

# IN-PERSON Sessions

*“I learned so much in 3 days! It will take a lot longer to implement, but it will be worth it.”*

*- 2023 Conference Attendee*

| Session                                       | Center Defense   | Client Care 1   | Client Care 2   | Fundraising   | Housing   | Leadership  | Marketing Foundations  | Marketing Strategy  | Medical Advancement   | Sexual Integrity   | Soul Care   | Staff Stuff  | Trending Now  |
|---|--|---|---|---|---|---|--|---|---|--|---|--|---|
| <b>A</b><br>Wed.<br>April 24<br>2:00 - 3:15   | Pregnancy Help Litigation Update<br><i>Panel Facilitated by Danielle White, Esq.</i>                                     | It's Built. Why Aren't They Coming?<br><i>Greg Mayo &amp; Amanda Hoff</i>                                   | Restoration of Dignity<br><i>Ellen Foell, JD</i>                                    | Breakthrough FUND-raising with Donor Initiated Gatherings<br><i>Tim Boyd</i>                                  | Mental Health in the Maternity Home<br><i>Peggy Kerwin &amp; Lisa Rowe</i><br><i>Expanded</i>                   | New Director, Who Dis<br><i>Savannah Marten</i>   | You CAN Reach the Abortion Determined!<br><i>GINNA CROSS</i><br><i>Expanded</i>            | Generational Screen Time: Phone Outreach Mastery<br><i>Brandon Monahan</i>                          | The Science and Studies of Mifepristone Reversal*<br><i>Dr. George Delgado</i><br><i>Expanded</i> | Strategies for Long-Term Service in Schools<br><i>Tonya Waite</i>                                    | When Your Back Is Against the Wall<br><i>Kirk Walden</i><br><i>Expanded</i> | Healthy Culture: Having Best Staff Ever!<br><i>Kathleen Richard</i>                      | Crossing the Border and Choosing Life<br><i>Tammy De Armas &amp; Jeanne Pernia</i><br><i>Expanded</i>                 |
| <b>B</b><br>Wed.<br>April 24<br>3:45-5:00     | Reframing the Narrative about PHOs in Your Community<br><i>Shawn Zierke &amp; Monica Snyder</i>                          | There for Her: Post-Adoption Support<br><i>Heather Featherston</i>  | Father Friendly<br><i>Glendie Loranger</i>  | Moving Any Conversation To Financial Ask<br><i>Mike Williams</i>  | Your Mission: Be Not Afraid<br><i>Kay Trattles &amp; Shannon Bohan</i>  | Courageous Conflict<br><i>Robin Fuller</i>  | Why Mess with the Media<br><i>Scott Baker</i>  | Duel Wielding in the Marketing Arena: Build & Fight against the Goliaths<br><i>Jacob Barr</i>       | Integrating STI Services for the Next Generation**<br><i>Karolyn Schrage &amp; Mischa Long</i>    | Sexual Risk Avoidance Education: Not Just for the Classroom<br><i>Tiffany Soyster</i>                | Journey to Joy<br><i>Melissa Heiland</i>                                    | Involving Gen-Z in Your Mission<br><i>Madison Hull</i>                                   | How do we better serve minorities?<br><i>Angela Minter</i><br><i>Expanded</i>   |
| <b>C</b><br>Thurs.<br>April 25<br>10:30-11:45 | Sharing Your Voice: PR and Interviews<br><i>Dena Espenscheid &amp; Shawn Zierke</i>                                      | Attending to Miscarriage: Is It Missional?<br><i>Tricia Lewis, Ph.D.</i>                                    | Engaging Fathers in options counseling and adoption<br><i>Kristin McCool</i>        | Fundraising in the age of AI and ever evolving technology, does it change things?<br><i>Kama Tate Gregory</i> | Navigating HR activities in your Maternity Home<br><i>Betsy Wetherby</i>  | Succession Planning: Success not Distress!<br><i>Angie Thomas &amp; Allison Daigle</i><br><i>Expanded</i> | Make them look!<br><i>Heather Lawless</i>  | Powerful Practices to Double Abortion-Minded Appointments<br><i>Benjamin Kraft &amp; Erika Hale</i> | Prenatal Care: Valuing Continuity of Care**<br><i>Erica Miller</i>                                | Women's Sexual Wellness<br><i>Dr. Joe Malone</i><br><i>Expanded</i>                                  | Moving from Pitiful to Powerful Prayers<br><i>Gordon Douglas</i>            | Expanding Volunteer and Community Engagement<br><i>Megan Matthews</i><br><i>Expanded</i> | Using Emotional Research to Reach and Reverse<br><i>Rebekah Hagan &amp; Kasarah Ferrell</i><br><i>Expanded</i>        |
| <b>D</b><br>Fri.<br>April 26<br>10:30-11:45   | Standing Together Against Attacks<br><i>Jeremy Dys</i><br><i>Expanded</i>  | Sidewalk Advocacy & PHOs in Post-Roe America<br><i>Lauren Muzyka</i>  | The Importance of Mental Health Screening**<br><i>Sarah West</i><br><i>Expanded</i> | April is the Perfect Time to Plan for End of Year Giving<br><i>Lisa Stueckemann, CFRE</i><br><i>Expanded</i>  | In it for Life<br><i>Leona Bicknese</i>   | Leading Through Change<br><i>Aimee Huber</i>  | Reaching Your Target Audience with Digital Media<br><i>Edward Brzozowski</i>               |   | Taking Care of your Ultrasound system**<br><i>Hobie Sears</i>                                     | SRAE:Engaging the Broader Community<br><i>Sarah Anderson</i>   | Wisdom for The Weary Servant<br><i>Dinah Monahan</i>                        | Unity Requires Healthy Culture<br><i>Carolyn Doyle</i>                                   | Intervention Metrics Framework<br><i>Jeremy Aranda &amp; Jor-El Godsey</i>  |
| <b>E</b><br>Fri.<br>April 26<br>2:00 - 3:15   | Legally Protecting Your Pregnancy Center<br><i>Marcus Harris</i>   | Welcoming Him: A Team Effort<br><i>Alexander Hettinga</i>   | Spiritual Conversation made simple<br><i>Michele Cheresnick</i><br><i>Expanded</i>  | Cultivating Cheerful Givers<br><i>Haley Limo</i>  | Life After Grace<br><i>Lisa Holmes</i>  | Leading like a David in Goliath's World<br><i>Kristi Brown</i>  | Creating + Marketing Your Brand Experience<br><i>Megan Sammons</i>                         |   | Essential Pathologies for the Limited Obstetric Imager**<br><i>Tammy Stearns</i>                  | The Use, Evaluations, & Applications of the Sexual Risk Avoidance Approach<br><i>Nicole Horstman</i> | The Cardiac Test for Biblical Leadership<br><i>Tom Lothamer</i>             | Strategic Leadership: Building Your Ministry Team<br><i>Danielle Pitzer</i>              | Engaging Public Officials with the Story of Pregnancy Help<br><i>Congresswoman Vicky Hartzler &amp; Leanna Baumer</i> |
| <b>F</b><br>Fri.<br>April 26<br>3:45-5:00     | Legislation and Administrative Action Impacting Pregnancy Help<br><i>Danielle White, Esq. &amp; Danielle G. Pimentel</i> | Virtual First: Bridging Gaps, Saving Lives<br><i>Rachel Lane &amp; Stephanie Coleman</i><br><i>Expanded</i> | Special Announcemnt<br><i>Heartbeat Staff and Guests</i>                            | Fundraising According to your Working Genius<br><i>Bryan Gonzalez</i>   | Evidence Based programming and house structure, policies and procedures<br><i>Gina Tomes</i><br><i>Expanded</i> | How is your ministry really doing?<br><i>Daniele Gradwell</i>   | Communications Made Easy: A Guide for Planners and Creatives Alike<br><i>Emily Ratliff</i> |   | Abortion and Reversal - which is safe healthcare?***<br><i>Dr. Catherine Stark</i>                | The Moments that change our lives<br><i>Catherine Wood</i>   | Breathe on Us Again<br><i>Amber Hornsby</i><br><i>Expanded</i>              | Starting right and finishing well<br><i>Betsy Wetherby</i><br><i>Expanded</i>            | Creating Abortion Free Cities<br><i>Kate Maloney</i>  |

\*Workshops marked with an asterisk (\*) provide continuing education nursing contact hour credit for nurses (approved by Heartbeat International). Provider approved by the California Board of Registered Nursing. Provider Number 16061 for 1.00 contact hour for each qualifying medical workshop. Medical Professionals ~ please bring your license number if applying for CEUs.

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