

Thursday, May 20, 2010

8 a.m. – 9 a.m.	Breakfast with Exhibitors			
9 a.m. – 10:30 a.m.	Recruitment Topics		Management Topics	CEO / Sr. Management or Special Topics
	From Drives to Ministries <i>Todd Hinkie</i> <i>Carter Blood Care</i>	Blood Drive Boot Camp <i>Breanna Rye</i> <i>Coastal Bend Blood Center</i>	How to Move Your Team from Pleading to Partnering <i>Kenda Morris</i> <i>Oklahoma Blood Institute</i>	Recruitment Trends in Automated Collections <i>Industry Panel</i>
10:30 – 11 a.m.	Break with Exhibitors			
11 a.m. – 12 p.m.	Growing Your Hospital Blood Drive <i>Andrea Johnson</i> <i>MD Anderson</i> <i>Cancer Center Blood Bank</i>	A Different and Simple Idea on How to Communicate with Donors and Sponsors (Not Facebook) <i>Andrew Fry</i> <i>United Blood Services</i>	When Your "Get Up & Go" Has "Gone Up & Went" <i>Julie Lindsay</i> <i>United Blood Services</i>	Meeting Changing Market Trends Head On <i>Haemonetics</i>
12 p.m. – 1:30 p.m.	Buffet Lunch with Exhibitors			
1:30 p.m. – 3 p.m.	Tapping into Those Varsity Veins <i>Canadian Blood Services</i> Investing in Youth: Donor Today vs. Dropout Tomorrow <i>Oklahoma Blood Institute</i> High School Teens, Scenes and Drama Queens <i>Shepard Community Blood Center</i>	How to Bring Inactive and Compromised Accounts Back to Life <i>Stacey Sam</i> <i>United Blood Services</i>	Type Matters <i>Annetta Morris</i> <i>Gulf Coast Regional Blood Center</i> <i>Billie Johnson</i> <i>Incept Corp.</i> and <i>Eric Poerschke</i> <i>Next Level Thinking</i>	Safety Among Young Donors <i>Medical Panel Discussion</i>
3 p.m. - 3:30 p.m.	Break with Exhibitors			
3:30 p.m. - 5 p.m.	Recruitment Topic	Best Practices in Communications and Marketing		
	Hispanic Blood Donors Wanted <i>Martin Gomez</i> <i>United Blood Services</i>	Year of the Blood Donor Campaign <i>Alyson Pearce</i> <i>Australian Red Cross</i>	What Makes You Think Its Not About You <i>Marty Ricker</i> <i>Armed Services Blood Program</i> <i>Winner of 2009 Tools of the Trade Ad Campaign</i>	What's Your Excuse for Not Saving a Life Campaign <i>Zali Mbombo</i> <i>South African National Blood Service</i> <i>Winner of 2009 Tools of the Trade Poster Award</i>
5 p.m. - 6 p.m.	Tools of the Trade Viewing and Reception			