



2017 Annual Conference  
25 Years of People, Power, Passion

**Tuesday, September 19, 2017**

**Wi-Fi Sponsored by: Center for Organ Recovery & Education**

**Badge Sponsor: Nevada Donor Network**

**Mobile Meeting App Sponsored by: Mississippi Organ Recovery Agency**

**Hotel Key Cards Sponsored by: SunTrust**

11:00 am	Registration Opens	<b>Second Floor Foyer</b>
1:00 pm	Leadership: Energizing People for Performance Marques Ogden, Founder & Managing Director; Ogden Speaking Academy <i>Sponsored by: Double D Productions</i>	<b>Phoenix Ballroom I, III, V</b>
4:15 pm	New Member Orientation	<b>Phoenix Ballroom I, III, V</b>
6:00 pm	Welcome Reception <i>Sponsored by: Gift of Life Michigan</i>  Mix and mingle with AMAT attendees while wearing your favorite Sports team shirt or jersey	<b>Charleston 1&amp;2</b>
7:30 pm	Board of Directors Meeting and Dinner	



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**Wednesday, September 20, 2017**

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**Hotel Key Cards Sponsored by: SunTrust**

7:30 am	Buffet Breakfast <i>Sponsored by: Donate Life Georgia</i>	<b>Charleston 1&amp;2</b>
8:45 am	Welcome to Atlanta  Bobby Howard, Chair, Annual Conference Planning Committee Kathy Lilly, EVP. OPO Services/Executive Director, LifeLink of Georgia Remonia Chapman, President, AMAT	<b>Phoenix Ballroom I,III,V</b>
9:00 am	Connect to Purpose David Manuel, Liver Recipient	
9:15 am	AMAT – A Retrospective Historical Discussion Rudy Morgan, Past President Jack Lynch, Director Community Affairs, Gift of Hope Organ & Tissue Donor Network Clive Callender, M.D., Founder, National Minority Organ Tissue Transplant Education Program	
10:00 am	Milestones & Best Practices in Organ Donation: Three Decades of Experiences Howard Nathan, President & CEO	

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10:45 am	Refreshment Break <i>Sponsored by: LA Agency Who?</i>	<b>2<sup>nd</sup> Floor Foyer</b>
11:10 am	Breakout Sessions	
	<p><b>Maximizing Engagement with Hospital Leadership</b>      <b>Columbia</b>  <i>Join us for a networking session on strategies that resulted in increased Engagement and buy-in from senior hospital leadership</i>            Morgan Reid, Hospital Development Liaison II, LifeLink of Georgia            Clint W. Owens, MSN, RN, Emory University Hospital</p>	
	<p><b>Grassroots Outreach Using Multimedia Platforms</b>      <b>Atlanta</b>            Nesha Logan, Social Media Coordinator, Gift of Hope Organ &amp; Tissue Donor Network            Darryl Dennard, President/CEO Double D Productions, Inc.            Wynona Redmond, President Wyn-Win Communications  <i>Learn successful tools for increasing donation awareness and registrations utilizing social media, digital channeling and YouTube.</i></p>	
12:00 pm	Buffet Lunch <i>Sponsored by: Gift of Hope Organ &amp; Tissue Donor Network</i>	<b>Charleston 1&amp;2</b>
1:15 pm	Hope Act: Lessons Learned, Lives Saved Brianna Doby, CEO Positive Rhetoric, LLC/National Project Coordinator HOPE In Action HIV – HIV Transplant Study, Johns Hopkins	<b>Phoenix Ballroom</b>
2:15 pm	Breakout Sessions	



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**Expanding the Donation Opportunity from Research to Transplant through HOPE in Action**

Orlando Rodriguez, PMD, FP-C LifeAlliance Organ Recovery Agency  
**Columbia**

**Breaking it Down...Knowing the Cultures Within Your DSA** **Atlanta**

Karen Gans, RN, CPTC, API Workgroup Chair/Senior Transplant Coordinator, LiveOnNY

*New York City is the most ethnically diverse city in the U.S. In this Presentation, LiveOnNY will explore methods of understanding Different cultures in the presence of organ donation.*

**Growing Donation by Collaborating with OPO's** **Jackson**

Mark Brevard, Community Outreach Coordinator  
New England Donor Services

*Connect with hospitals' clinical staff and transplant surgeons on the various events to increase authorization in the African American Community resulting in a stronger presence in diverse communities, hospitals and transplant centers.*

3:00 pm Refreshment Break **2<sup>nd</sup> Floor Foyer**

*Sponsored by: Children's Healthcare of Atlanta*

3:15 pm Planning, Implementing & Evaluating Outreach Programs **Phoenix Ballroom**  
 Tanise Love, Minority & Faith Based Program Manager  
 Donate Life North Carolina



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4:00 pm                      Maximizing Donation at the National Level  
                                    Melissa Devenny, Managing Director Donate Life America  
                                    Venus Walker, Public Health Analyst, HRSA Division of Transplantation  
                                    Nancy Evans, Product & Brand Manager, DLA  
                                    Roxanne Cauwels, Director of Program Operations AOPO

5:00 pm                      Adjourn

                                    Dinner on Your Own



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**Thursday, September 21, 2017**

**Welcome Back!**

7:30 am	Buffet Breakfast	<b>Charleston 1&amp;2</b>
8:30 am	Welcome Bobby Howard, Chair, Annual Conference Planning Committee Dewey McClain, State House Representative, District 100	<b>Phoenix Ballroom</b>
8:45 am	Connect to Purpose, Vicki Walker, Donor Mother	
9:00 am	Undocumented Immigrant Donor Registration Maria Fernanda Rivera, General Counsel of Honduras Pedro "Pete" Marin, State House Representative Dist. 96	
9:45 am	Conquering Language & Cultural Barriers George Herrera, VP Donor Services, Musculoskeletal Transplant Foundation (MTF)	
10:45 am	Refreshment Break <i>Sponsored by: The Living Legacy Foundation</i>	<b>2<sup>nd</sup> Floor Foyer</b>

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11:00 am	Breakout Sessions <b>Tissue for Traumatic Events that Heal &amp; Enhance Lives Columbia</b> George Herrera, VP Donor Services, MTF  <b>Untapped Potential: Millennial and College Student Outreach</b> <b>Atlanta Room</b> Tanise Love, MHA, CAVNC, Minority & Faith Based Program Manager Donate Life North Carolina <i>Build upon, improve and sustain partnerships with colleges and universities using focused communication techniques for millennial audiences.</i> <b>HOSA: A Case Study of Challenges &amp; Successes</b> Amanda Hollowell, Education Specialist, LifeLink of Georgia <i>Learn how to create multicultural outreach initiatives in high schools using HOSA chapters as an onsite partner.</i>	
12:00 pm	AMAT Business Lunch <i>Sponsored by: NJ Sharing Network</i>	<b>Charleston 1&amp;2</b>
1:30 pm	Cultural Dialogue about Brain Death Olumide Sobowale, M.D., Trauma Surgeon Lakeland Regional Health	<b>Phoenix Ballroom</b>
2:15 pm	Breakout Sessions	



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**In-House Surgical Suite: The Gift of Life Michigan Experience**                      **Columbia Room**  
 Mark Tudor, Director of Surgical Services, Gift of Life Michigan  
*Learn why Gift of Life Michigan implemented a surgical suite, and the impact on its operations.*

**Lasting Legacy: Tragedy, Triumph, Award-Winning**                      **Atlanta**  
 Marion Shuck, Manager of Community Affairs  
 Janet Dominguez, La Agency Who?  
 Gift of Hope Organ & Tissue Donor Network  
*Enjoy this informative case study about a donor Family media story that resulted in national award Recognition.*

**Understanding Grief by Companionship**                      **Nashville**  
 Amaralis Rodriguez, Manager, Family Care Coordinators  
 LifeLink of Puerto Rico  
*Explore the concept of Companionship versus Treating People in Grief, based on the work of Dr. Alan Wolfelt.*

3:00 pm                      Refreshment Break                      **2<sup>nd</sup> Floor Foyer**  
*Sponsored by Cryolife, Inc.*

3:15 pm                      Do You Have Attitude                      **Phoenix Ballroom**  
 Brennan Francois, Chaplain  
 Augusta University Medical Center





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4:00 pm Call to Join Workgroups  
Workgroup Chairs

5:00 pm Adjourn

6:30 pm 25<sup>th</sup> Anniversary Program and Dinner **Phoenix Ballroom**  
*Sponsored by LifeLink, Gift of Hope Organ & Tissue Donor Network, and  
Wyn-Win Communications*



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**Friday, September 22, 2017**

8:00 am	Breakfast	<b>Charleston 1&amp;2</b>
9:00 am	Presidential Address Maria Veve, Donation Coordination Specialist II LifeLink Tissue Bank	<b>Phoenix Ballroom</b>
9:30 am	Funeral Home Engagement Cassie Borderieux, Funeral Home/Coroner Liaison 2 LifeLink Tissue Bank Ashlee Davis, Funeral Director, Funeral Home/ME Liaison NJ Sharing Network	
10:15 am	Community & Rural Health Care Partnerships Lisa Upsher, CORE MOTTEP Director Multicultural & Faith Based Community Relations Coordinator	
11:00 am	2018 Conference Announcement	
11:15 am	Adjourn	