

45th Annual Conference

Advancing Pregnancy Help

March 29-31, 2016 | Atlanta, Georgia | HeartbeatServices.org | #HeartCon16



Conference

at a glance

MONDAY, MARCH 28

5 p.m. to 7 p.m. - In-Depth Day Registration

TUESDAY, MARCH 29

Pre-Conference

8 a.m. - In-Depth Day Registration

9 a.m. to 5 p.m. - In-Depth Day

12 p.m. - Lunch & Keynote: with Rev. John Ensor

Conference

2 p.m. - Conference Attendee Registration Opens

2 p.m. - Exhibit Hall Opens

6 p.m. - Opening Dinner & Keynote: with Bishop Harry Jackson, Jr.

WEDNESDAY, MARCH 30

8:30 a.m. - Morning Keynote with Pat Layton

Workshop Session A

12 p.m. - Lunch & Keynote with Shawn Carney

Workshop Session B

Break & Prayer Time

THURSDAY, MARCH 31

8:30 a.m. - Morning Keynote with Pastor Andy Merritt

Workshop Session C

12 p.m. - Lunch & Keynote with Joy and Jim Pinto

Workshop Session D

Workshop Session E

6 p.m. - Closing Banquet & Keynote with Leo Severino

Hotel Information

Sheraton Downtown Atlanta 165 Courtland Street NE Atlanta, GA 30303 Phone: (404) 659-6500

Room Rate

\$149++/Night (Single/Double)
Reserve your room through HeartbeatServices.org



Dynamic Workshops

Advancing Leaders

Whether you've been a pregnancy help leader for 20 years or 20 minutes, Advancing Leaders is designed to give you the tools you need to walk out the door the best leader you can be.

Board Business

Designed for board members and primary leaders who govern and guide, Board Business will challenge both veterans and novices alike.

Client Culture

Establishing a positive culture of life is a challenge, especially with clients. Help them develop that life-affirming culture.

Client Intervention

Dealing with clients is no simple task. Increase your awareness and deepen your understanding of your clients' behavior, culture, and needs, with Client Intervention.

Client Programs

Looking to start or enhance an initiative at your organization? Look no further than Client Programs.

Fundraising Dynamics

Fundraising and friend-raising are critical for ministry and mission. Fundraising Dynamics offers essential tips for engaging new donors and increasing long-term support.

Gaining Perspective

Go deeper by discovering how abortion is affecting - and is affected by - the bigger picture of our world in Gaining Perspective.

Healing Care

How does your organization minister to women and men dealing with long-term effects and guilt often associated with abortion? Sharpen your approach with Healing Care.

Housing Helps

Presented by pregnancy help housing experts, Housing Helps highlights the process of extending care beyond the first visit, solidifying a life decision for a lasting impact.

Marketing Ministry

Marketing is key in connecting to a community, particularly as you seek to extend your reach to the women and families in your sphere.

Medical Advancement

Gain insight from medical professionals covering a wide range of topics related to your pregnancy help organization while earning nursing contact hours in Medical Advancement.

Sexual Integrity

Reflecting the core of Heartbeat International's Sexual IntegrityTM Program, Sexual Integrity features presentations that reinforce the proper expression of the gift of sexuality.

Spiritual Refreshment

The heart of our work is spiritual. That's why Spiritual Refreshment addresses the spiritual dynamics pregnancy help leaders like you face every day.

Staff Stuff

Leading a staff of any size can be every bit as challenging as reaching and serving a client. Take the next step forward as a leader, or sharpen your existing abilities, with Staff Stuff.

Ultrasound Advancement

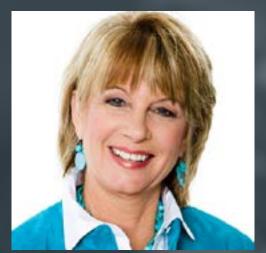
Make the most of your ultrasound services and gain nursing contact hours thanks to Ultrasound Advancement.

Our Speakers



Bishoo Horry R. Jackson, Jr.

Harry R. Jackson, Jr. is senior pastor of Hope Christian Church, a 3,000-member congregation in the nation's Capital with his wife Vivian Michele. Bishop Jackson is also the Presiding Bishop of the International Communion of Evangelical Churches. This network of networks currently oversees 1,000+ churches around the world. He also is founder and president of High Impact Leadership Coalition, which exists to protect the moral compass of America and be an agent of healing to our nation by educating and empowering churches, community and political leaders.



Pat Layton

Pat is a passionate and inspiring leader who during her 25 years in full time ministry has founded a variety of ministries including a Pregnancy Resource Center, a Christian Adoption Agency, and an abstinence education program. Pat hosts a national women's conference and a post-abortion recovery program called Surrendering the Secret. She is a busy speaker, author, and Life Coach. Her post-abortion recovery Bible study Surrendering the Secret was published by Lifeway in 2008. She has recently published a Bible studies gift book series called *Born to Bloom, A Surrendered Life* which was released by Baker books in August 2014 as well as her latest release called *Life UnStuck*.



Shawn Carney

Shawn Carney, co-founder of 40 Days for Life, is one of the youngest and most inspirational pro-life speakers in America. Shawn began in the pro-life movement in college as a volunteer and after college was asked to be the Executive Director of the organization he volunteered for, the Coalition for Life which is made up of over 60 churches. Shawn's passion for local pro-life ministry led to rapid growth during his years as Executive Director. Shawn helped recruit and train thousands of volunteers, increased the income of the organization's annual banquet from \$80,000 to \$322,000, and orchestrated the purchase and remodeling of a new office next door to a Planned Parenthood abortion facility to offer free pregnancy tests, free ultrasounds, and loving support to women.



Andy Merrit

Andy is the pastor of Edgewood Baptist Church in Columbus, Georgia, where he has served for over 38 years. In addition to his pastoral duties, Andy is one of the early pioneers of the Pregnancy Center Movement. In 1981 Andy led his church to establish the nation's first church sponsored Pregnancy Center, which now has had the opportunity to minister to over 65,000 different women.

In addition to the Center, the church established the New Beginnings Adoption Agency in 1984. Andy has traveled nationwide assisting in the establishment and training of over 500 Pregnancy Centers, and his church hosts a National Pregnancy Center Conference every other year the first weekend in March.



Joy and Jim Pinta

Jim and Joy have been recognized locally and nationally for their ministry to the poor, and for promoting racial reconciliation and the dignity and sacredness of every human life. Their radio and television show At Home with Jim and Joy plays on EWTN every week promoting life, marriage, and family. Joy serves as Executive Director of Her Choice Birmingham Women's Center, a Pregnancy Resource Center in the heart of Birmingham, Alabama where Jim also serves in Ministry Development. The Pintos are proud parents of 4 children and 15 grandchildren and have been married for 38 years.



eo Severino

Leo Severino is a writer and producer of the films Bella, Crescendo, and Little Boy. He graduated from the University of Southern California Law School in 1999 and started his career as a young lawyer in one of the world's largest law firm's (Gibson Dunn & Crutcher) prestigious Los Angeles and London offices. In 2001, he moved to the Fox Networks Group where, as Director of Business Affairs, he was the youngest executive in the department and worked for three years with the company handling the national programming division. A chance meeting with Eduardo Verástegui in 2004 resulted in Leo's departure from 20th Century Fox to become a partner and producer, in charge of Business Affairs, for Metanoia Films.



Reverend John Ensor

John Ensor is a glad co-laborer in the rapidly expanding pregnancy help movement. He is the President of PassionLife, an ordained evangelical pastor and the author of several books, including Innocent Blood: Challenging the Powers of Death with the Gospel of Life. He and his wife, Kristen, have been married 34 years. They have three grown children and live in Roswell, GA.

Conference Workshops

Workshops subject to change. Check HeartbeatServices.org for most current information.



Session	Advancing Leaders	Board Business	Client Culture	Client Interventions	Client Programs	Fundraising Dynamics	Gaining Perspective	Healing Care	Housing Helps	Marketing Ministries	Medical Advancement	Sexual Integrity	Spiritual Refreshment	Staff Stuff	Ultrasound Advancement
Wednesday March 30 10:30-11:45	The Millenials are Coming! How to Connect with the Emerging Generation Joe Baker, Mark Vermillion	Are You Ready? Defending Your Ministry Jeff Mateer, J.D.	Not Again Evie Lastra West	Competing with the Abortion Industry Abby Johnson	Heroically Presenting Adoption Traci Newell, LBSW	Crafting a Planned Giving Program Debbie Nieport, LAS	Secrets to a Persuasive Presentation Bruce Smith, Christina Terrenal	Grieving the Children We Could Not Save Janet Morana, M.A., Ph.D., Fr. Frank Pavone	How to Start a Housing Program Panel: Chris Bell, MA, Kathy DiFiore, Ph.D., Anne Pierson	Strenghtening Church Relationships Amy Ford	Abortion Pill Reversal 101 Matt Harrison, MD	Discover the Key to Authentic Intimacy Stephanie Libertore	Living Water: Essential for LIFE Julie Parton, Ph.D.	Building the Best YOU Lori DeVillez	Images: Unexpected, Unusual and Abnormal Audrey Stout, RN, RDMS
Wednesday March 30 2-3:15	Just Say "No" to Secondhand Scraps Tammy Kocher	Why Policies Matter Tom Lothamer, MA	Making Heroes with Incentive Programs Nicki McLeod	Helping Mom and Baby Bond Martha Shuping, MD	Empowering Dad as Part of the Solution Daphne Nicely, LAS, Wayne Paul	Banquet Success in Changing Economic Times Mike Williams	Creating Hero Films with a Message Kathy DiFiore, Ph.D.	Abortion's Impact on Siblings Theresa Bonopartis	Encouraging Success with Consequences and Rewards Marianne Donadio	Online Marketing Tactics: The Good, the Bad, and the Ugly Jacob Barr	Mandated Reporting Susan Dammann, RN	The Top 10 for This Gen Jeffery Dean	Walking the Paths of Spiritual Health Chris Bell, MA	Change is Good Right? Amy Scheuring, MS, LAS	Instrumentation, Image Optimization, and Documentation Jim Scheffler, RDMS
Thursday March 31 10:30-11:45	Change Your Questions, Change Your Life Deborah Taylor, LAS	Wielding Data to Extend Your Reach Trudy Bodenbach, Debbie Case	Multicultural Evangelism and Pregnancy Help Tom Lothamer, MA	Helping Clients Construct Safe Relationships Catherine Wood, LAS, SRA	Helping Heroes Conquer the Culture Conversation Pat Upchurch	The Art of Envisioning – Not Fundraising Kirk Walden	Activating Pregnancy Centers for Election 2016 Fr. Frank Pavone, Janet Morana, M.A., Ph.D.,	Helping Men be the Heroes God Intended Brad Mattes, MA	Loving Her: Individual Roles and Group Dynamics Callie Neff	Being a Hero to an Internet Generation Dawn Marie Perez, LAS	The Healing Touch: It's Always Good News Karolyn Schrage, RN, BSN, Clarke T. Cayton	Saving Lives on Campus Ketra Hancock, RN, LAS Melissa Killen, LAS	LOVE: The Real Superpower Derrick Tennant	Navigating HR Landmines Betsy Weatherby, Danielle White, J.D.	Ultrasound and Doppler Safety <i>Kevin Rooker</i> ; <i>RT(R), RDMS</i> , <i>RVT</i>
Thursday March 31 2-3:15	Leadership: The Great Multiplier Jan McDonald	Protecting Your Pregnancy Help Organization Elissa Graves, J.D.	Seven Habits of Effective Decision- Making Ducia Hamm	Identifying Predatory Relationships, Sex Trafficking, and Forced Abortion Cindy Collins, BCBT	Grab Your Toolkit: Let's Build a Men's Program! Clarke Cayton	The Leaky Banquet: How to Avoid 5 Common, but Costly Mistakes Rev. John Ensor	Engaging Donors, Churches, Media, and the Community for Life Kim Ketola	Weekend Warrior on the Retreat Fern Buzinski	Taking on the Toughest Scenarios Panel: National Maternity Housing Coalition	The Optimized Website: Good, Fast, Secure Christy Poloni	God's Miracle of Life in the Womb William Lile, DO, OB-GYN, ACOG, FACOG	Showing the Value of Marriage to a Cohabitating Generation Joneen Mackenzie, RN, BSN	Be Grateful for Local Heroes Kim Padan, LAS	Empower Your Team of Heroes Dan Kulp	Ultrasound Systems, Supplies, Support, and Maintenance Dennis Grizzle
Thursday March 31 3:45-5	Exploring Servant Leadership Shawn Stevenson, M.Div.	Pregnancy Help FAQs Panel: Tom Glessner, J.D., Anne O'Connor, J.D., Danielle White, J.D. and Ellen Foell, Esq.	Our Clients are Heroes Laurie Steinfeld	The A Team: A Collaborative Pro- Life Approach Kirstin Meyer, LMSW, Michelle Thorne	Moving Forward with Trauma- Informed Care Judi Weldy, LAS, DEM	Engaging Donors with #SocialMedia Savannah Marten	Mobilizing First Responders in the Church Donna Perry	Understanding the Impact of Medical Abortion Michaelene Fredenburg	In the Hood: Addressing Crisis in an Urban Setting Susan Gallucci	The Big 5 of Google Ads Bri Laycock, LAS	GO-Mission: Taking it to the Streets Karolyn Schrage, RN, BSN	Fertility Awareness and the New Feminism Marybeth Adams, FNP, MSN, APRN	Life-Changing One-on-Ones Anne Pierson	The "Redemptive Gifts" for Life-Giving Management Kaye Gauder, MS	Updating Ultrasound Standards for the PMC Connie Ambrecht, RDMS, CMB



To Register Online Today Visit: HeartbeatServices.org

Join the Conversation! Post or Tweet using #HeartCon16



Pre-Conference In-Depth Day

Tuesday, March 29 | 9 a.m. to 5 p.m.

Invisibility is Not a Superpower

Heartbeat International Panel

No offense to the invisible man, but there's not much upside to remaining unseen. Internet invisibility can be particularly painful for your pregnancy help effort for the simple reason that if a client can't find you, she's not likely to be helped by you. Likewise, if potential donors can't find you, their dollar is going to end up somewhere else. Join Heartbeat International's five-expert panel as they help you down the road to visibility through social media, local search, websites, newsletters and more.

Making the Case for Life

Mike Spencer, Life Training Institute

Do you ever find yourself struggling for the words to defend your pro-life stance? Mike will equip you to respond to popular "pro-choice" arguments and to expose the logical fallacies of abortion-choice rhetoric without the need for vitriol and angry dialogue.

Ministering Meaningfully with Major Donors

Wesley Rediger, Rediger Taylor Group

Effective compassionate ministry focuses on donors as much as on clients. Uncover the Biblical basis for ministry with donors, principles of cultivating donor passion and how to draw major donors into your circle.

Abortion-Minded Caller Start to Finish

Brad Imler, Ph.D. ACP, American Pregnancy Association Talking to abortion-minded clients is intimidating. Gather the tools needed to gain confidence as you engage in these conversations about life and death situations.

Messaging for the Court of Public Opinion

Bruce Smith, Vice President, Alliance Defending Freedom Is your community on your side? How do you get them there? Take this chance to focus on the strategy and mindset needed to successfully manage interviews and the verbal and non-verbal communication techniques to persuade and motivate the court of public opinion.

Volunteer Training: The LOVE Approach

Carrie Beliles, Heartbeat International

This interactive training is for new volunteers, trainers of new volunteers, and will be a refresher for experienced client services staff. This training in effective and compassionate outreach is used by pregnancy help organizations all over the world. Those in attendance will receive The LOVE ApproachTM Training Manual.

*Integrating STI Services for Today's Client

Karolyn Schrage, RN BSN, LifeChoices Health Network, Mischa Long RN, Clarke T. Cayton

STI testing creates access-points for your center - giving you a pro-active response to help prevent unwanted pregnancies and intervene in the lives of men and women who are most abortion-vulnerable. Learn the steps to integrate STI testing and treatment and develop a clinic strategy to be an answer to the sexual health crisis of your community.

Teaching Virtue in a Complicated Culture

Leslee Unruh, National Abstinence Clearinghouse
Almost half of pregnancy tests at a pregnancy center are
negative. With so much information on how to talk to youth
about sex, what information is best? This in depth day will
help you maximize the opportunity to talk with youth about
sexual integrity both inside and outside the pregnancy center.

Surrendering the Secret

Pat Layton, Surrendering the Secret
This is an excellent training resource for independent
post-abortion recovery leaders, pregnancy resource center
volunteers and staff; church ministry leaders and Christian
Counselors and Coaches. This training will equip attendees to
fully understand the STS healing process and includes tools

Counselors and Coaches. This training will equip attendees to fully understand the STS healing process and includes tools for engaging the church; reaching women and men who need help and step by step tips on how to get your ministry started.

Five Guarantees When Doing Pregnancy Center Work

Andy Merritt, Edgewood Baptist Church
Join us for a day of spiritual refreshment. Drawing lessons
from Nehemiah 4, we will discover five guarantees when
doing God's work and how God's grace is adequate for any
and every circumstance we face in pregnancy help ministry.

Legal Essentials

Danielle White, J.D., Ellen Foell, Esq., Heartbeat International Many of the topics discussed at this in-depth day are applicable for any non-profit organization, including pregnancy help centers, maternity homes, post-abortion programs, adoption services, and other pro-life ministries. Legal Essentials will highlight parameters for successful legal compliance, real-life examples to help you protect your ministry, and criteria to evaluate when to seek legal help.

Trauma Informed Care in the Maternity Home

Belinda James, MOFDC, MSW facilitated by Mary Peterson, LAS Join maternity homes and other life-affirming organizations for a day of learning and discussion on how to be aware of and sensitive to the role that traumatic events play on the women we serve. This training, geared toward those without counseling training, will focus on creating a culture and environment of safety and healing. Topics will include trauma-informed care, overview of mental health, and practical examples of how to address trauma within a life-affirming context.

Executive Round Table

Tim Welsh, PDHC, Jor-El Godsey, Heartbeat International Rapid changes are driving a dynamic future PHOs will have to adapt to. This Roundtable will explore "futuring" by discerning global trends beyond our normal strategic planning window. Understand the future more clearly with this fast paced, cutting edge forum that will help you lead your organization in, and into, the future. Executive Roundtable is reserved for executives of organizations ≥\$350K, or are multi-site.

*Ultrasound Scanning and Optimizing Your Staff

Connie Ambrecht, RDMS, CMB, Sparrow Solutions Group It's time for some scanning practice for the RDMS or the RN in a pregnancy medical clinic. Whether you serve together or independently, the PMC of today benefits from both of you, especially when you work well together. Get ready to do both at this in-depth day.

*Violence Against Women and Abortion

Martha Shuping, MD

In this course, nurses/attendees will learn to identify clients who are victims of intimate partner violence (domestic violence) and/or reproductive coercion, how to conduct screening, and best practices for responding and referring patients for further services to increase patient safety, and improve bio-psychosocial outcomes.

*Provider approved by the California Board of Registered Nursing, Provider Number 16061 for 6 contact hours for each In-Depth Day.

Top 10 Things to Do in Atlanta

1. The Heartbeat International Conference (of course)!

2. The Georgia Aquarium

3. The Fox Theater

4. Atlanta Botanical Gardens

5. Martin Luther King, Jr. National Historic Site

6. World of Coca-Cola

7. Centennial Olympic Park

8. Zoo Atlanta

9. Center for Civil and Human Rights

10. High Museum of Art

2016 CONFERENCE REGISTRATION

The 2016 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.

Conference Bundle - Tuesday-Thursday, March 29-31 + In-Depth Day

Includes In-Depth Day (please select from the choices below) + Conference Registration.

- □ \$499 Early Bird Registration received by February 17, 2016
- □ \$599 Regular Registration received after February 18, 2016 and before March 4, 2016
- □ \$699 Late Registration received after March 5, 2016

Pre-conference opportunities - Tuesday, March 29 (See previous pages for more details.)

☐ Regular Price: \$155

☐ In-Depth Day Registration (On-site registration starts at 8:00 a.m.)

Registration includes sessions, materials, and lunch. Prices listed below are the registration costs per person. Choose only one session.

Early	Bird:	\$145

- ☐ Invisibility is Not a Superpower
- ☐ Making the Case for Life
- ☐ Ministering Meaningfully with Major Donors
- ☐ Abortion-Minded Caller Start to Finish
- ☐ Messaging for the Court of Public Opinion
- ☐ Integrating STI Services for Today's Client*
- ☐ Teaching Virtue in a Complicated Culture
- ☐ Surrendering the Secret

- ☐ Legal Essentials
- ☐ Trauma Informed Care in the Maternity Home
- ☐ Five Guarantees When Doing Pregnancy Center Work

☐ Late Registration: \$165

- ☐ Executive Round Table
- ☐ Ultrasound Scanning and Optimizing Your Staff*
- ☐ Violence Against Women and Abortion*
- $\hfill\Box$ Volunteer Training: The LOVE Approach

In-Depth Day + Opening Dinner - Tuesday, March 29

☐ In-Depth Day Registration + Opening Dinner Registration (On-site registration starts at 8:00 a.m.)

Registration includes sessions, materials, and lunch and dinner: Prices listed below are the registration costs per person. Choose only one session above.

☐ Early Bird: \$220 ☐ Regular Price: \$240 ☐ Late Registration: \$260

Registration for Conference - Tuesday-Thursday, March 29-31

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

- □ \$389 Early Bird Registration received by February 17, 2015
- □ \$489 Registration received after February 18, 2016 and before March 4, 2016
- □ \$589 Late Registration received after March 5, 2016

Total amount due \$

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

Payment Information



Register online today! Visit HeartbeatServices.org

Continuing Education

The following Continuing

Education Units (CEU's), Contact Hours, and Designation

Certificates are offered again

The Medical Advancement

and Ultrasound Advancement

workshop tracks, and Helping Mom and Baby Bond, Fertility

Feminism workshops, as well

as the Integrating STI Services

for Today's Client, Ultrasound

Scanning and Optimizing Your

Women and Abortion In-Depth

Days have been approved for

nursing continuing education

Registered Nursing, Provider

Number 16061 for 1.25 contact

hours for each workshop and 6

contact hours for each In-Depth

Life-Affirming Specialist (LAS)

LAS application and renewal is

In-Depth Day and Conference

Cancellation Policy
Full refunds may be issued until
12:00 a.m. EST (midnight)
February 17, 2016. A 50% refund

offered by Heartbeat International

Workshops have been approved for LAS continuing education hours.

is available from 12:01 a.m. EST February 18, 2016 – March 4, 2016. No refunds will be issued past 12:01 a.m. EST March 5, 2016. Method of payment may require additional transaction

fees. All refund requests must be

made in writing to Conference@ HeartbeatInternational.org

Day.

International. Provider approved by the California Board of

contact hours by Heartbeat

Staff, and Violence Against

Awareness and the New

Information

this year.

For Nurses

CREDIT CARD - Register online at HeartbeatServices.org

CHECKS - Mail registration with payment to Heartbeat International, 5000 Arlington Centre Blvd., Suite 2277, Columbus, OH 43220

Make checks payable to Heartbeat International

Registration must be post-marked on or before February 17 to receive Early Bird pricing and between February 18 and March 4 to receive Regular Pricing. Registration forms post-marked after March 4 will be considered Late Registration.

*Provider approved by the California Board of Registered Nursing, Provider Number 16061 for 6 contact hours for each In-Depth Day.



5000 Arlington Centre Blvd., Suite 2277 Columbus, OH 43220

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JOIN US!

Heartbeat International offers the most dynamic training to equip ministers and empower ministries worldwide in the pregnancy help community through:

- Inspirational keynote speakers
- 70+ informational workshops in 15 tracks
- 15 Pre-conference opportunities
- And much more!



Annual Conference

Advancing Pregnancy Help

When: March 29-31, 2016

Where: Sheraton Downtown Atlanta

165 Courtland Street NE Atlanta, GA 30303

(404) 659-6500

Contact: Conference@HeartbeatInternational.org

Who should attend the 2016 Heartbeat International Conference?

Heartbeat's Annual Conference is designed for ministry leaders, staff, board members, and volunteers of life-affirming pregnancy help centers, medical clinics, maternity homes, and non-profit adoption agencies, as well as professionals in the areas of medicine, counseling, social work, and education.



Register online at HeartbeatServices.org and receive your Early Bird discount today!

