout the years. Most of the folks I met at the "See How They Do It" series I had never met or seen.

Gene Attal, FAHP, and **Bryan Rubio, CFRE**, have stepped up to chair the 2010 – 2011 series.

Rick Resnik, CFRE
AHP Rockies & Southwest
Regional director

Help recruit new members to the AHP Rockies & Southwest Region

There are currently 496 AHP members in the AHP Rockies & Southwest Region. Our goal for 2010 is to increase the AHP Rockies & Southwest membership by three percent to 521 members by September. Many institutions are no longer paying for memberships, which is causing some individuals not to renew. Yet education is the last area that an institution or individual should consider cutting. Only by professional education can one acquire the skills necessary to survive and thrive in a tough economic and political climate. For more information on encouraging your colleagues in development to become members of AHP and the benefits of membership, please [contact me](#).

Bryan Zea Rubio, CFRE
AHP Rockies & Southwest
Regional membership chair

AHP Rockies & Southwest Region congratulates its newest CFREs

The AHP Rockies & Southwest Region would like to extend our sincerest congratulations to the following members who recently received their CFRE:

- Bryan Rubio, CFRE
- Dori Flores, CFRE
- Ray Blue, CFRE
- Kristy Gordy, CFRE
- Chris Attal, CFRE
- Luci Taylor, CFRE

These individuals were all a part of a CFRE review course taught by **Donna Budak, CFRE** and **Rick Resnik, CFRE**.

Interested in earning your CFRE? Contact the AHP Rockies and Southwest Region's new certification chair [David Krause, FAHP](#) or visit AHP's [CFRE information](#) page.

New AHP database tracks state/local legislation

The AHP Rockies & Southwest government relations committee participated in the March 18 teleconference with the AHP International office. Committee members received an update on AHP activities as well as lobbying efforts underway.

In addition to shaping national legislation regarding transparency and accountability standards in health care, AHP is now carefully tracking state legislation that impacts nonprofit health care institutions. Last month, AHP premiered its [new comprehensive, searchable database](#) of state recommendations, considerations and proposed legislation that impacts nonprofit health care institutions, including newly instituted or reinstated taxes, fees and/or PILOT (Payment-in-lieu-of-Taxes) programs. Please take the time to review the list periodically to keep up to date on any legislative activity for your state, and if you know of any issues in your area, that are not presently recorded in the database, please [contact](#) AHP's government relations team.

Jeanette Conaway
AHP Rockies & Southwest
Regional government relations chair

AHP Rockies & Southwest Region nears Annual Fund goal

Congratulations to the AHP Rockies & Southwest regional membership! We are very close to meeting our 2010 AHP Foundation Annual Fund goal of \$12,000 and 120 donors. We currently have \$10,650 from 102 donors. That puts us at 89 percent of our financial goal and 85 percent of our donor goal – we are almost there!

Gifts to the AHP Foundation Annual Fund provide:

- 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.
- Scholarships to those who are new to the profession and would not otherwise have a chance to experience AHP educational opportunities.
- Support for AHP as it promotes the profession in a meaningful way.

My deepest appreciation goes to each of you who have given and thanks in advance to those of you who will join us. We just need 17, even 14, of you who have not yet done so to give \$100 each.

How many times have we frantically searched the AHP Resource Center database and found that article that will provide just the right answer to that question from our board member at 4:45 p.m. on Friday? For just such times and for your colleagues, please [make your most generous gift today.](#)

Kimberly M. Britton, CFRE
AHP Rockies & Southwest
Regional foundation chair