

A Generation Making
a World of Difference



May 17-20, 2011
Columbus, Ohio

40th Annual Pregnancy Help Ministry
CONFERENCE

Keynote Speakers



Pat Layton

Pat is an author, speaker, as well as founder and president of "Life Impact Network." This has grown into one of the nations largest crisis pregnancy centers, an adoption agency, an abstinence education program, and an international post abortion recovery program.



Bishop Joseph Garlington

Bishop Joseph L. Garlington, Sr., PhD is the Senior Pastor of Covenant Church of Pittsburgh, a multiracial and cross-cultural community of more than three thousand members, which he founded with his wife, Barbara in 1971.



Teresa Tomeo

Teresa is a veteran broadcast journalist, has more than 20 years of experience as a radio and TV news reporter and anchor woman. Teresa Tomeo is an author, syndicated Catholic talk show host, professional speaker, and media consultant.



Dr. Alveda King

Dr. Alveda C. King founded King for America, Inc. "to assist people in enriching their lives spiritually, personally, mentally and economically." She is the daughter of the late slain civil rights activist Rev. A. D. King and his wife Naomi Barber King.



Pastor Rod Parsley

Pastor Parsley fulfills many roles within America's Christian community. He is an evangelist; a best-selling author of more than 50 books and study guides; a popular television host; and a statesman who interprets the culture of Christianity and articulates the concerns of Christianity to the culture.



Fr. Frank Pavone

Fr. Pavone is the National Director of Priests for Life. A Catholic priest, he travels throughout the country, to an average of four states every week, preaching and teaching against abortion.



Peggy Hartshorn

Margaret H. (Peggy) Hartshorn, Ph.D., has served as President of Heartbeat since 1993. Under her leadership, Heartbeat has grown from 250 members to become the most expansive network of Christ-centered, life-affirming, pregnancy help ministries in the world, with over 1,100 affiliated pregnancy help ministries.



(Friday Banquet)

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Center Defense

The pregnancy help movement is facing new and intensified attacks from elected officials and college students employing hidden cameras alike. This is the first conference track of its kind to specifically address these varied opposition attacks.

Strategic Leadership

"Leadership is influence," says John Maxwell. All directors, board members, staff, and volunteer leaders are invited to delve into specifics from this broad and important topic.

Fundraising Dynamics

Fundraising and friendraising are critical for ministry and mission. With timely techniques for both novices and veterans, this Track is open to anyone working in or with development programs.

Medical Matters

Led by medical professionals, this Track will cover a wide range of relevant topics and is specifically for the medical and health-care professionals serving pregnancy centers.

Client Services

This Track is especially for those who serve clients – client services directors, volunteer coordinators, trainers, advocates, etc. Helping clients to make an informed decision means being well-equipped to understand, engage and encourage.

Spiritual Refreshment

If the hustle and bustle of ministry has you running on empty, or you are simply looking for ways to strengthen your service and those who serve with you, these workshops are for you.

Client Impact

We all want the best for our clients. Our Client Impact Track is for those who lead and/or work directly with clients.

Extended Care

Intervening in the midst of a crisis provides many avenues for positive life-affirming outreach. This Track explores extending care beyond that first visit to solidify a life decision and deepen impact.

Abortion Recovery

Heartbeat brings you a spectrum of seasoned servants to integrate, expand, and enhance your healing services.

Board Business

The foundation for any strong mission effort involves a strong and capable board. For board members and primary leaders who govern and guide, these workshops will challenge veterans and novices alike.

Innovative Ideas

Innovation is critical for the pregnancy help movement to effectively adapt and transform to fulfill the mission. This Track features entrepreneurial ideas, dynamic services and cutting-edge outreach opportunities.

Sexual Integrity

Learn to implement effective techniques and tools to help clients embrace the greater plan and vision for their sexuality. This Track is for centers that have or plan to adopt the Sexual Integrity™ Program.

At a Glance

TUESDAY, MAY 17:

Pre-Conference Opportunities

- In-Depth Day
- Executive Roundtable

WEDNESDAY, MAY 18:

Conference Registration and Exhibit Hall Open (8:00 a.m.)
 Lunch & Keynote - Bishop Joseph Garlington
 Workshop Session A
 Workshop Session B
 Dinner & Keynote - Teresa Tomeo

THURSDAY, MAY 19:

General Session & Keynote - Dr. Alveda King
 Workshop Session C
 Lunch & Keynote - Pastor Rod Parsley
 Break and Personal Prayer Time

FRIDAY, MAY 20:

General Session & Keynote - Fr. Frank Pavone
 Workshop Session D
 Lunch & Keynote - Peggy Hartshorn, PhD
 Workshop Session E
 Workshop Session F
 40th Anniversary Banquet &
 Special Concert from Tony Melendez

Bonus Event!

SATURDAY, MAY 21:

Silver Ring Thing Community Event
(open to churches and youth groups)

Something for everyone...



Conference Workshops

	Center Defense	Strategic Leadership	Fundraising Dynamics	Medical Matters	Spiritual Refreshment	Client Impact
Session 1 May 18 2:00-3:15 <i>Virginia Cline</i>	Knowing Your Opposition <i>Virginia Cline</i>	Shepherding a Multi-Faceted Organization <i>Wayne Morgret</i>	The Monthly Partner Program <i>John Frank, CFRE</i>	STI Testing for your Clinic: Preparing Your Staff and Facility <i>Karolyn Schrage, RN</i>	"He Came Back For Me" <i>Andrea Krazeise</i>	Help Prevent Forced Abortions <i>Allan Parker</i>
Session 2 May 18 3:45-5:00 <i>Patricia Lindley</i>	Building Bridges Instead of Walls <i>Patricia Lindley</i>	Cross Cultural Awareness <i>Gail Dudley</i>	Fundraising Made Easy <i>Leslee Unruh</i>	Changing Views on Sexuality through NAPRO <i>Michael Parker, MD</i>	Believing God is "For" Us <i>Carol Cygan, LAS</i>	Ministering to Your Muslim Client <i>Kay Gardner</i>
Session 3 May 19 10:00-11:15 <i>Panel Discussion</i>	Law and Order: PRCs (Q&A) <i>Panel Discussion</i>	Confronting the Poverty Mentality <i>Sylvia Johnson</i>	Social Media that Attracts Donors <i>Christine Dattilo</i>	Abortifacient Drugs, Devices, and Impact on PHCs and Clients <i>Bogomir Kuhar, MD</i>	Hangin' in There for the Long Haul <i>Kim Padan</i>	Warning! 10 Things that Turn Clients Away <i>Earlene Jones</i>
Session 4 May 20 10:00-11:15 <i>Delbert Hahn, MD</i>	The Hidden Truth Connecting Breast Cancer, Contraception, and Abortion <i>Delbert Hahn, MD</i>	Integrated Leadership - Catch the Vision <i>Chandra White-Cummings</i>	Funding Your Vision <i>Beth Diemert</i>	Medical Staffing on a Shoestring <i>Beverly Supak, RN</i>	Passing the Torch: Seeing the Change <i>Barbara Thomas</i>	Cultural Competency for Service Providers <i>Cora Munoz, RN</i>
Session 5 May 20 2:00-3:15 <i>Panel Discussion</i>	Better Together - Coalition Building <i>Panel Discussion</i>	Tapestry for life: Why weaving a professional network is essential <i>Karen Boots</i>	E-mail Marketing To Your Donors <i>Jeremy Lefevre</i>	Sonography Images... Doing your Best! <i>Connie Ambrecht, RDMS</i>	More Mary, Less Martha: Achieving Christ-Centered Balance <i>Lauren Roman</i>	Engaging the Expectant Father <i>Tracy Robinson</i>
Session 6 May 20 3:45-5:00 <i>Chuck Donovan</i>	PRCs, Politics, & Policy <i>Chuck Donovan</i>	Multi-Cultural Communications <i>Claudio Carlos Pasian, PhD</i>	Major Donors - It's not Rocket Science, it's Relationships <i>John Frank, CFRE</i>	What Every Medical Director Needs Their Nurses to Know <i>Alan Murnane, MD</i>	Keeping Sane, Encouraging Your Team, & Withstanding Attacks <i>Fr. Frank Pavone</i>	Answering the Hard Questions <i>Option Line</i>



Client Services	Extended Care	Abortion Recovery	Sexual Integrity	Board Business	Innovative Ideas
Ministering to Urban Clients <i>Pat Upchurch</i>	Women, Housing, and Pregnancy Care <i>Beth Ward</i>	Reaching the Unreachable <i>Michaelene Fredenburg</i>	Overcoming Your Past: How to Share Sexual Integrity <i>Katy Flood, LAS</i>	Optimizing the Most Important Relationship <i>Julie Parton, PhD</i>	Lessons Learned from Pioneering the Linear Services Model <i>James Harden, MDIV</i>
How to be a Family Champion <i>Stuart Carver</i>	Breaking the Cycle: Understanding Generational Teen Pregnancy <i>Traci Newell</i>	Exploring Rituals in Recovery <i>Millie Lace, LPC</i>	Revolutionizing Your Ministry with Sexual Integrity <i>Tsion Michael</i>	Going for a "God-sized" Vision <i>John Cissel</i>	Reorganizing for Urban Impact <i>Amy Scheuring & Judge Cheryl Lynn Allen</i>
Understanding Trauma and Its Impact on Your Clients <i>Trudy Johnson, MA, LMFT</i>	12 Steps to Transform the Exploited Soul <i>Marlene Carson</i>	What About Men? Helping Post-Abortive Fathers Find Healing <i>Mark Bradley Morrow</i>	What's Race Got to Do With It? Moving from Messaging to Ministry <i>Chandra White-Cummings</i>	What is Policy Governance? <i>Panel Discussion</i>	Strengthen Your Search Engine Results <i>Jacob Barr</i>
Establishing Men's Ministry - The "FIT" principle <i>David Whitaker, MMCC, PhD</i>	Present Adoption Effectively as an Alternative <i>Carmem Carmo</i>	New Life Now, Ten Steps to Finding Faith after Abortion <i>Kimberly Ketola</i>	Coffee House Outreach - Keys for College Impact <i>LouAnn Martucci</i>	Building Your Team - Crucial Ingredients for Success! <i>Nile Abele</i>	Creating a Dynamic Promotional Video <i>Henry Jernigan</i>
Good First Impressions - Handling the Hotline <i>Brad Imler, PhD</i>	Bridging Clients Toward Parenting <i>Linda McGregor</i>	Identifying Post-Abortion Stress Symptoms (both Visible & Invisible) <i>Pat Upchurch</i>	Her Body is a Wonderland <i>Emily Sederstrand</i>	Lasting Impact Through Strategic Alliances <i>Dyxie Lincoln</i>	How Online Counselling is Expanding Our Reach <i>Christina Marie Braüner Nielsen</i>
Reaching Your College Campus <i>Jenny Langness</i>	Trends in Adoption <i>Kris Faasse</i>	Extending After-Abortion Healing to Relationships <i>Julie And Jeff Weber</i>	Marriage: Putting the World Back Together <i>Shawn Harper</i>	Pruning to Grow <i>Mary McCarthy</i>	How to Provide and Get Reimbursed for Medical Services <i>Donna Phelps, CMM</i>

Detailed descriptions of workshops are available at our website, HeartbeatServices.org

* Speakers and topics are subject to change. All changes will be posted on our website (until conference week).
 ** Presenters pictured represent some of the workshops at the Heartbeat Annual Conference.

Pre-registration is required. Meals and materials are included in the registration cost. See page 7 for registration details.

In-Depth Day Trainings - May 17

Media Training and Consulting

Teresa Tomeo

Myths and misinformation abound in media coverage of pro-life issues. The blatant media bias makes for a hostile environment for pro-life messages. The bias also adds to the over all desensitization as it relates to the dignity of the human person. Yet it's crucial for pro-lifers to realize that we ignore the media at our own peril.

Through her media training and consulting sessions, media expert and veteran newswoman Teresa Tomeo, offers strategies on how to respond to the media madness and how to learn how to promote the pro-life message through both secular and Christian media outlets.

Volunteer Training: The LOVE Approach

Debra Neybert & Susan Dammann, Heartbeat International

Heartbeat brings to life what volunteers need to know when they begin helping in a life-affirming organization. Simple to present and powerful in practice, this training in effective and compassionate outreach will equip new volunteers and trainers of new volunteers. Those in attendance will receive the newly revised *LOVE Approach Training Manual*.

Sexual Integrity Program Implementation

Katy Flood, Heartbeat SIP Specialist

Is your center equipped to help your clients make healthy life changes? Heartbeat's internationally-acclaimed Sexual Integrity™ Program can envision your ministry with tools, techniques, and teaching that present the true value of God's gifts. Learn about healing the trauma of sexual abuse and the Biblical foundation for God's plan for our sexuality.

Executive Roundtable

The Executive Roundtable (ERT) is a forum specifically for large-budget ministry executives. A mixture of high-level leadership training, informative topics and movement issues creates a unique opportunity for leaders currently running our largest centers/clinics. ERT offers executives opportunities to exchange ideas and network with peers. (Registration is reserved for CEO/EDs leading ministries with budgets greater than \$350K. Some advance preparation will be required.)

A Day with Anne Pierson

Anne Pierson, Loving & Caring

Back by popular demand! The beloved Anne Pierson, of *Loving & Caring*, will provide a day of spiritual reflection, refreshment, and renewal. Session topics are: "Hearing God's Will and Direction," "Living In His Presence vs. Living on the Treadmill," "Victorious Growth for Ourselves and Those Who Serve with Us," and "Moving Into New Life—Helping Our Clients Break Free and LIVE!"

Abortion Recovery Outreach

Pat Layton, Author of Surrendering the Secret

Learn to start, enhance, or re-start an abortion-recovery outreach program. Learn the six common healing steps and time-tested how to's for managing and maximizing ministry to those seeking healing from a past abortion. This training will help the novice and the veteran in their healing ministry.

Advancing Adoption

Kris Faasse, LMSW, ACSW, Bethany Christian Services

Why is adoption an option worth considering and what do you need to know about it? And, if it's a good choice, why is it so hard? Learn what adoption looks like today and how best to help that pregnant young woman make the best choice for her future and for the future of her baby.

Developing a Dynamic Medical Clinic to Reach Abortion-Minded Women*

National Institute of Family & Life Advocates (NIFLA)

* \$125 registration includes lunch, materials and CEUs for nurses.

The National Institute of Family and Life Advocates (NIFLA) will teach about great practices within a pregnancy resource medical clinic. Legal and medical guidelines will be discussed as well as the use of proper medical policies and procedures. Instructors are Thomas A. Glessner, Esq. and president of NIFLA; Anne O'Connor, Esq. and General Counsel of NIFLA; and Audrey Stout, RN and National Nurse Manager Consultant for NIFLA.

Conference

Registration

Pre-Conference Opportunities:
 Registration begins Tuesday, May 17 at 8:00 a.m. (Pre-registration required.)

Conference: Registration begins Wednesday, May 18 at 8:00 a.m. Exhibits will open at that time. The official Conference begins at 11:30 a.m. with a Welcome Lunch and Keynote Address.

Cancellation Policy

Full refunds may be issued until 12:00 a.m. EST (midnight) April 27, 2011. A 50% refund is available from 12:00 a.m. EST April 27–May 11, 2011. No refunds will be issued past 12:00 a.m. EST May 12, 2011.

Hotel Information

Room rates start at just \$149⁰⁰/night plus tax for Heartbeat Annual Conference attendees who book their rooms before April 25, 2011 at the Hyatt Regency Columbus, 350 North High Street, Columbus, Ohio, USA 43215. Call 614-463-1234 to reserve a room or go to HeartbeatServices.org for more information.

Transportation

Arch Transportation is the recommended shuttle from the Columbus International Airport. \$15.00 per person each way. Individual pick-up times can be scheduled by calling them directly, reservations recommended. 614-252-2277. See HeartbeatServices.org for more information.

Parking

Hotel Valet - \$23.00 for overnight guests
 Includes complimentary In/Out Privileges Clearance 6'3"

Off-site parking at Chestnut Street Garage - 1 block south of hotel \$12 overnight self parking Option to charge parking to room.

Information



2011 Conference Registration

The 2011 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.

Full Name (for Name Tag): _____
 Role at Organization: _____
 Organization's Name: _____
 Organization's Phone Number: _____
 Organization's Mailing Address: _____
 City/State/Zip: _____
 Country: _____
 Email: _____

Registration for Conference

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

- \$299 - **Early Bird Registration** received by April 13, 2011
- \$389 - Registration received after April 13, 2011 and before April 27, 2011
- \$479 - Late Registration received after April 27, 2011
- \$ 85 - 40th Anniversary Dinner **ONLY**
- I am interested in CEUs/Contact Hours and/or the Life Affirming Specialist designation credits. (E-mail address required.)

Pre-Conference Opportunities

Registration includes sessions, materials, and lunch. Prices listed below are the registration costs per person. **Choose only one.** See Page 6 for more details.

In-Depth Day Training - May 17, 2011

- \$95 - Registration received by April 13, 2011
 - Volunteer Training: *LOVE Approach*
 - Sexual Integrity Implementation
 - Abortion Recovery Outreach
 - Media training and Consulting
 - Advancing Adoption
 - A Day with Anne Pierson
- \$125 - Registration received by April 13, 2011
 - Developing a Dynamic Medical Clinic to Reach Abortion-Minded Women (includes CEUs for nurses)
- Add \$20 - Registrations received after April 13, 2011

Executive Roundtable - May 17, 2011

- \$95 - Registration received by April 13, 2011
- Add \$20 - Registrations received after April 13, 2011

Total Amount Due \$ _____
(Pre-Conference Opportunity + Registration)

Payment Information

CREDIT CARD - Register online at HeartbeatServices.org or fax to (614) 885-8746

CHECKS - Mail Registration with payment to Heartbeat International, 665 E. Dublin-Granville Road, Suite 440, Columbus, OH 43229-3245

- Check enclosed (Make checks payable to Heartbeat International.)
- Credit Card type: Visa MasterCard AmEx Discover

Name as it appears on the card: _____

Card Number: _____ Expiration Date: _____

Address (if different than registration form): _____

Continuing Education Units & Contact Hour Information
Continuing Education Units (CEU's) and Designation Certificates are offered again this year.

For Nurses
The Medical Matters Track workshops have been submitted to the Ohio Nurses Association for approval toward contact hours. The Ohio Nurses Association (OBN-001-91) is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

There is no commercial support or sponsorship for this event. Criteria for successful completion include attendance at the entire event and submission of a completed evaluation form. Partial credit can be awarded.

For Social Workers & Marriage & Family Therapists
CEUs are offered for a fee through our cosponsor, Seminars 2000. This conference is preapproved and/or meets the requirements of most states.

Life-Affirming Specialist (LAS)
LAS application and renewal is offered through Heartbeat International, an approved provider (# 01-0710). This conference is preapproved by the International Institute of Education Standards (IIES).



2011 Heartbeat International
40th Anniversary Conference
Columbus, Ohio
May 17-20, 2011



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*Equipping Ministers
Empowering Ministries*



Join us for Heartbeat International's 40th Anniversary!

Celebrating a generation serving the pregnancy help ministry.

Don't miss it as we celebrate life, love, and learning, along with amazing affiliate successes.

- | | |
|-----------------|---|
| <i>Who?</i> | Anyone associated with a pregnancy help ministry |
| <i>What?</i> | Heartbeat's 40th Anniversary Party (with a great conference attached!) |
| <i>Where?</i> | Hyatt Regency Hotel - 350 N. High Street, Columbus, OH 43215 |
| <i>Why?</i> | To celebrate years of life-saving work & prepare for the next generation |
| <i>When?</i> | May 17-20, 2011 |
| <i>R.S.V.P.</i> | Register online at HeartbeatServices.org |

