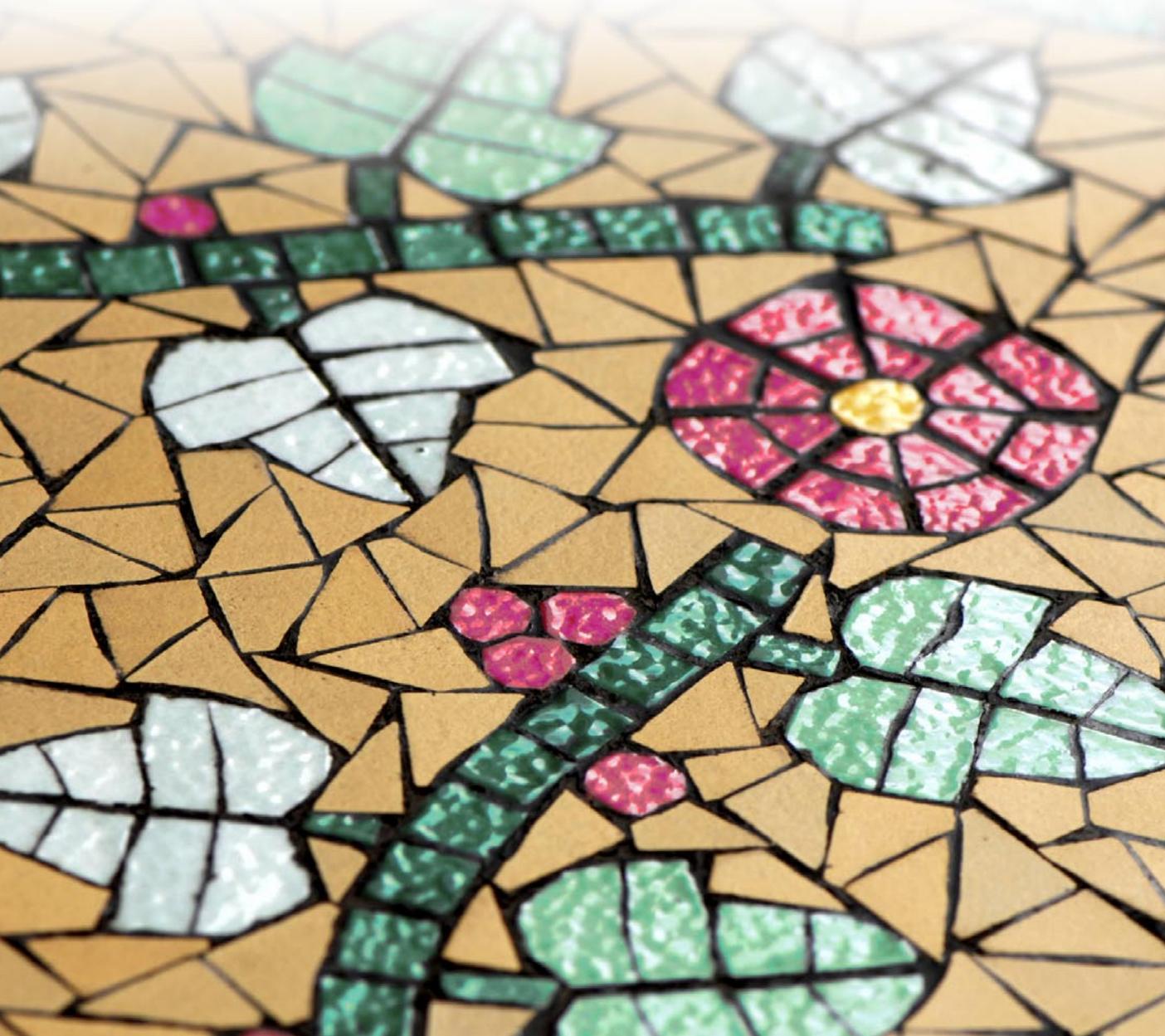




# 2010 Heartbeat International Annual Conference

Orlando, Florida  
May 18-20

# Better Together



Equipping Ministers, Empowering Ministries

*"We do not work for unity; we work to end and erase disunity. Unity is of God; disunity is of man." Mike Timmis*



## Mike Timmis, J.D.

Mike Timmis is a chairman of both Prison Fellowship in America and Prison Fellowship International with a background practicing law and leading businesses. A Roman Catholic, Mike is deeply involved in ministry in his hometown of Detroit as well as projects in Africa and Central and South America. He and his wife, Nancey, are parents of two and grandparents of four. He is the author of *Between Two Worlds*—an intriguing look into the life of an evangelical Catholic.



## Diana Castillo

Diana is the National Director of Grávida: Centro de Asistencia a la Vida Naciente (Center for New Life) in Argentina. With her husband, Santiago, Diana started Grávida in 1993 as part of their pastoral mission for Family and Life. Together with Fr. Bernardo Ruiz Moreno, Grávida's National Advisor, they began establishing new pregnancy help centers in different communities throughout Argentina based on the Grávida ministry model for service. At present, they coordinate the national network in 19 dioceses with 28 Grávida centers in activity.



## Pam Tebow

The daughter of an Army Colonel, Pam Tebow lived all over the world until she was seventeen. The Tebows lived for a number of years as missionaries in the Philippines, where her husband Bob continues to have an ongoing ministry. While there an illness threatened her pregnancy and she was advised by doctors to abort. Her faith in God, refusal to abort and the resulting child, "Timmy" - now a celebrated quarterback and Heisman Trophy winner for the Florida Gators - is a powerful life-affirming testimony. The Tebow story has aired on ESPN and most recently in an ad during Super Bowl XLIV allowing her promote her pro-life values on a national level.



## Rev. Arnold Culbreath

Rev. Arnold M. Culbreath is the Urban Outreach Director of Life Issues Institute, Inc., an organization established to serve the educational needs of the pro-life movement internationally, headquartered in Cincinnati, Ohio. He oversees its Urban Outreach Initiative, Protecting Black Life, whose primary objective is to reach the black community with the pro-life message.



## Freda Bush, M.D.

Freda McKissic Bush, MD, FACOG, serves on the board of the Medical Institute for Sexual Health. She, with Dr. Joe McIlhane, co-authored the book, *HOOKED, New Science On How Casual Sex is Affecting Children*. She was a contributing writer to *Faith Matters: How African American Faith Communities Can Help Prevent Teen Pregnancy*, published by the National Campaign to Prevent Teen and Unplanned Pregnancy. Dr. Bush is the medical director of two pregnancy care centers in Jackson, Mississippi.



## Raul Reyes

Raul was a founding board member of the Pregnancy Center of Pinellas County in Pinellas Park, Florida where he served as President for fourteen years. Raul then served as Director of International Ministries for Life International. In 2002 Raul became an Assistant to the President in the Public Affairs department at Focus on the Family in Colorado Springs, Colorado. Raul currently serves as President of Life Network. Raul and his wife Christine have five children and live in Monument, Colorado.



## Peggy Hartshorn, Ph.D.

Peggy, Heartbeat International's President, has been active in the pro-life movement since 1973. She is editor and author of many Heartbeat resources as well as articles in other pro-life publications. She has received multiple awards for her pro-life work, most recently The Norinne A. and Raymond E. Ruddy Memorial Pro-Life Prize.

# Special Banquet Performance from Dr. Ron Kenoly!



Special Thanks

to our Conference  
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*"Alone we can do so little;  
together we can do so much."  
Helen Keller*

## Something for Everyone!

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. For information, visit [HeartbeatServices.org](http://HeartbeatServices.org).

**Executive Directors:** Leadership is best when equipped, encouraged, and engaged. This conference includes tactical techniques, spiritual support, and everything in between.

**Key Staff/Volunteers:** Deepen your understanding by accessing the Track or Workshops of your area of ministry work - or broaden your information and inspiration by learning about related matters.

**Medical Personnel:** While our Medical Track features professionals who can speak the medical language and your passion for life, other topics may be of interest to enhance you and your ministry.

**Board Members:** Governance is a high calling and one that is informed by experience and understanding. Strategic Leadership topics will strengthen your knowledge and wisdom.

**Internationals:** Pregnancy help ministries exist all over the world and they encounter the same concerns U.S. centers have every day. This conference is proud to include international guests from six continents.

□ lower than comparable conferences, we are still able to bring you dynamic speakers and movement leaders from across the nation to offer you the inspiration and information needed to enhance and enrich your answer to the call.

**We look forward to seeing you in Orlando!**

*"The focus on cultural diversity was excellent and a real learning experience in so many ways. A lot of good [workshops] even for someone who has been to many previous conferences."*



# Tracks

## Center Defense

The pregnancy help movement is facing new and concentrated attacks from elected officials and college students employing hidden cameras alike. This is the first conference track of its kind to specifically address these varied opposition attacks.

## Strategic Leadership

"Leadership is influence," says John Maxwell. All directors, board members, staff, and volunteer leaders are invited to delve into some specifics from this broad and important topic.

## Fundraising Dynamics

Fundraising and friend-raising are critical for ministry and mission. With timely techniques for both novices and veterans, this Track is open to anyone working in or with development programs.

## Medical Matters

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

## Spiritual Refreshment

If the hustle and bustle of ministry has you running on empty, or you are simply looking for ways to strengthen your service and those who serve with you, these workshops are for you.

## Client Impact

We all want the best for our clients. Our Client Impact Track is for those leading and/or working directly with clients.

## Tuesday, May 18

8:00 a.m. - 9:00 a.m. In-Depth Day Registration (must be pre-registered)  
 9:00 a.m. - 5:00 p.m. In-Depth Day Trainings (must be pre-registered)

2:00 p.m. Exhibits OPEN  
 2:00 p.m. - 5:30 p.m. Registration

5:30 p.m. - Welcome Dinner & Keynote ..... **MIKE TIMMIS**

## Wednesday, May 19

**Session A: 10:30-11:30** 8:30 a.m. - General Session & Keynote ..... **DIANA CASTILLO**

Center Defense	Know the Opposition - Virginia Cline
Strategic Leadership	From Good to Great - Jim Sprague
Fundraising Dynamics	Foundations to Sustainable Funding - Terry Axelrod, MSW
Medical Matters	Birth Control Q & A - Del Hahn, M.D.
Spiritual Refreshment	Get a Grip! The Agony & Ecstasy of Kingdom Work - Rev. John Ensor
Client Impact	Sharing the Gospel - Raul Reyes
Client Services	Materials for Ministry from Hope for the Heart - Jack McNairy
Extended Care	Mobilizing Ministry for Men - David Whitaker, MMCC, Ph.D.
Abortion Recovery	Reaching the African American Woman - Silynithia Stewart
Sexual Integrity	Eve & the Serpent: The Spiritual Attack on Femininity - Katy Flood, LAS
Board Business	Going for a God-Sized Vision - John Cissel, SIOR
Innovative Ideas	Websites: Growing Beyond the Basics - Brett Foster

**Session B: 2:00-3:00** 12:15 p.m. - Lunch & Keynote ..... **PAM TEBOW**

Center Defense	Making the Most of Public Attacks - Lisa Wheeler
Strategic Leadership	Moving Forward When You Feel Like Running Away - Maureen Yockey
Fundraising Dynamics	Engaging Your Board for Effective Funding - Terry Axelrod, MSW
Medical Matters	OB Refresher for Nurses... Know Your Basics - Tricia McCool
Spiritual Refreshment	Spirituality Come Alive Through Pro-Life Service - Diana Castillo
Client Impact	Serving Clients from Other Nations - Carmem Carmo
Client Services	God's Family Trinity: Father, Mother, Child - Rebecca Graham
Extended Care	Debunking Adoption Myths for Pregnant Teens - Traci Newell
Abortion Recovery	Understanding Disenfranchised Grief after Abortion - Millie Lace
Sexual Integrity	Creative Games to Help Clients Heal - Helen Risse, R.N.
Board Business	Paradox of "Owning" a Non-Profit Ministry - John McCastle, LAS
Innovative Ideas	Birthing Centers: From Idea to Reality - Sol Pitchon

**Session C: 3:30-4:30** 5:30 p.m. - Dinner & Keynote ..... **REV. ARNOLD CULBREATH**

Center Defense	Answers for Defense - P. Wolock, Esq., T. Glessner, Esq., & A. O'Connor, Esq.
Strategic Leadership	Leading through Adversity - Nancy McDonald
Fundraising Dynamics	7 Strategies for Increasing Year-End Giving - J. Sprague & D. Gillman
Medical Matters	Handling Clients with High Risk Pregnancy - Mary Jo Sullivan, M.D.
Spiritual Refreshment	His Kingdom Come: Knowing God More Intimately - Mary Lou Hendry
Client Impact	Effectively Serving the Latino Client - Jeanne Pernia
Client Services	Confronting the Poverty Mentality - Sylvia Johnson
Extended Care	Housing Ministries & PHCs Working Together - Amy Jones, LAS
Abortion Recovery	Cross-Cultural Abortion Recovery - Stacy Massey, LAS
Sexual Integrity	Understanding the Impact of Childhood Sexual Abuse - Julie Woodley
Board Business	Boards & Staff Soaring Together - Kirk Walden
Innovative Ideas	Plus Link: The Appointment Setting Tool for PHCs - Joe Young

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

\* 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.



*"The conference was awesome. The Holy Spirit was present in blazing power, upon each speaker, each workshop, each activity I attended. What an incredible inspiration and encouragement!"*

## Thursday, May 20

### 8:30 a.m. - General Session & Keynote ..... **FREDA BUSH, M.D.**

Center Defense	PHCs, Politics & Policy - Chuck Donovan
Strategic Leadership	Getting Minority Leaders Involved - Rev. Arnold Culbreath
Fundraising Dynamics	Tackling, Taming, & Turning Around a Funding Crisis - Kirk Walden
Medical Matters	Image Review: What Do You See? - Connie Ambrecht, R.D.M.S.
Spiritual Refreshment	Resurrection Women: Living to Resurrect the Earth - Barbara Thomas
Client Impact	Warning: 10 Things that Turn Clients Away - Earlene Jones, LAS
Client Services	Restoration & PHC Ministry - David Whitaker, MMCC, Ph.D.
Extended Care	Life-Affirming Rescue for those in Human Trafficking - Joanne Coker
Abortion Recovery	Helping Churches Heal Their Wounded - Pat Layton
Sexual Integrity	Her Body of Worth - Cindy Meuse
Board Business	Key Qualities of a Functional Board - Peggy Hartshorn, Ph.D., LAS
Innovative Ideas	Social Media that Attracts Donors - Chris Datillo & Rae Whitlock

### 12:15 p.m. - Lunch & Keynote ..... **RAUL REYES**

Center Defense	Legislative Maneuvers: Attacks on the PHC Movement - T. Glessner, Esq.
Strategic Leadership	Building Teams - Sol Pitchon
Fundraising Dynamics	Church Connections - Raul Reyes
Medical Matters	Rewiring the Brain for Healthier Relationships I - Freda Bush, M.D.
Spiritual Refreshment	The Making of a Warrior - Connie Moore
Client Impact	Impacting Your Client with a Word Fittly Spoken - Barbara Thomas
Client Services	Effectively Find & Keep Volunteers - Gail Schreiner
Extended Care	Getting Beyond, "I Could Never Give My Baby Away..." - Julie Stobbe
Abortion Recovery	Understanding Repeat Abortions - Theresa Burke, MA, Ph.D.
Sexual Integrity	Revolutionizing Your Ministry with Sexual Integrity - TSION Michaels
Board Business	Legal Jeopardy for Governance - Peggy Wolock, Esq.
Innovative Ideas	Success Development for Emerging Adults - Carla Adams

Center Defense	Save Lives with Credible Public Relations (CPR) - Virginia Cline
Strategic Leadership	Strategic Storytelling that Makes a Difference - Alveda King
Fundraising Dynamics	Secrets to Achieving a Six-Figure Walk - Gail Friedman-Barrett
Medical Matters	Rewiring the Brain for Healthier Relationships II - Freda Bush, M.D.
Spiritual Refreshment	Keeping Sane, Encouraging Your Team, & Withstanding Attacks - Fr. Pavone
Client Impact	Answering the Hard Questions - Bri Laycock & April Ponto
Client Services	A Good Foundation for Peer Counselors - Sandy Epperson
Extended Care	How to Serve Fathers at Your PHC - Tim Quiggle, LMFT
Abortion Recovery	Abortion Effects on Men, Relationships, & Family - Kevin Burke, LSW, MEV
Sexual Integrity	Ingredients for Successful Relationships - Katy Flood, LAS
Board Business	4 Keys to Strengthen Your Mission Leaders for the Journey - D. Neybert, MA
Innovative Ideas	Social Media: New Frontiers to Reach Clients - Chris Datillo & Rae Whitlock

### 5:30 p.m. - Banquet & Keynote ..... **PEGGY HARTSHORN**

*With Special Music from Ron Kenoly*

Thanks!

**MINISTRY SYNC** for providing online registration services for the Conference.  
[MinistrySync.com](http://MinistrySync.com)

**SILVER RING THING** for providing sound, lighting, and video at the Conference.  
[SilverRingThing.com](http://SilverRingThing.com)

## Tracks

### Client Services

This Track is especially for those who serve clients – client services directors, volunteer coordinators, trainers, advocates, etc. Helping clients to make an informed decision means being well-equipped to understand, engage and encourage.

### Extended Care

Intervening in the midst of a crisis provides many avenues for positive life-affirming outreach. This track explores extending care beyond that first visit to solidify a life decision and deepen impact.

### Abortion Recovery

Heartbeat brings you a spectrum of seasoned servants to integrate, expand, and enhance your healing services.

### Sexual Integrity

Learn to implement effective techniques and tools to help clients embrace the greater plan and vision for their sexuality. This Track is for centers that have or plan to adopt the Sexual Integrity™ Program.

### Board Business

The foundation for any strong mission effort involves a strong and capable board. For board members and primary leaders who govern and guide, these workshops will challenge veterans and novices alike.

### Innovative Ideas

Innovation is critical for the pregnancy help movement to effectively adapt and transform to fulfill the mission. This track features entrepreneurial ideas, dynamic services and cutting edge outreach opportunities.

# Pre-Conference Opportunities

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

## International Dinner — May 17

Join our international guests for dinner as we celebrate them and all life-affirming efforts. All proceeds will benefit Heartbeat's international Global Advancement efforts.

*"I like the unity of Spirit enjoyed at Heartbeat."*

## In-Depth Day Trainings — May 18

### Volunteer Training: The LOVE Approach

**Betty McDowell, LSW, Heartbeat International**

Betty 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 a *LOVE Approach Manual*.

### Sexual Integrity™ Program Implementation

**Katy Flood, Heartbeat SIP Specialist**

"She" needs to know the wonder of her worth to help her make healthy life changes! Are you ready to give her this critical transformational information? Heartbeat's internationally-known Sexual Integrity™ Program can envision your ministry with tools, techniques, and teaching that can present the true value of God's gifts. Learn about healing the trauma of sexual abuse and the Biblical foundation for God's plan for our sexuality.

### Abortion Recovery Outreach

**Pat Layton, Author of Surrendering the Secret**

Learn to start, enhance, or re-start an abortion-recovery outreach program. Learn the six common healing steps and time-tested how to's for managing and maximizing ministry to those seeking healing from a past abortion. This training will help the novice and the veteran in their healing ministry.

### GOVERN Well: Board Training

**Susan Dammann, RN, Heartbeat Consultant**

New board members, seasoned board members, and boards at any stage of development gain equipping and energy from the *GOVERN Well Manual*. The key areas discussed include vision and mission, legal obligations, planning and implementation, policies and evaluations. Attendees will receive Heartbeat International's *GOVERN Well Manual*.

### Advancing Adoption

**Kris Faasse, LMSW, ACSW, Bethany Christian Services**

Why is adoption an option worth considering and what do you need to know about it? And, if it's a good choice, why is it so hard? Learn what adoption looks like today and how best to help that pregnant young woman make the best choice for her future and for the future of her baby.

### A Day with Anne Pierson

**Anne Pierson, Loving & Caring**

The beloved Anne Pierson, of *Loving & Caring*, will provide a day of spiritual reflection, refreshment, and renewal. Session topics are: "Hearing God's Will and Direction," "Living In His Presence vs. Living on the Treadmill," "Victorious Growth for Ourselves and Those Who Serve with Us," and "Moving Into New Life—helping our clients break free and LIVE!"

### Minority Leadership Summit

Join the Third Wave! This forum is offered to minority pregnancy center leaders (current and emerging). The program will focus on the keys to developing greater leadership and effective strategic planning. The modern pro-life movement surged forward as a predominantly Catholic effort in the 60's (the first wave). It was flooded with Evangelical energy in the 80's (the second wave). The Third Wave points to the prayerful labor required and the resplendent victory to be gained when the pro-life movement is not only infused by, but led by, the minority Christian communities.

### Infant and Fetal Loss; the Sonographic Connection\*

**Connie Ambrecht, R.D.M.S., Sonography Now**

This course is for professionals—medical and non-medical—who are involved with those who are confirming pregnancy. This course is unique as it offers infant and fetal loss training beginning at the time of sonography.

### 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 best 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, attorney and president of NIFLA; Anne O'Connor, attorney and general counsel of NIFLA; and Audrey Stout, RN and national nurse manager consultant for NIFLA.

\* \$125 registration includes lunch, materials and CEUs for nurses

## Special In-Depth Day Keynote — Katy Flood, LAS

Katy Flood is Heartbeat International's Sexual Integrity Specialist with 20 years' experience in life-affirming ministry. Her involvement has encompassed many roles which include multi-center executive director, abstinence speaker, post-abortion ministry, and Heartbeat consulting. Katy travels the world motivating and training pregnancy center staff on how to empower their clients to embrace sexual wholeness.



# See you in Orlando!

## Registration

**Pre-Conference Opportunities:**  
Registration begins Tuesday, May 18 at 8:00 a.m. (Pre-registration required.)

**Conference:** Registration begins Tuesday, May 18 at 2:00 p.m. Exhibits will open at that time. The official Conference begins at 5:30 p.m. with a Welcome Dinner and Keynote.

## Cancellation Policy

Full refunds may be issued until 12:00 a.m. EST (midnight) April 28, 2010. A 50% refund is available from 12:00 a.m. EST April 28–May 11, 2010. No refunds will be issued past 12:00 a.m. EST May 11, 2010.

## Continuing Education Units

CEUs and Life Affirming Specialist (LAS) Designation Certificates are offered again this year through our co-sponsor, Seminars 2000. This conference is pre-approved and/or meets the requirements of most states.

## Hotel Information

**Room rates start at just \$145.00/** night plus tax for Heartbeat Annual Conference attendees who book their rooms before April 25, 2010 at the Caribe Royale Hotel, 8001 World Center Drive, Orlando, Florida 32821. Call toll-free (800) 823-8300 or go to [HeartbeatServices.org](http://HeartbeatServices.org) for more information.

The Heartbeat room rate is available before and after the conference for those who extend their stay.

## Transportation

Mears Shuttle Service offers on-line reservations for transportation between the Orlando International Airport (MCO) and the Caribe Royale Hotel. The round trip cost for the shuttle is \$33.00 (\$20.00 for one-way) per person. The estimated cost of a taxi is \$40.00 one-way per carload. See [HeartbeatServices.org](http://HeartbeatServices.org) for more information.

Parking at the Caribe Royale is included at no cost!

# 2010 Conference Registration

The 2010 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.**

Full Name (for Name Tag): \_\_\_\_\_

Role at Organization: \_\_\_\_\_

Organization's Name: \_\_\_\_\_

Organization's Phone Number: \_\_\_\_\_

Organization's Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Email: \_\_\_\_\_

## Pre-Conference Opportunities

- \$55 - International Dinner Registration

**In-Depth Day Training (Choose only one) - See Page 6 for more details.**  
In-Depth Day registration includes sessions and lunch. Prices listed below are the registration costs per person.

- \$95 - Registration received by April 14, 2010

- Volunteer Training: LOVE Approach
- Sexual Integrity Implementation
- Abortion Recovery Outreach
- GOVERN Well: Board Training
- Advancing Adoption
- A Day with Anne Pierson
- Minority Leadership Summit

- \$125 - Registration received by April 14, 2010

- Infant and Fetal Loss; the Sonographic Connection
- Developing a Dynamic Medical Clinic to Reach Abortion-Minded Women

- Add \$20 - In-Depth Day Training registrations received after April 14, 2010**

## Registration for Conference

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

- \$289 - **Early Bird Registration received by April 14, 2010**

- \$389 - Registration received after April 14, 2010 and by April 28, 2010

- \$489 - Late Registration received after April 28, 2010

- I am interested in CEUs and/or the Life Affirming Specialist designation credits. (E-mail address required.)

**Total Amount Due \$** \_\_\_\_\_

(Pre-Conference Opportunities + Registration)

## Payment Information

CREDIT CARD - Register online at [HeartbeatServices.org](http://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: \_\_\_\_\_

Address (if different than registration form): \_\_\_\_\_



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# Better Together

## 2010 Heartbeat International Annual Conference

Orlando, Florida  
May 18-20

### 2010 Heartbeat International Annual Conference A "Suite" Deal!

Investing in your center, and investing in you, for today and the future is at the heart of this unique learning and networking experience. We shine the spotlight on equipping ministries through education, inspiration, and relationship. For the number of educational workshops, dynamic keynote speakers, and networking opportunities you receive at this conference, you will find this "suite" deal is the best around.

Best of all, our "suite" deal for the 2010 Annual Conference is the best value dollar-for-dollar in training for pregnancy help centers — a program jam-packed with top-notch speakers and opportunities at a ministry-friendly price!

### Program registration starts at just \$289!

The "Suite" Deal takes place at the beautiful Caribe Royale All-Suite Hotel and Convention Center in Orlando, Florida. The standard suites come with one king or two queen-size beds for a **Heartbeat rate starting at just \$145/night** (plus tax) when reserved by April 25, 2010. Go to [HeartbeatServices.org](http://HeartbeatServices.org) today to reserve your room.

*"I have attended many corporate/business conferences and this one was top notch!  
The organization, quality of speakers, and breakouts were incredible!"*



Register online at [HeartbeatServices.org](http://HeartbeatServices.org) for the 2010 Heartbeat International Annual Conference