

AHP Southeast Regional Director's Message - March 2011

This is my first AHP Southeast Regional Director's Message for 2011, so I wish you a belated "Happy New Year" and hope that you've had a successful first quarter. This message replaces our traditional regional newsletter of the past. We hope that you'll enjoy this easier-to-digest format, designed to give busy people like you a brief update of AHP happenings at the national office and in our region. Our plan is to deliver this to you monthly. Please let me know what you think!

News from the AHP Board

Although the weather was chilly, the two-day Association for Healthcare Philanthropy (AHP) Board of Directors meeting held in Washington D.C. the weekend of February 11 was quite lively and very focused on how to better serve our members. Under the leadership of AHP Secretary/Treasurer Bill Littlejohn and Past Board Chair Greg Pope, FAHP, CFRE, a group was formed and met earlier in January to deliver "The Future of AHP." This group provided recommendations to the AHP Board of Directors based on the strategic plan centered on knowledge, engagement, leadership and standards. You can be assured that you will continue to hear more about these exciting recommendations.

You will be pleased to learn that AHP now has 4,703 members and enjoys a 96 percent member retention rate! The [AHP Resource Center website](#) is currently being enhanced and is expected online by early summer. The finished website will allow members better access, timely information and easier navigation. The Report on Giving and the Resource Center are two of the most highly rated benefits and the most utilized by AHP members.

According to Bruce Navarro of Fabiana & Company, a government affairs/federal marketing firm based in Washington D.C., the governance issues in Washington remain unknown and unclear. There continues to be discussion on tax incentives for charitable giving and what impact the legislative process will have on the budget cuts.

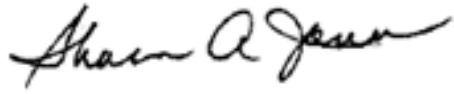
The AHP Southeast and AHP Rockies & Southwest Joint Regional Conference is soon

Co-conference Chairs Tracey Atwater, CFRE and Cindy Scott, CFRE, have done an exceptional job of planning and finalizing what is certain to be an outstanding [AHP Southeast and AHP Rockies & Southwest Joint Regional Conference](#), June 26-28, in Orlando, Fla., at the beautiful Loews Royal Pacific Resort at Universal Orlando. The event's opening reception will be held the evening of Sunday, June 26, with the education sessions commencing Monday morning. Combining the expertise and knowledge of the AHP Rockies & Southwest and AHP Southeast, AHP members—from the novice to the experience fundraiser—will be provided with a stellar educational experience.

The AHP Development Primer, chaired by Amy Dorrill, CFRE, will also be held Sunday, June 26. The AHP Advanced Course in Health Care Fundraising, offered the same day, will be taught by Bitsy Henderson, FAHP, Candy Burnett, CFRE and me. Round table sessions will be hosted by various seasoned professionals and some of the topics include grateful patients, physician engagement and capital campaigns. And, just to be sure that you maintain healthy habits, there is a fun run/walk being planned for Sunday morning, June 26. Please mark your calendars and [register to attend this very special AHP Regional Conference](#). Why not consider bringing your family, spend an extra day or two and enjoy all that the Orlando area and Disney World have to offer?

We can all agree that everyday is a new experience in the health care development world: a great reason to become more involved and stay in touch with each other and our professional association—AHP.

Best regards,

A handwritten signature in black ink that reads "Sharon A. Jones". The signature is written in a cursive style with a large, prominent 'S' and 'J'.

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