

2020 Chief Executive Officer Affinity Group Meeting

Wednesday, February 12, 2020 – 3:00 to 5:00 p.m.
The Dalmar Hotel, Fort Lauderdale, FL

3:00 – 3:20 p.m. **Welcome and Introductions**

- **Diana Gray**, President & Chief Executive Officer, Hydrocephalus Association
- **Nancy Berg**, Chief Executive Officer & Executive Director, ISPOR

3:20 – 4:00 p.m. **The Connection Between Chronic Diseases and Child Abuse**

- **Dr. Richard Krugman**, Board Chair, EndCAN
- **Lori Poland**, Founding Executive Director, EndCAN

4:00 – 4:50 p.m. **The Future of Nonprofit Recruitment**

- **Paul Gionfriddo**, President & CEO, Mental Health America, Moderator
- **Jane Howze**, Managing Director, The Alexander Group
- **Lorraine Lavet**, Senior Client Partner, Korn Ferry International
- **Stephanie Tomasso**, Consultant, Russell Reynolds Associates
- **Jena Abernathy**, Consultant, Spencer Stuart

4:50 – 5:00 p.m. **Wrap Up**

2020 Board Group Meeting

Wednesday, February 12, 2020 – 3:00 to 5:00 p.m.
The Dalmar Hotel, Fort Lauderdale, FL

3:00 – 3:20 p.m. **Welcome and Introductions**

- **Eleanor Perfetto**, Executive Vice President, Strategic Initiatives, National Health Council

3:20 – 4:50 p.m. **Storming, Norming, and Transforming: A Board Member's Role During Time of Transition**

- **Moderator: Eleanor Perfetto**, Executive Vice President, Strategic Initiatives, National Health Council
- **Andrew Brophy**, Board Treasurer, Lupus Foundation of America
- **Frank Longobardi**, Board Vice Chair, Arthritis Foundation
- **Janet McUlisky**, Board Chair, National Alliance for Caregiving

4:50 – 5:00 p.m. **Wrap Up**

2020 Health Leadership Conference NHC 100th Anniversary

Agenda

Wednesday, February 12 to Friday, February 14, 2020
The Dalmar Hotel, Fort Lauderdale, FL

Wednesday, February 12: Conference Begins

6:00 – 7:30 p.m. **Roaring Twenties Welcome and Networking Reception:
NHC 100th Anniversary and Costume Contest**

Thursday, February 13: Day One of Program

7:30 to 8:25 a.m. **Networking Breakfast (with introductions)**

8:30 a.m. **Welcome, Opening Remarks and Conference Objectives**

- **Diana Gray**, President & Chief Executive Officer, Hydrocephalus Association
- **Nancy Berg**, Chief Executive Officer & Executive Director, ISPOR

8:45 a.m. **Unstoppable: The Power of You**

- **Stuart Ellis-Myers, aka "Twitchy"**
President of Uniquely Speaking, Inc.

9:30 a.m. **Challenging the Culture of Health**

- **Marc Boutin, JD**, Chief Executive Officer, National Health Council

- 10:00 a.m. **Break**
- 10:20 a.m. **Vision 2020: Chaos or Calm?**
- **Kelly Brantley**, Practice Director, Avalere Health
- 11:00 a.m. **How Not to be Lonely at the Top**
- **Facilitator: Nancy Berg**, Chief Executive Officer & Executive Director, ISPOR
 - **Nancy Brown**, Chief Executive Officer, American Heart Association
 - **Steve Gibson**, President & Chief Executive Officer, Lupus Foundation of America
 - **Cyndi Zagieboylo**, President & CEO, National Multiple Sclerosis Society
 - **Marc Boutin**, President & CEO, National Health Council
- 12:15 p.m. **Lunch**
- 1:00 p.m. **Networks of the Future**
- Eric Peacock, CEO & Co-founder, MyHealth Teams
- 1:45 p.m. **Story Branding Your Organization into the Future**
- **Steve Taylor**, Chief Executive Officer, Sjögren's Foundation
 - **Janet Church**, Board Chair, Sjögren's Foundation
 - **Cindy Atlee**, Founder, The Storybranding Group
- 2:30 p.m. **Break**
- 2:45 p.m. **Breakout Session: Story Branding in Practice**
- **Steve Taylor**, Chief Executive Officer, Sjögren's Foundation
 - **Janet Church**, Board Chair, Sjögren's Foundation
 - **Cindy Atlee**, Founder, The Storybranding Group

- 3:30 p.m. **Social Fundraising: Boon or Bust?**
- **Moderator/ Facilitator:** Katrina Van Huss, Chief Executive Officer, Turnkey
 - Bob Gebbia, Chief Executive Officer, American Foundation for Suicide Prevention
 - Ann Palmer, Chief Executive Officer, Arthritis Foundation
- 4:15 p.m. **Running for Your Life**
- **Heidi Dohse**, Senior Program Manager, Healthcare and Life Sciences, Google Cloud
- 4:45 p.m. **Closing Remarks**
- **Diana Gray**, President & Chief Executive Officer, Hydrocephalus Association
- 4:45 – 6:00 p.m. **Informal Networking Time**

[Conference attendees are free for the evening, dinner on your own.]

Friday, February 14: Day Two of Program

- 7:00 to 8:00 a.m. Networking Breakfast
- 8:00 a.m. **Welcome and Opening Remarks**
- **Nancy Berg**, Chief Executive Officer & Executive Director, ISPOR
- 8:15 a.m. **From the Flintstones to the Jetsons:
The Future of Health**
- **Margaret Anderson**, Managing Director, Deloitte Consulting LLP

- 9:00 a.m. **Maximize your Board. Maximize your Mission.**
- **Facilitator: Diana Gray**, President & Chief Executive Officer, Hydrocephalus Association
 - **LaVarne Burton**, President & Chief Executive Officer, American Kidney Fund
 - **Jerry D. Klepner**, Board Chair, American Kidney Fund
 - **Harry Johns**, President & Chief Executive Officer, Alzheimer’s Association
 - **Dave Goltermann**, Board Chair, Alzheimer’s Association
- 10:15 a.m. **Break**
- 10:30 a.m. **To Infinity and Health**
- **Jared Weiner**, Executive Vice President & Chief Strategy Officer, The Future Hunters
- 11:15 a.m. **Cooking Politics**
- **David Wasserman**, US House Editor, The Cook Political Report
- 12:15 p.m. **Closing Remarks**
- **Nancy Berg** and **Diana Gray**, Co-Chairs, National Health Council Chief Executive Officer Affinity Group/Health Leadership Conference Task Force
- 12:30 p.m. **Conference Adjournment**

Save the Date
2021 Health Leadership Conference
February 10 – 12, 2021