

DIFFERENCE *Makers*

Heartbeat International's
CONFERENCE
advancing pregnancy help

St. Louis, Missouri
April 7-10, 2015
HeartbeatServices.org



PROUDLY
SPONSORED BY: **SAVE THE STORKS**



Conference

at a glance

TUESDAY, APRIL 7

Pre-Conference

8am: In-Depth Day registration

9am to 5pm: In-Depth Day

(see page 6)

Lunch & Keynote:

with *Bridget VanMeans*

WEDNESDAY, APRIL 8

8am: Registration & Exhibit

Hall opens

Lunch & Keynote

with *Brad Mattes*

Workshop Session A

Workshop Session B

Dinner & Keynote

with *Astrid Bennett Gutierrez, MEV*

THURSDAY, APRIL 9

Morning Keynote

with *Freda Bush, M.D., FACOG*

Workshop Session C

Lunch & Keynote

with *Chuck Donovan*

Break & Prayer Time

provided by *Missouri Prayer*

Global Ministries

FRIDAY, APRIL 10

Morning Keynote

with *Kristan Hawkins*

Workshop Session D

Lunch & Keynote

with *Jor-El Godsey*

Workshop Session E

Workshop Session F

Closing Banquet

with *Brad Stine*

Hotel Information

Hyatt Regency St. Louis at the Arch

315 Chestnut Street,

St. Louis, MO 63102

Phone: 1-314-655-1234

Room Rate

\$139/Night (Single/Double)

Reserve your room through link on
HeartbeatServices.org

2015 WORKSHOP TRACKS

Board Business

Designed for board members and primary leaders who govern and guide, Board Business will challenge both veterans and novices alike.

Gaining Perspective

Go deeper by discovering how abortion is affecting - and is affected by - the bigger picture of our world in Gaining Perspective.

Staff Stuff

Leading a staff of any size can be every bit as challenging as reaching and serving a client. Take the next step forward as a leader, or sharpen your existing abilities, with Staff Stuff.

Fundraising Dynamics

Fundraising and friend-raising are critical for ministry and mission. Fundraising Dynamics offers essential tips for engaging new donors and increasing long-term support.

Advancing Leaders

Whether you've been a pregnancy help leader for 20 years or 20 minutes, Advancing Leaders is designed to give you the tools you need to walk out the door the best leader you can be.

Marketing Ministry

Marketing is key in connecting to a community, particularly as you seek to extend your reach to the women and families in your sphere.

Sexual Integrity

Reflecting the core of Heartbeat International's Sexual Integrity™ Program, Sexual Integrity features presentations that reinforce the proper expression of the gift of sexuality.

Client Intervention

Dealing with clients is no simple task. Increase your awareness and deepen your understanding of your client's behavior, culture, and needs, with Client Intervention.

Spiritual Refreshment

The heart of our work is spiritual. That's why Spiritual Refreshment addresses the spiritual dynamics pregnancy help leaders like you face every day.

Healing Care

How does your organization minister to women and men dealing with long-term effects and guilt often associated with abortion? Sharpen your approach with Healing Care.

Medical Matters

Gain insight from medical professionals covering a wide range of topics related to your pregnancy help organization while earning nursing contact hours in Medical Matters.

Ultrasound Advancement

Make the most of your ultrasound services and gain nursing contact hours thanks to Ultrasound Advancement.

Housing Helps

Presented by pregnancy help housing experts, Housing Helps highlights the process of extending care beyond the first visit, solidifying a life decision for a lasting impact.

MEET THE KEYNOTE PRESENTERS



Bridget VanMeans
ThriVe St. Louis Pregnancy Resource Center, President

Bridget is an accomplished management professional with over 20 years' experience leading an array of high profile corporate and faith-based projects. She is known for her radical faith and bold pro-life stance.



Chuck Donovan
Charlotte Lozier Institute, President
Chuck, a member of Heartbeat's Board of Directors, has played key roles in the development of public policy, including legal protection for the unborn, public financing of abortion, compassionate alternatives to abortion. Chuck's role as President of Charlotte Lozier Insitute grew from his previous post at the Susan B. Anthony List.



Brad Mattes
Life Issues Institute, CEO
Brad is a veteran of the pro-life cause, with over 38 years' educational, political, and humanitarian experience. Currently, he serves in many ways to protect innocent human life, including counseling men, acting as a media spokesperson, and speaking at pro-life banquets and educational events.



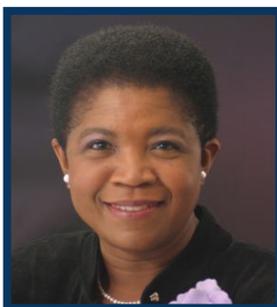
Kristan Hawkins
Students for Life of America, President
Since launching SFLA's full-time operation in 2006, Kristan has helped more than tripled the number of campus pro-life groups in the United States, from 181 to almost 800 in 49 states, and grown the SFLA National Conference from 450 in 2007 to 2,000 in 2012.



Astrid Bennett Gutierrez, MEV
Los Angeles Pregnancy Services, Executive Director
In addition to her work as an Executive Director, Astrid is also President of Hispanics for Life and Human Rights, an organization that assists the Archdiocese of Los Angeles to form Hispanic Respect Life groups in local parishes.



Jor-El Godsey
Heartbeat International, Vice President
Jor-El jumped into the pro-life arena in 1988, volunteering with a Florida pregnancy help center in its start-up stage. After serving in many different roles there and as Executive Director at a center in Colorado, he relocated to Columbus, Ohio to join Heartbeat International in 2006.



Freda Bush, M.D., FACOG
Medical Institute for Sexual Health, CEO/President
Dr. Bush serves as Medical Director to the Center for Pregnancy Choices, Metro Jackson, and the Women's Resource Center of Jackson. To help women "raise a standard," she teaches and encourages a lifestyle of abstinence until marriage, and fidelity within marriage.



Brad Stine
Christian Comedian
Brad Stine is the most media covered Christian comedian in the country. He tours nationally on a regular basis performing in clubs, churches, and fundraisers for pregnancy help organizations, ministries and conservative causes and candidates.

THE ST. LOUIS ARCH *"Monument to the Dream"*

St. Louis' Gateway Arch was built in 1963 as a monument to Thomas Jefferson and all those pioneers for whom St. Louis was the Gateway to the West. Honoring Jefferson's role in the Louisiana Purchase that made Westward Expansion possible, the Arch is 630 feet, 63 stories, 192 meters, or 7,560 inches tall.

It takes approximately 45 minutes to complete a trip to the top of the Arch and back down. Be sure to visit this magnificent monument during your visit to St. Louis. Or, just look out your hotel room!



Special Worship with **Lauren Roman**

Actress/Recording Artist
Lauren Roman's passion for pro-life ministry is rooted in a powerful personal testimony. Lauren became a successful actress at just 19, best known for her role as Laura Kirk English on the ABC soap "All My Children". Today, she is a fervent advocate for PRC ministries, speaking nationwide to garner support for their work. As an accomplished singer and worship leader, Lauren also uses music to reach people's hearts in a profound way.

CONFERENCE WORKSHOPS

Workshops subject to change.
Check HeartbeatServices.org
for most current information.

Session	Board Business	Gaining Perspectives	Staff Stuff	Fundraising Dynamics	Advancing Leaders	Marketing Ministry
A Wednesday April 8 2-3:15	Dysfunctional Boards <i>Peggy Hartshorn, Ph.D.</i>	Exploring Abortion's Role in Intimate Partner Violence <i>Martha Shuping, MD</i>	Building the Best YOU <i>Lori DeVillez</i>	The Power of Story: What Makes You Different? <i>Mike Williams & Gordon Douglas</i>	The Cardiac Test for Biblical Leadership <i>Tom Lothamer</i>	Secrets of Persuasive Presentations <i>Bruce Smith</i>
B Wednesday April 8 3:45-5	7 Truths Your Board Needs to Know <i>Mike Williams</i>	Making Friends with Pro-Choice "Enemies" <i>Samuel Lee</i>	The 3 C's: What Your Staff Needs to Know <i>Ellen Foell, J.D.</i>	Beyond Survival: Generating Sustainable Gifts <i>Jim Kebe, MPS</i>	Stuck in the Season Between Dreams <i>Pat Layton</i>	Making a Difference with Generation Z <i>Dawn Marie Perez, LAS</i>
C Thursday April 9 10:30-11:45	Are You Ready? Protecting Against Legal Attacks <i>Jeff Mateer, J.D.</i>	Surveying the Legal Landscape <i>Anne O'Conner, J.D. & Thomas Glessner, J.D.</i>	Personal and Organizational Accountability <i>Tony Gruber, CPA</i>	Behind the Scenes of a Blow-out Banquet <i>Kirk Walden</i>	Fixing the 3 Biggest Leadership Mistakes <i>Betty McDowell, LSW, LAS</i>	Making Friends with Online Marketing <i>Jeffrey Paulette</i>
D Friday April 10 10:30-11:45	Measuring the Value of Your Free Services <i>Connie Ambrecht, RDMS, CMB</i>	What a Difference a Mobile Unit Makes! <i>Adam Barton</i>	Developing a Dynamic Team <i>Jenny Langness</i>	Fundraising in the Hispanic Community <i>Astrid Bennett Gutierrez, MEV</i>	Visioneering: The Power to Inspire, Increase, and Fuel <i>Mark Vermillion, M.A. & Joe Baker</i>	Transforming Churches for Life <i>Mike Brady, M.A.</i>
E Friday April 10 2-3:15	Converting Demographic Data into Strategy <i>Dennis Fromhozer, Ph.D.</i>	4 Ways a Coalition Impacts Your Center <i>Sommer Hansen</i>	Everyday Lifesaving Superheroes! <i>Dan Kulp</i>	Crafting the Message Your Donor Wants to Hear <i>Tammy Kocher</i>	Followership 101 <i>Julie Moore, LAS</i>	Search Engine Marketing 101 <i>Christy Poloni & Bri Laycock, LAS</i>
F Friday April 10 3:45-5	Setting a Mark for Success <i>Lori DeVillez</i>	Discussing Abortion and Race in Polite Company <i>Pat Upchurch & Connie Eller</i>	Setting Up Your Organization for Success <i>Nile Abele</i>	Extending the Invitation to Give <i>Debbie Nieport, LAS</i>	Taking Care of YOU <i>Barb Gosa</i>	Google Basics <i>Bri Laycock, LAS</i>

ST. LOUIS, MISSOURI

Sexual Integrity	Client Interventions	Spiritual Refreshment	Healing Care	Medical Matters	Ultrasound Advancement	Housing Helps
Promoting Chastity in the Latino Community <i>Fr. Augustino Torres, CFR</i>	Essentials for Breaking the Poverty Cycle <i>Joneen Mackenzie, RN, BSN, CPS, SRAS</i>	Who, Me, Lord?: Overcoming Reluctant Leadership <i>Cindy Hopkins</i>	Invitation to Healing: A New Model for Millennials <i>Michaelene Fredenburg</i>	Recognizing the Effects of Emotional and Sexual Trauma <i>Helen Risse, RN, MSN</i>	Is this Pregnancy Viable? <i>Shari Richard, RT, RDMS</i>	3 Key Ingredients to Make a Home <i>Anne Pierson</i>
Embracing the Amazing Cycle of Fertility <i>Emily Sederstrand</i>	Project Blueprint: A Model for Engaging Men <i>Clarke Clayton</i>	Answering the Call of the Incarnation <i>Thomas Frei, M.A.</i>	Healing the Shockwaves of Abortion <i>Fr. Frank Pavone & Janet Morana, M.A., Ph.D.</i>	“It’s Just Us, Right?” Understanding the STI Epidemic <i>Mischa Long, RN, BSN</i>	Flipping Uterus... With a Twist <i>Roxanne Ertel, CNMT, RDMS</i>	Intervening in the Midst of Trauma <i>Belinda James, MOFDC, MSW</i>
Envisioning Her for a Lasting Marriage <i>Catherine Wood, LAS, SRA</i>	How Adoption Practices Have Changed <i>Kristin Meyer, LMSW</i>	Love Your Life: Turning Obstacles into Opportunities <i>Derrick & Julie Tennant</i>	Sharing the Gospel with a Post-Abortive Woman <i>Mary Gibson & Julie Parton, Ph.D.</i>	Reducing the Risk of HIV, STI, and Unintended Pregnancy <i>Freda Bush, MD, FACOG</i>	Ultrasound Scanning: Achieving a High Standard <i>Dotsy Davis, BSRT, RDMS, RVT</i>	Adoption: A Choice Everyone Can Live With <i>Grace Dulaney</i>
Building Skills for Life and Love <i>Joneen Mackenzie, RN, BSN, CPS, SRAS</i>	Removing the Masks of Relationships <i>Catherine Wood, LAS, SRA</i>	Filled Up to Pour Out <i>Anne Pierson</i>	Unclaimed Baggage: Getting Off the Carousel of the Unresolved Past <i>Fern Buzinski & Stefanie Libertore</i>	Abortion Pill Reversal and Your Clinic <i>Debbie Bradel, RN, BSN, PHN</i>	Routine, Advanced, and Abnormal Scans <i>Jim Scheffler, RDMS</i>	Creating Culture and Building Traditions <i>Mary Peterson</i>
Millennial Madness <i>Jeffrey Dean</i>	The Power of Possibility <i>Kristin Wermus</i>	Defined by the Heart of God <i>Debra Neybert, MA, LAS</i>	What to Say When She’s Had an Abortion <i>Kim Olsen, LAS</i>	Medical Ethics in Your Center <i>James Harden, M.Div</i>	Image Optimization: Getting the Perfect Picture <i>Kim Hardy, MA, RT(R), RDMS</i>	Healing Relationships After Abortion <i>Theresa Bonopartis</i>
Resisting the Rhetoric of “Abstinence Intimidation” <i>Valerie Huber & Mary Anne Mosack</i>	Human Trafficking and Predatory Relationships <i>Cindy Collins, CCBT</i>	Crazy Expectations: Increasing Your Faith <i>Daphne Dahlem, LAS</i>	Creating a Safe Place for the Latino Client <i>Evangely Aliangan Ward</i>	Recruiting Great Medical Professionals <i>Audrey Stout, RN, RDMS</i>	The Impact of Professional Organizations on Imaging <i>Connie Ambrecht, RDMS, CMB</i>	Helping her Make a Lasting Change <i>Callie Neff</i>



PRE-CONFERENCE IN-DEPTH DAY

Tuesday, April 7 | 9 a.m. to 5 p.m.

Spiritual Refreshment

Anita Keagy, JoyShop Ministries

Preparing our hearts for pro-life work presents particular challenges for each of us, but those challenges are best met by continuing to seek God first. Anita will lead a day of understanding what our hearts seek and challenging us to always seek God first.

Making the Case for Life

Mike Spencer, Life Training Institute

Do you ever find yourself struggling for the words to defend your pro-life stance? Mike will equip you to respond to popular “pro-choice” arguments and to expose the logical fallacies of abortion-choice rhetoric without the need for vitriol and angry dialogue.

Cultivating Relationships with Major Donors

Howard & Jill Taylor, Rediger Taylor Group, LLC

Regardless of the size of your center’s budget, there are steps that you can take to help you secure major contributions for operations, programs and capital needs. This seminar will focus on how to identify, research, cultivate, and invite major contributors to invest in your life-saving endeavors.

Creating a Life-Affirming Home

Mary Peterson, Heartbeat International

Housing ministries at any stage of development will enjoy this day themed around “Basic Principles that Foster Innovation.” Content will include organizational life cycles, leadership styles, and fundraising for housing programs, plus a panel discussion that will spark your imagination!

Media Relations Training and Consulting

Bruce Smith, Alliance Defending Freedom

Media relations is truly relationship-based. In Media Relations, prepare and equip yourself to establish and maintain productive relationships with a variety of media contacts, as well as successfully manage interviews to persuade and motivate the court of public opinion.

Volunteer Training: The LOVE Approach

Betty McDowell, LSW LAS, Heartbeat International

This interactive training is for new volunteers, trainers of new volunteers, and will be a refresher for experienced client services staff. This training in effective and compassionate outreach is used by pregnancy help organizations all over the world. Those in attendance will receive *The LOVE Approach™ Training Manual*.

*Making a Difference with STI Services

Karolyn Schrage, RN BSN, Life Choices Medical Clinics

This course gives a proactive medical response to equip and empower health care providers in defining and refining strategies for positive healthy outcomes among individuals facing a sexual health crisis. Come learn how to establish a care-connection so you can move to the top of the list as the clinic of first choice.

Sexual Integrity Training

Helen Risse, RN BSN, Our Lady’s Inn

Whether your clients are teens or adults, married or single, this training equips you to grow a Sexual Integrity Program customized to your community. Through *Sexual Integrity Program Essentials*, your center can empower a client to make positive choices for her future. Those in attendance will receive *Sexual Integrity™ Program Essentials*.

H.E.A.R.T. & Healing from Abortion

Debra Neybert, MA LAS, Heartbeat International

H.E.A.R.T. (Healing the Effects of Abortion Related Trauma), in-depth day will help you implement the H.E.A.R.T. Program in your pregnancy help organization. The material will cover God’s provision for healing, effective leadership, the group process, spiritual opposition, post-abortion stress, and tasks of healing for both men and women seeking recovery. Those in attendance will receive *H.E.A.R.T. Training Manual*.

Legal Essentials

Ellen Foell, J.D., Heartbeat International

Many of the topics discussed at this in-depth day are applicable for any non-profit organization, including pregnancy help centers, maternity homes, post-abortion programs, adoption services, and other pro-life ministries. Legal Essentials will highlight parameters for successful legal compliance, real-life examples to help you protect your ministry, and criteria to evaluate when to seek legal help.

*Ultrasound: Strengthening Foundations

James Scheffler, RDMS, Innovative Imaging Technology

Participants in this interactive in-depth day will get a review of basic didactics, routine imaging, and model scanning on four machines. Basic and advanced scanning techniques as well as general ultrasound principles will be covered.

For Men Only - Men’s Round Table

Sol Pitchon, New Life Solutions

Facilitated by ministry veterans, Sol Pitchon and Jor-El Godsey, this gathering will explore strategic, tactical, and practical opportunities and challenges facing the men in a so-called “women’s issue.” For any man actively serving in a leadership, support, paid staff, or volunteer role.

*Provider approved by the California Board of Registered Nursing, Provider Number 16061 for 6 contact hours for each In-Depth Day

Continuing Education Information

The following Continuing Education Units (CEU's), Contact Hours, and Designation Certificates are offered again this year.

For Nurses

The Medical Matters and Ultrasound Advancement workshops, and Making a Difference with STI Services and Ultrasound: Strengthening Foundations In-Depth Days have been approved for nursing continuing education contact hours by Heartbeat International. Provider approved by the California Board of Registered Nursing, Provider Number 16061 for 1.25 contact hours for each workshop and 6 contact hours for each In-Depth Day.

Life-Affirming Specialist (LAS)

LAS application and renewal is offered by Heartbeat International. In-Depth Day and Conference Workshops have been approved for LAS continuing education hours.

Cancellation Policy

All refund requests must be made in writing. Full refunds may be issued until 12:00 AM EST (midnight) March 3, 2015. A 50% refund is available from 12:01 AM EST March 3, 2015 to March 17, 2015. Method of payment may require additional transaction fees.



2015 CONFERENCE REGISTRATION

The 2015 Heartbeat International Conference will be recorded and photographs will be taken for publicity and promotional purposes. Your registration constitutes your consent to being recorded and/or photographed.

Please fill out one registration form per person. Copy registration as needed.

**Register online at HeartbeatServices.org

Conference Bundle - Tuesday-Friday, April 7-10

Includes In-Depth Day (please select from the choices below) + Conference Registration.

- \$459 - Early Bird Registration received by March 3, 2015
- \$569 - Regular Registration received after March 3, 2015 and before March 17, 2015
- \$679 - Late Registration received after March 18, 2015

Pre-conference opportunities - Tuesday, April 7 (See Page 6 for more details.)

- In-Depth Day Registration** (On-site registration starts at 8:00 a.m.)

Registration includes sessions, materials, and lunch. Prices listed below are the registration costs per person. Choose only one session.

Early Bird: \$140

Regular Price: \$150

Late Registration: \$160

- | | |
|--|---|
| <input type="checkbox"/> Spiritual Refreshment | <input type="checkbox"/> Volunteer Training: The LOVE Approach |
| <input type="checkbox"/> Making the Case for Life | <input type="checkbox"/> Making a Difference with STI Services* |
| <input type="checkbox"/> Cultivating Relationships with Major Donors | <input type="checkbox"/> Sexual Integrity Training |
| <input type="checkbox"/> Creating a Life-Affirming Home | <input type="checkbox"/> H.E.A.R.T. & Healing from Abortion |
| <input type="checkbox"/> Ultrasound: Strengthening Foundations* | <input type="checkbox"/> Legal Essentials |
| <input type="checkbox"/> Media Relations Training and Consulting | <input type="checkbox"/> For Men Only - Men's Round Table |

Registration for Conference - Wednesday-Friday, April 8-10

Includes all general sessions, workshops, and conference meals (Lunches Wednesday-Friday & Dinners Wednesday and Friday). Prices listed below are the registration costs per person.

- \$359 - Early Bird Registration received by March 3, 2015
- \$459 - Registration received after March 3, 2015 and before March 17, 2015
- \$549 - Late Registration received after March 18, 2015

Total amount due \$ _____

Full Name (for Name Tag): _____

Role at Organization: _____

Organization's Name: _____

Organization's Phone Number: _____

Organization's Mailing Address: _____

City/State/Zip: _____

Country: _____

Email: _____

Payment Information

CREDIT CARD - Register online at HeartbeatServices.org

CHECKS - Mail registration with payment to Heartbeat International, 5000 Arlington Centre Blvd., Suite 2277, Columbus, OH 43220

Make checks payable to Heartbeat International

Registration must be post-marked on or before March 3 to receive Early Bird pricing and between March 3 and March 17 to receive Regular Pricing. Registration forms post-marked after March 18 will be considered Late Registration.

*Provider approved by the California Board of Registered Nursing, Provider Number 16061 for 6 contact hours for each In-Depth Day.

2015

Heartbeat International
44th Annual Conference
St. Louis, Missouri
April 7-10, 2015



5000 Arlington Centre Blvd., Suite 2277
Columbus, OH 43220

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Join us!

Heartbeat International offers the most dynamic training to equip ministers and empower ministries worldwide in the pregnancy help community through:

- Inspirational keynote speakers
- 70+ informational workshops in 13 tracks
- 12 Pre-conference opportunities
- *And much more!*



DIFFERENCE
Makers
#HeartCon15

Heartbeat International's
CONFERENCE
advancing pregnancy help

St. Louis, Missouri
April 7-10, 2015
HeartbeatServices.org

Who should attend the 2015 Heartbeat International Annual Conference?

Heartbeat's Annual Conference is designed for ministry leaders, staff, board members, and volunteers of life-affirming pregnancy help centers, medical clinics, maternity homes, and non-profit adoption agencies, as well as professionals in the areas of medicine, counseling, social work, and education.



“ *I was blessed beyond measure at Heartbeat's Conference, and was fed amazing knowledge I'm already putting into practice.* ”

WHEN: April 7-10, 2015
WHERE: Hyatt Regency St. Louis at the Arch
315 Chestnut Street, St. Louis, MO 63102
Phone: 1-314-655-1234
CONTACT: Conference@HeartbeatInternational.org

Save time and money!

Register online at HeartbeatServices.org and receive your Early Bird discount today!