



Register Online:  
www.adrp.org

Register by Fax:  
866.498.6527

Register by Mail:ADRP  
P.O. Box 150790  
Austin, TX 78715

For information or if you  
have questions, please call:  
512.658.9414

**Confirmations:**

Confirmations will be e-mailed upon receipt of registration payment. Call 512.658.9414 if you do not receive prompt confirmation.

**Cancellation Deadline:**

Written notice of cancellation must be received by Friday, May 7, 2010. Cancellations will be charged a \$50 cancellation fee. **No cancellations for registrations received after May 7.** Substitutes for registrants will be accepted if the ADRP receives written notification postmarked or faxed no later than May 7, 2010.

**Conference Hotel - \$189 rate**

Sheraton Seattle  
1400 Sixth Avenue  
Seattle, WA 98101  
(206) 621-9000

The Hotel Reservation link is live at [www.ADRP.org](http://www.ADRP.org); click on Conferences, then Sheraton.

**CONFERENCE T-SHIRT**

Provided complimentary, please indicate size

- X-Small
- Small
- Medium
- Large
- X-Large
- XX-Large

Name \_\_\_\_\_

Badge Name (if different) \_\_\_\_\_ ADRP Member: Yes No

Title \_\_\_\_\_

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Country/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

**REGISTRATION: (ALL IN U.S. FUNDS)**

<b>Early Reg</b> Before Mar. 31	<b>Regular Reg</b> April 1-30	<b>Late Reg</b> May 1-Onsite
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(Pay 2010 Membership to qualify for the Member rate)

YES, I want to join ADRP or renew my membership  
(Annual Dues - \$75 per person)  \$75  \$75  \$75

**REGULAR CONFERENCE**

ADRP Member Rate  \$400  \$450  \$500  
Non-Member Rate  \$475  \$525  \$575

**PRE-CONFERENCES ACTIVITIES**

**Certification Sessions**

Proper Planning...Calendar Skills (Wed. May 19: 8-11:30 a.m.)  \$99  \$150  \$200  
Territory Management...Planning (Wed., May 19: 1-4:30 p.m.)  \$99  \$150  \$200

**Skill-Building Workshops**

Coaching During Challenging Times (Wed. May 19: 8-11:30 a.m.)  \$99  \$150  \$200  
Management Best Practices (Wed., May 19: 1-4:30 p.m.)  \$99  \$150  \$200

**CEO Leadership Symposium**

Reinventing Recruitment featuring FISH! Philosophy  
(Wed. May 19: 12:30-5 p.m.)  \$99  \$150  \$200

**Puget Sound Blood Center**

(Wed. May 19: 9 a.m.-12 p.m.)

**INDIVIDUAL TICKETS FOR GUESTS**

Host City Event (Non-Member) (Guest Name \_\_\_\_\_)  \$50  \$50  \$75  
Five Event Guest Pass (Guest Name \_\_\_\_\_)  \$100  \$100  \$125

(Pass includes: Welcome Reception; Opening Ceremonies – Wednesday Evening; Friday Award Ceremony & Keynote; ADRP Members Annual Luncheon – Friday Lunch; Host City Event – Friday Night)

**CONFERENCE CDS**

CD with conference handouts  \$10  \$10  \$15  
CD of Daniel J. Eberts Film and Radio Submissions  \$10  \$10  \$15

Total Amount Remitted: \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

**PAYMENT METHOD**

Check # \_\_\_\_\_ is enclosed. Make payable to ADRP (Tax ID 73-1240873)

Credit Card:  VISA  MasterCard  American Express

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Credit Card Billing Zip Code \_\_\_\_\_ Card Security Code \_\_\_\_\_

Name \_\_\_\_\_

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**TO COMPLETE YOUR CONFERENCE REGISTRATION PROCESS,  
YOU MUST INDICATE WHAT SESSIONS YOU PLAN TO ATTEND ON THIS SHEET  
FAX OR MAIL PAGES 1 AND 2**

## Wednesday, May 19

### 5:00 - 6:00 p.m.

- Welcome Reception

### 6:00 - 7:30 p.m.

- Opening Ceremonies -  
Opening Keynote with FISH!

## Thursday, May 20

### 8 - 9 a.m.

- Breakfast with Exhibitors

### 9 - 10:30 a.m.

- Recruitment Topic  
From Drives to Ministries:  
A New Approach for Your Churches
- Recruitment Topic  
Blood Drive Boot Camp
- Management Topic  
How to Move Your Team  
From Pleading to Partnering
- Special Topic  
Recruitment Trends in Automated Collections  
Industry Expert Panel Discussion

### 11 a.m. - 12 p.m.

- Recruitment Topic  
Growing Your Hospital Blood Drive
- Recruitment Topic  
A Different and Simple Idea on How to  
Communicate with Donors and Sponsors  
(not Facebook)
- Management Topic  
When Your "Get Up and Go"  
Has "Gone Up and Went:"  
Preventing Recruiter Burnout
- Special Topic  
Meeting Changing Market Trends Head On

### 12 - 1:30 p.m.

- Buffet Lunch with Exhibitors

### 1:30 - 3 p.m.

- Recruitment Topic (Youth Focus)  
Tapping into Those Varsity Veins: Best Practices  
for University/College Recruitment  
Investing in Youth: Donor Today vs. Dropout  
Tomorrow  
High School Teens, Scenes and Drama Queens:  
Nurturing Life-long Donors
- Recruitment Topic  
How to Bring Inactive and  
Compromised Accounts Back to Life
- Management Topic  
Type Matters
- CEO/Senior Management Topic  
Medical Panel Discussion:  
Safety Among Young Donors

### 3:30 - 5 p.m.

- Recruitment Track  
Hispanic Blood Donors Wanted
- Best Practices in Communications & Marketing  
(Choose Two Sessions)
  - Year of the Blood Donor
  - What's Your Excuse for Not Donating Blood
  - What Makes You Think It's Not About You

### 5 - 6 p.m.

- Tools of the Trade Viewing and Reception

## Friday, May 21

### 8 - 9 a.m.

- Breakfast with Exhibitors

### 9 - 10:30 a.m.

- ADRP Awards & Scholarship Ceremony and  
General Session with Kelly McDonald on  
Marketing

### 11 a.m. - 12 p.m.

- Recruitment Topic  
So You Think You Can...Chance It
- Recruitment Topic  
Speak Up!
- Management Topic  
Making It Easy: A Project to Improve  
Accessibility and Opportunity to Donate
- CEO/Senior Management Topic  
Rethinking Incentives

### 12 - 1:15 p.m.

- ADRP Annual Members' Luncheon

### 1:30 - 3 p.m.

- Recruitment Topic (Urban vs. Rural Collections)  
Where Twitter is What Birds Do - Blood  
Donation in Rural Markets  
My Blood Drive Is a Little Bit Country; Is Your  
Blood Drive a Little Bit Rock and Roll?
- Recruitment Topic  
How To Make Over 50 Percent  
of Your Monthly Collections Type O!
- Management Topic  
Maximizing Hemasphere: Scheduling
- CEO/Senior Management Topic  
Bridging the Divide:  
Recruitment and Collections

### 3:30 - 5 p.m.

- Recruitment Topic  
How a Challenge Program  
'Energized' an Industry
- Recruitment Topic  
Donor Center (Fixed Site) Recruitment:  
It's About More than Parties!
- Management Topic  
Maximizing Hemasphere: Recruitment
- Special Topic  
Donor Engagement and  
Managing the Donor Relationship

### 6 - 9 p.m.

- Host City Event

## Saturday, May 22

### 8:30 - 11 a.m.

- ADRP Film Festival Buffet Breakfast  
Closing Session: Driving Results  
Via Social Media  
Preview of 2011 Conference

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