



DAN DUNLOP

Dan Dunlop is president and CEO of Jennings, a North Carolina-based healthcare marketing agency. He is an author, marketer, blogger and frequent speaker at national and regional conferences, having served on the faculty of SHSMD, CBM, HMSS, AAMC, NESHCo and CHPRMS. His involvement in the industry includes regularly contributing articles to leading publications such as Healthcare Marketing Report, Marketing Health Services, Healthcare Marketing Advisor and Healthcare Strategy Alert. Dan currently serves on the national advisory board for Healthcare Marketing Advisor and the judging panel for the National Health Information Awards and Web Health Awards. He has been designated a Top Health Blogger in Wellsphere's Healthcare Industry & Policy Community and a top healthcare marketing contributor by OrganizedWisdom.com. He is also a contributing reporter to Ragan.com's Healthcare Marketing and Communications News. Dan has a Master's Degree from Appalachian State University. You can find him on Twitter at @dandunlop.



ERIC ROWLES

Eric Rowles is a nationally recognized trainer, speaker, and consultant whom has worked with over 150,000 youth, adults, administrators, professionals, and policy makers within the past 15 years. His presentations are legendary - by combining the energy and innovation of a master trainer, while at the same time reaching each of us through his stories, research, and on-the-ground strategies. One part motivational speaker, one part DJ, and two parts community health organizer and parent of 2 daughters, Eric runs a customized consulting and facilitation practice that, through a network of over 20 dynamic and diversely talented trainers, works with for profit and non-profit organizations to achieve progressive and dynamic change. Eric's previous experience includes his work as Senior Director of Training with the Youth Leadership Institute (CA), Director of Leadership Development at Rutgers University (NJ), Director of International Youth Summer Abroad programs (CA), Substance Abuse Prevention Coordinator with Riverside County Friday Night Live (CA), and ran a traveling theater company that toured for over 10 years. Additionally, Eric has been a faculty member at the University of North Carolina, Charlotte as well as Rutgers University (NJ), and has over a decade of innovative and cutting edge classroom instruction and facilitation experience, including extensive use of experiential and "low-ropes" techniques and methodologies in his presentation and training approaches.

Eric holds a double Bachelors of Arts degree from the University of California (Riverside) — one in Ethnic & Cultural Studies, and a second in Sociology/Psychology/Anthropology/Philosophy. In addition, he also holds a Masters of Science degree from Central Connecticut State University in Educational Leadership & Design.

Eric lives in Charlotte (NC) with his wife and two daughters.



Are You Ready For A *New Brand* World



2012 VSHMPR Spring Conference & Measure of Excellence Awards

Holiday Inn & Suites North Beach • Virginia Beach, VA
April 18 – 20, 2012

Are You Ready For A
New Brand
World

AGENDA

WEDNESDAY, APRIL 18

3:00 – 5:00 P.M. **Guest Registration & Check In**
5:00 – 7:00 P.M. **Welcome Reception**

THURSDAY, APRIL 19

8:30 – 9:15 A.M. **Breakfast**
9:15 – 10:45 A.M. **Alan Kent** – Where's the Box?
10:45 – 11:15 A.M. **Break with Sponsors**
11:15 – 12:30 P.M. **Kenya Gibson** – Homer Simpson, Frasier Crane and The Fonz: Marketing Healthcare to Men
12:30 – 1:30 P.M. **Lunch**
1:30 – 3:00 P.M. **Dan Dunlop** – Engaging Female Healthcare Consumers with Blogs
3:00 – 6:00 P.M. **Free Time**
6:00 – 6:45 P.M. **Cocktail Reception**
6:45 P.M. **MOE Presentation and Dinner**

FRIDAY, APRIL 20

8:30 – 9:30 A.M. **Breakfast**
9:30 – 11:00 A.M. **Eric Rowles** – Generational Crossroads - When X, Y, & Boomers Collide!
11:00 A.M. Check out and Lunch

This year's conference will feature nationally renowned speakers highlighting innovative approaches, creative strategies, and motivating concepts in healthcare marketing.

Plan to attend this exciting, informative, and motivating workshop presented by The Virginia Society for Healthcare Marketing and Public Relations.

- Learn from the leading industry minds in the fields of marketing, media and ethics.
- Network with colleagues from across Virginia and beyond.
- Enjoy the sights and activities of Spring time on the Virginia Beach shoreline.

WEDNESDAY ARRIVALS

Attendees and sponsors are invited to join us for a welcome reception poolside at the Square Whale Restaurant from 5 – 7 P.M. on Wednesday, April 18.

ACCOMMODATIONS

Holiday Inn & Suites North Beach - \$119.
Please call 757-428-1711 for reservations by March 28, 2012 to receive the group rate.

QUESTIONS?

Contact Grey Martin at 757-455-6177 or email gmartin@barryrobinson.org

REGISTRATION FEE

\$375 Member Rate
\$475 Non-member Rate which includes a 1 year membership (\$100)
\$200 One-day Rate to attend on Thursday, April 19, including MOE Awards

SPEAKERS



ALAN KENT

Alan Kent is the President and CEO of Meadows Regional Medical Center and its affiliated companies since 2000. He holds the degrees of Bachelor of Science in Health Systems from Georgia Institute of Technology and Master of Health Administration from Georgia State University.

Meadows Regional is a 57-bed rural hospital organization providing acute, outpatient, wellness and preventive services in Vidalia, GA. MRMC employs over 25 physicians and 700 staff members and has grown from under \$50 million in gross revenues in 2000 to over \$300 million in FY 2012. Meadows has been recognized nationally for work in the TPS Lean Healthcare process with Georgia Tech and for its Open Book Management operation. The organization was named the Georgia Hospital of the year in 2002 and a Thompson Reuters Top 100 National Hospital in 2005, 2006 and 2008. They received both The Jackson Group's Laureate Award for Outstanding Work Environment as well as HealthGrades.com's Outstanding Patient Experience award each of the last three years. The hospital moved into a \$92M state of the art replacement facility in 2011 and has already broken ground on a new cancer center. Meadows is a great place to be a patient and a very cool place to work.



KENYA GIBSON

Director of Client Services, Franklin Street Marketing

With a Masters in Architecture from Yale University, Kenya started her career in store design for Saks Fifth Avenue and Disney. She later transitioned into retail marketing and advertising, working for a mix of retailers and consumer product companies, including Sony. At

Franklin Street, Kenya supervises the account management department, serving as planner and liaison to our clients. She is an expert in marketing healthcare to women (and men), including the impact digital and social media has on reshaping the relationships between providers and patients.



name _____
title & organization _____
address _____
city _____ state _____ zip _____
phone _____ email _____

Member (\$375)
 Non-Member (\$475)
 Thursday only (\$200)
 MOE only (\$100)

Arriving Wednesday evening
 Arriving Thursday morning

Please mail this form along with your check to: VSHMPR, c/o Ellen Pesto
333 West Cork Street, Ste. 210, Winchester, VA 22601

Registration Deadline: April 8, 2012