

*Let your  
light shine!*

Heartbeat International  
Annual Conference  
Los Angeles, California  
March 26-29, 2012



*Register online today at  
[HeartbeatServices.org](http://HeartbeatServices.org)*

# Pre-conference opportunities

Pre-registration is required. Meals and materials are included in the registration cost. See page 7 for registration details.

## Executive Roundtable

The Executive Roundtable (ERT) is a forum specifically for large-budget ministry executives. A mixture of high-level leadership training, informative topics and movement issues creates a unique opportunity for leaders currently running our largest centers/clinics. ERT offers executives opportunities to exchange ideas and network with peers. (Registration is reserved for CEO/EDs leading ministries with budgets greater than \$350K. Some advance preparation will be required.)

## In-Depth Day Trainings

### Media training and consulting

*Bruce Smith, Media Specialist for Alliance Defense Fund (ADF)*  
Myths and misinformation abound in media coverage of pro-life issues. The blatant media bias makes for a hostile environment for pro-life messages. The bias also adds to the over all desensitization as it relates to the dignity of the human person. Yet it's crucial for pro-lifers to realize that we ignore the media at our own peril. Join ADF and Heartbeat International as they teach key strategies and tips for working with the media in this critical time.



### L. A. Law (Life-Affirming Law)\*

*Alliance Defense Fund (ADF) & Heartbeat International*

Designed for lawyers with a connection to the pregnancy help community, ADF and Heartbeat attorneys will cover legal issues facing pregnancy help organizations.

- Coerced speech (signage requirements, recommended solutions)
- Abortion and minors: coerced abortions
- Corporate Governance (non profit issues, 990 laws, lobbying issues)
- Organizing as Religious entities

*This activity is being offered for 6 hours of MCLE, including 1 hour in legal ethics, pending approval by the Supreme Court of California.*



### Developing a dynamic medical clinic to reach abortion-minded women\*

*National Institute of Family & Life Advocates (NIFLA)*

The National Institute of Family and Life Advocates (NIFLA) will teach about great practices within a pregnancy resource medical clinic. Legal and medical guidelines will be discussed as well as the use of proper medical policies and procedures. Instructors are Thomas A. Glessner, Esq. and president of NIFLA; Anne O'Connor, Esq. and General Counsel of NIFLA; and Audrey Stout, RN and National Nurse Manager Consultant for NIFLA.

### Volunteer training: The LOVE Approach

*Heartbeat International*

Heartbeat brings to life what volunteers need to know when they begin helping in a life-affirming organization. Simple to present and powerful in practice, this training in effective and compassionate outreach will equip new volunteers and trainers of new volunteers. Those in attendance will receive the newly revised *LOVE Approach Training Manual*.

### A day of spiritual inspiration

*Pam Farrel, author of Women of Confidence*

Pam will help you live lives of integrity and step out in "God-sized" confidence to be difference-makers. Sprinkled throughout are pieces of all of Pam's books as she addresses issues in the areas of personal growth, marriage, singleness and family. Get empowered by God's greatness; stand confident in the face of obstacles; and discover the strength to follow-through on important goals.

### Reaching forward: after-abortion healing from the start

*Michaelene Fredenburg, author of Abortion Changes You*

You are on the front lines of opportunity to offer healing to men and women touched by a past abortion. This interactive day-long training will prepare you to equip first responders at your center – receptionists, client advocates, etc. – to effectively offer an invitation to healing during the intake interview, support their clients as they start the healing journey, and, if needed, transition them into traditional after-abortion healing programs.

\* \$125 registration includes lunch, materials and Continuing Education Units



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# Heartbeat Headliners



**KIRK CAMERON** is a television and film actor, noted recently for his work in the inspirational film, *Fireproof*. He is also known for his memorable roles on ABC's *Growing Pains*, the *Left Behind* movies, and co-host of *The Way of the Master* television series. Kirk spends much of his time producing new television and film projects and speaking to people around the country, teaching them how to share their faith and live out a gospel centered marriage and family.



**BILL & PAM FARREL** are international speakers and authors of more than 30 books, including their bestselling *Men Are Like Waffles, Women Are Like Spaghetti* (over 300,000 sold). Pam has served as director of a women's ministry, a pastor's wife, and a mentor. She is also the founder and president of *Seasoned Sisters*, a ministry to women 40-65 ([www.SeasonedSisters.com](http://www.SeasonedSisters.com)).



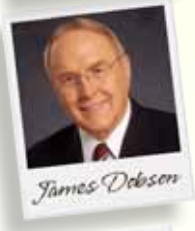
**DR. VODDIE BAUCHAM** wears many hats. He is a husband, father, pastor, author, professor, conference speaker and church planter. He currently serves as Pastor of Preaching at Grace Family Baptist Church in Spring, TX. He has served as an adjunct professor at the College of Biblical Studies in Houston, TX, and Union University in Jackson, TN. He has also lectured at Southern Seminary.



**DR. M. SOPHIA AGUIRRE** earned a Ph.D. in Economics from the University of Notre Dame and joined the Catholic University of America faculty in 1993. Her specialization is in international finance and economic development. She has testified in front of Congresses on issues related to population, family and health both nationally and internationally. She has also advised several governments on women's education, family policy, and health.



**LILA ROSE**, a recent UCLA graduate, has dedicated herself to building a culture of life and ending abortion. At age fifteen, Lila founded *Live Action*, which is now a growing nonprofit with several chapters in California. *Live Action* is a youth-led organization which works to expose abuses in the abortion industry and advocate for human rights for the pre-born, using new media to educate and mobilize both local and national audiences.



**DR. JAMES DOBSON** is the Founder and President of *Family Talk*, a nonprofit organization that produces his radio program, "Family Talk with Dr. James Dobson." He is the author of more than 30 books dedicated to the preservation of the family. Dr. Dobson has been active in governmental affairs and has advised three U.S. presidents on family matters. He earned his Ph.D. from the University of Southern California (1967) in the field of child development.



**LAUREN ROMAN** has the privilege of speaking to youth groups, parents, high school and college students, church groups and PRC gatherings... whether delivering a keynote address or in a workshop setting, her heart to impact lives for the Kingdom is evident. She shares about the power of making life-affirming choices, experiencing redemption and freedom, embracing our true identity in Christ, and choosing a counter-cultural lifestyle of purity – even as a 30-something single!

# Conference Schedule

Session	General Topics	Advancing Leaders	Leading Strategies	Board Business	Fundraising Dynamics	Marketing Ministry	Client Impact
<b>A</b> Tuesday, March 27 2:00-3:15	Linking arms with the medical community <i>Patrick Johnston</i>	7 simple steps to leading like Jesus <i>Pat Layton</i>	PHCs & politics <i>Tom Glessner, J.D. &amp; Leslie Unruh</i>	Law & Order: special PHC unit <i>Ellen Foell, J.D.</i>	Growing your donor base <i>Doug Coutcher</i>	Getting the most from Google <i>Brad Mandel</i>	Gaining and growing volunteers <i>Donna Sandage</i>
<b>B</b> Tuesday, March 27 3:45-5:00	Evangelicals and Catholics together <i>Panel</i>	Positioning strategically <i>Dyxie Lincoln</i>	Competing with the abortion industry <i>Abby Johnson</i>	Key things every board member should know <i>James Ulvog</i>	Fundraising through e-mail marketing <i>Jeremy Lefevre</i>	Fundraising via Facebook - It is possible <i>Chris Dattilo</i>	Abortion, your client, and the law <i>Allan Parker</i>
<b>C</b> Wednesday, March 28 10:30-11:45	Attachment styles & how they affect your client's choices <i>Sharon Pearce</i>	Sticky teams <i>Elise Boggs</i>	"Wow" your board with your new idea <i>Peggy Benicke</i>	Strategic planning... Why bother? <i>Rhonda Tomko</i>	Effective development staffing <i>Debbie Nieport</i>	Free texting solutions <i>Jacob Barr</i>	"Resale boutiques" serving clients and the ministry <i>Dinah Monahan</i>
<b>D</b> Thursday, March 29 10:30-11:45	Defining and defending marriage <i>Derek McCoy</i>	Leadership motive check <i>Sara Hankel</i>	Eclipsing Planned Parenthood <i>Peggy Hartshorn, Ph.D.</i>	Strengthening leadership relations <i>Kimberly Padan</i>	Integrating stewardship & development <i>John Frank</i>	Is your website scaring clients away? <i>Brett Foster</i>	Impacting somebody different than me <i>Anne Pierson</i>
<b>E</b> Thursday, March 29 2:00-3:15	Effectively communicate with legislators <i>Celeste Avy</i>	Leading through transition <i>Martha Evans</i>	Why one service won't serve all <i>Talitha Phillips</i>	Effectively dealing with conflict opportunities <i>Gerard Dagonese</i>	Direct mail that gets results <i>Howard and Jill Taylor</i>	Marketing to the abortion-minded teen <i>Jeremy Lefevre</i>	Involving the local church in client impact <i>David Whitaker</i>
<b>F</b> Thursday, March 29 3:45-5:00	Identity in being not doing <i>Vicky Botsford</i>	Leading multi-generational teams <i>Wendy Lowe</i>	How technology evens the playing field <i>Tim Welsh</i>	Recession-proof your ministry <i>Angela Bennett</i>	Face-to-face with major givers <i>Wesley Rediger</i>	Serving the iGeneration <i>Lori DeVillez</i>	Effectively counseling Latinos to choose life <i>Astrid Bennett</i>

Detailed descriptions of workshops are available at our website, [HeartbeatServices.org](http://HeartbeatServices.org)



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Go to [HeartbeatServices.org](http://HeartbeatServices.org) for the latest conference news and to

*register online!*



Client Services	Extending Care	Medical Matters	Medical Advancement	Spiritual Inspiration	Sexual Integrity	Abortion Recovery
Counseling tools: from first call to final outcome <i>Brad Imler</i>	Truths to engaging nonresident fathers <i>Tracy Robinson</i>	Abortion procedures <i>Dr. Anthony Levatino</i>	Perinatal services and your PHC <i>Sharon Sparks</i>	How to keep going when your giddyup has gotten up and gone! <i>Gordon Douglas</i>	Waffles and spaghetti <i>Pam Farrel</i>	Reaching the unreachable <i>Michaelene Fredenburg</i>
What you should know before you go mobile <i>Michael Homula</i>	How open adoption really works today <i>Jeff Carlson</i>	Sonography basics, protocols, and new applications <i>James Scheffler</i>	9 1/2 ways to improve the quality of care of your clinic <i>Margaret Kruse</i>	Ready to pray - a spiritual journey of prayer and worship <i>Gail Dudley</i>	Her body is a wonderland <i>Emily Sederstrand</i>	Engaging men in abortion recovery <i>Patrick Ashburn &amp; Norma Murakami</i>
Answering tough calls and hard questions <i>Option Line</i>	Extending care beyond the crisis <i>Yesenia Basas</i>	Sonography images... doing your best <i>Connie Ambrecht</i>	Connecting communities and practices <i>Dr. John Bruchalski</i>	Turning obstacles into opportunities <i>Derrick Tennant</i>	The big picture of sexual integrity <i>Katy Flood</i>	Building effective outreach in your community <i>David Reardon</i>
Keys everyone should know about serving urban clients <i>Pat Upchurch</i>	Bridges to better client outcomes <i>Kerry Jepson</i>	Medical issues presented by clients from undeveloped nations <i>Paula Grimsley</i>	Therapeutic advances in prenatal diagnoses <i>Gerard Nadal</i>	The Peter Pan Syndrome: I don't want to grow up! <i>Julie Parton, Ph.D.</i>	Rediscovering purity <i>Jennifer Disney</i>	Abortion recovery using Skype <i>Julie Weber</i>
Servicios de interpretación <i>Molly Hoepfner, LAS</i>	Starting a maternity home: practical considerations <i>Anthony DiIulio</i>	Knobology applications or how to get better pictures <i>Kim Hardy</i>	Linkage between abortion, OC use, and breast cancer <i>Gerard Nadal</i>	Transformed by two questions <i>Anne Pierson</i>	Revolving choices <i>Evelyn Lastra West</i>	Abortion and the Gospel truth <i>Kim Ketola</i>
Texts as outreach: R U ready? <i>Kathy Bozyk</i>	Men's ministry does not cost, it pays! <i>Kurt Ramspott</i>	NaPro technology: a holistic alternative <i>George Delgado</i>	How to prevent postpartum depression <i>Rebecca Dawson</i>	Avoiding compassion fatigue <i>Sharon Pearce</i>	Projecting worth that's worth waiting for <i>Anthony Preston</i>	New approaches to abortion recovery training <i>Jutta Wittmeier</i>

\* Speakers and topics are subject to change. All changes will be posted on our website (until conference week).

\*\* Presenters pictured represent some of the workshops at the Heartbeat Annual Conference.



# Conference Tracks

## Advancing Leaders

The pregnancy help movement is facing new and concentrated attacks from well-funded opponents and their allies in media and politics. This Track is for topics that help understand the attack, defend the good work we do and engage pro-actively.

## Leading Strategies

Leadership is the key ingredient for successful mission efforts. This Track will include presentations focused on leaders, leadership and leading ministries.

## Fundraising Dynamics

Fundraising and friend-raising are critical for ministry and mission. This Track seeks presentations primarily for intermediate and advanced topics (though some basic topics may be included). Innovative fundraising suggestions should have a proven Track record.

## Medical Matters

Led by medical professionals, this Track will cover a wide range of relevant topics and is specifically designed for the medical and health care professionals serving pregnancy centers.

## Medical Advancement

Led by medical professionals, this Track will provide advanced training in skills and/or knowledge base for ultrasonography and other medical procedures.

## Spiritual Refreshment

The heart of our work is spiritual. This Track will address spiritual dynamics faced by pregnancy help community members. Presenters must recognize the cross-denominational nature of Heartbeat International.

## Client Impact

Intended for those leading and/or working directly with clients, this Track will include presentations that increase awareness and understanding of clients as well as their behavior, culture and needs.

## Client Services

This Track is especially for program and service models geared for clients we seek to serve. Presentations on this Track will focus on Client Programs as well as the delivery and method of client programs and services.

## Extended Care

This Track is to highlight extending care beyond that first visit to solidify a life decision and deepen impact. This is a Track where long-term programs and services will be addressed.

## Abortion Recovery

This Track is for deeper understanding of the post-abortion clients served as well as tools, tips and techniques for programs on abortion recovery.

## Sexual Integrity

Reflecting the aspects of Heartbeat's Sexual Integrity™ Program, this Track will feature presentations that reinforce sexual integrity for pregnancy help clients.

## Board Business

For board members and primary leaders who govern and guide. This Track is intended to challenge veterans and novices alike.

## Marketing Ministry

For current and emerging marketing strategies geared for pregnancy help centers.

## General Topics

Something for everyone involved in the pregnancy help community.

# Conference Info

## Registration

### Pre-Conference Opportunities:

Registration begins Monday, March 26 at 8:00 a.m. (Pre-registration required.)

### Main Conference:

Registration begins Tuesday, March 27 at 8:00 a.m. Exhibits will open at that time. The official Conference begins at 11:30 a.m. with a Welcome Lunch and Keynote Address.

## Hotel Information

### Los Angeles Airport Marriott

5855 West Century Boulevard  
Los Angeles, California 90045  
1-800-228-9290

Room Rate: \$139/Night (Single/Double)

Group Code: hbhbia

## Transportation

### Complimentary Shuttle Available

Our complimentary shuttle service provides guests easy access to and from the Los Angeles International Airport. Pickup for guests arriving at LAX is outside the baggage claim area below the red sign for hotel pickup. Hotel pickup is located in front of the hotel. No reservations are required.

### Parking

On-site parking, fee: \$10.00 USD daily

Valet parking, fee: \$35.20 USD daily

Overnight Guests - Self \$10.00, Valet \$35.20;  
Rates per day. Valet 310-337-5374

## Cancellation Policy

Full refunds may be issued until 12:00 a.m. EST (midnight) March 5, 2012.

A 50% refund is available from 12:01 a.m. EST March 5, 2012–March 16, 2012.

No refunds will be issued past 12:01 a.m. EST March 16, 2012.

Method of payment may require additional transaction fees.



Register online today at [HeartbeatServices.org](http://HeartbeatServices.org)

# 2012 Conference Registration

The 2012 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.

## Continuing Education Units (CEU's) & Contact Hour Information

Continuing Education Units (CEU's) and Designation Certificates are offered this year.

### Life-Affirming Specialist (LAS)

LAS application and renewal is offered through Heartbeat International, an approved provider (# 01-0710). This conference is pre approved by the International Institute of Education Standards (IIES).

### For Nurses

The Medical Matters and Medical Advancement workshops have been submitted to the Ohio Nurses Association for approval toward contact hours. The Ohio Nurses Association (OBN-001-91) is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

There is no commercial support or sponsorship for this event. Criteria for successful completion include attendance at the entire event and submission of a completed evaluation form. Partial credit can be awarded.

### For Social Workers & Marriage & Family Therapists

CEU's are offered for a fee through our cosponsor, Seminars 2000. This conference is pre approved and/or meets the requirements of most states.

### For Lawyers

The L. A. Law (Life-Affirming Law) in-depth day training is being offered for 6 hours of MCLE, including 1 hour in legal ethics, pending approval by the Supreme Court of California.

*New!*

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

## Registration for conference

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

- \$299 - **Early Bird Registration received by February 20, 2012**
- \$389 - Registration received after February 20, 2012 and before March 5, 2012
- \$479 - Late Registration received after March 5, 2012
- I am interested in CEU's/Contact Hours and/or the Life Affirming Specialist designation credits. (E-mail address required.)

## Pre-conference opportunities

Registration includes sessions, materials, and lunch. Prices listed below are the registration costs per person. Choose only one. See Page 2 for more details.

### Executive Roundtable - March 26, 2012

- \$99 - Registration received by February 20, 2012

### In-Depth Day Training - March 26, 2012

- \$99 - Registration received by February 20, 2012
  - Volunteer training: *The LOVE Approach*
  - Media training and consulting
  - A day of spiritual inspiration
  - Reaching forward: after-abortion healing from the start
- \$125 - Registration received by February 20, 2012
  - Developing a dynamic medical clinic to reach abortion-minded women (includes CEU's for nurses)
  - L. A. Law (Life-Affirming Law) (includes CEU's for lawyers)
- Add \$20 - Registrations received after February 20, 2012



Total amount due \$ \_\_\_\_\_

(Pre-conference opportunity + registration)

## Payment Information

CREDIT CARD - Register online at HeartbeatServices.org or fax to (614) 885-8746

CHECKS - Mail Registration with payment to Heartbeat International, 665 E. Dublin-Granville Road, Suite 440, Columbus, OH 43229-3245

- Check enclosed (Make checks payable to Heartbeat International.)
- Credit Card type: Visa MasterCard AmEx Discover

Name as it appears on the card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ SEC Code: \_\_\_\_\_

Address (where billing statement is received): \_\_\_\_\_



2012 Heartbeat International  
41<sup>st</sup> Annual Conference  
Los Angeles, California  
March 26-29, 2012

*Join us!*

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

- Inspirational keynote speakers
- 80+ informational workshops over 14 tracks
- Pre-conference opportunities
- And much more!



*Let your light shine!*



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*Who should attend the 2012  
Heartbeat International Conference?*

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

**When:** March 26-29, 2012  
**Where:** Los Angeles Airport Marriott  
5855 West Century Boulevard  
Los Angeles, California 90045  
(800) 228-9290  
**Contact:** [Conference@HeartbeatInternational.org](mailto:Conference@HeartbeatInternational.org)

*Save time and money!*

Register online at [HeartbeatServices.org](http://HeartbeatServices.org)  
and receive your early bird discount today!