DIFFERENCE Makers

Heartbeat International’s
CONFERENCE
advancing pregnancy help

St. Louis, Missouri
April 7-10, 2015
HeartbeatServices.org

PROUDLY SPONSORED BY: SAVE THE STORKS
2015 WORKSHOP TRACKS

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

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

**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.

**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.

**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.

**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.

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

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

**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.

**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.

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

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

**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.
MEET THE KEYNOTE PRESENTERS

Bridget VanMeans  
*ThriVe St. Louis Pregnancy Resource Center, President*  
Bridget is an accomplished management professional with over 20 years’ experience leading an array of high profile corporate and faith-based projects. She is known for her radical faith and bold pro-life stance.

Brad Mattes  
*Life Issues Institute, CEO*  
Brad is a veteran of the pro-life cause, with over 38 years’ educational, political, and humanitarian experience. Currently, he serves in many ways to protect innocent human life, including counseling men, acting as a media spokesperson, and speaking at pro-life banquets and educational events.

Astrid Bennett Gutierrez, MEV  
*Los Angeles Pregnancy Services, Executive Director*  
In addition to her work as an Executive Director, Astrid is also President of Hispanics for Life and Human Rights, an organization that assists the Archdiocese of Los Angeles to form Hispanic Respect Life groups in local parishes.

Freda Bush, M.D., FACOG  
*Medical Institute for Sexual Health, CEO/President*  
Dr. Bush serves as Medical Director to the Center for Pregnancy Choices, Metro Jackson, and the Women’s Resource Center of Jackson. To help women “raise a standard,” she teaches and encourages a lifestyle of abstinence until marriage, and fidelity within marriage.

Chuck Donovan  
*Charlotte Lozier Institute, President*  
Chuck, a member of Heartbeat’s Board of Directors, has played key roles in the development of public policy, including legal protection for the unborn, public financing of abortion, compassionate alternatives to abortion. Chuck’s role as President of Charlotte Lozier Institute grew from his previous post at the Susan B. Anthony List.

Kristian Hawkins  
*Students for Life of America, President*  
Since launching SFLA’s full-time operation in 2006, Kristian has helped more than tripled the number of campus pro-life groups in the United States, from 181 to almost 800 in 49 states, and grown the SFLA National Conference from 450 in 2007 to 2,000 in 2012.

Jor-El Godsey  
*Heartbeat International, Vice President*  
Jor-El jumped into the pro-life arena in 1988, volunteering with a Florida pregnancy help center in its start-up stage. After serving in many different roles there and as Executive Director at a center in Colorado, he relocated to Columbus, Ohio to join Heartbeat International in 2006.

Brad Stine  
*Christian Comedian*  
Brad Stine is the most media covered Christian comedian in the country. He tours nationally on a regular basis performing in clubs, churches, and fundraisers for pregnancy help organizations, ministries and conservative causes and candidates.

Special Worship with Lauren Roman  
*Actress/Recording Artist*  
Lauren Roman’s passion for pro-life ministry is rooted in a powerful personal testimony. Lauren became a successful actress at just 19, best known for her role as Laura Kirk English on the ABC soap “All My Children”. Today, she is a fervent advocate for PRC ministries, speaking nationwide to garner support for their work. As an accomplished singer and worship leader, Lauren also uses music to reach people’s hearts in a profound way.

THE ST. LOUIS ARCH  
“Monument to the Dream”  
St. Louis’ Gateway Arch was built in 1963 as a monument to Thomas Jefferson and all those pioneers for whom St. Louis was the Gateway to the West. Honoring Jefferson’s role in the Louisiana Purchase that made Westward Expansion possible, the Arch is 630 feet, 63 stories, 192 meters, or 7,560 inches tall.

It takes approximately 45 minutes to complete a trip to the top of the Arch and back down. Be sure to visit this magnificent monument during your visit to St. Louis. Or, just look out your hotel room!
## Conference Workshops

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

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Register online today at HeartbeatServices.org
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<td>The Impact of Professional Organizations on Imaging Connie Ambrecht, RDMS, CMB</td>
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2015 Heartbeat International Annual Conference
Pre-Conference In-Depth Day

Tuesday, April 7 | 9 a.m. to 5 p.m.

Spiritual Refreshment
Anita Keagy, JoyShop Ministries
Preparing our hearts for pro-life work presents particular challenges for each of us, but those challenges are best met by continuing to seek God first. Anita will lead a day of understanding what our hearts seek and challenging us to always seek God first.

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.

Cultivating Relationships with Major Donors
Howard & Jill Taylor, Rediger Taylor Group, LLC
Regardless of the size of your center’s budget, there are steps that you can take to help you secure major contributions for operations, programs and capital needs. This seminar will focus on how to identify, research, cultivate, and invite major contributors to invest in your life-saving endeavors.

Creating a Life-Affirming Home
Mary Peterson, Heartbeat International
Housing ministries at any stage of development will enjoy this day themed around “Basic Principles that Foster Innovation.” Content will include organizational life cycles, leadership styles, and fundraising for housing programs, plus a panel discussion that will spark your imagination!

Media Relations Training and Consulting
Bruce Smith, Alliance Defending Freedom
Media relations is truly relationship-based. In Media Relations, prepare and equip yourself to establish and maintain productive relationships with a variety of media contacts, as well as successfully manage interviews to persuade and motivate the court of public opinion.

Volunteer Training: The LOVE Approach
Betty McDowell, LSW LAS, 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 Approach™ Training Manual.

*Making a Difference with STI Services
Karolyn Schrage, RN BSN, Life Choices Medical Clinics
This course gives a proactive medical response to equip and empower health care providers in defining and refining strategies for positive healthy outcomes among individuals facing a sexual health crisis. Come learn how to establish a care-connection so you can move to the top of the list as the clinic of first choice.

Sexual Integrity Training
Helen Risse, RN BSN, Our Lady’s Inn
Whether your clients are teens or adults, married or single, this training equips you to grow a Sexual Integrity Program customized to your community. Through Sexual Integrity Program Essentials, your center can empower a client to make positive choices for her future. Those in attendance will receive Sexual Integrity™ Program Essentials.

H.E.A.R.T. & Healing from Abortion
Debra Neybert, MA LAS, Heartbeat International
H.E.A.R.T. (Healing the Effects of Abortion Related Trauma), in-depth day will help you implement the H.E.A.R.T. Program in your pregnancy help organization. The material will cover God’s provision for healing, effective leadership, the group process, spiritual opposition, post-abortion stress, and tasks of healing for both men and women seeking recovery. Those in attendance will receive H.E.A.R.T. Training Manual.

Legal Essentials
Ellen Foell, J.D., 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.

*Ultrasound: Strengthening Foundations
James Scheffler, RDMS, Innovative Imaging Technology
Participants in this interactive in-depth day will get a review of basic didactics, routine imaging, and model scanning on four machines. Basic and advanced scanning techniques as well as general ultrasound principles will be covered.

For Men Only - Men’s Round Table
Sol Pitchon, New Life Solutions
Facilitated by ministry veterans, Sol Pitchon and Jor-El Godsey, this gathering will explore strategic, tactical, and practical opportunities and challenges facing the men in a so-called “women’s issue.” For any man actively serving in a leadership, support, paid staff, or volunteer role.

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

Register online today at HeartbeatServices.org
2015 CONFERENCE REGISTRATION

The 2015 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.

Register online at HeartbeatServices.org

Conference Bundle - Tuesday-Friday, April 7-10
Includes In-Depth Day (please select from the choices below) + Conference Registration.

- $459 - Early Bird Registration received by March 3, 2015
- $569 - Regular Registration received after March 3, 2015 and before March 17, 2015
- $679 - Late Registration received after March 18, 2015

Pre-conference opportunities - Tuesday, April 7
See Page 6 for more details.

Shared Room Registration

- $459 - Early Bird Registration received by March 3, 2015
- $569 - Regular Registration received after March 3, 2015 and before March 17, 2015
- $679 - Late Registration received after March 18, 2015

Pre-conference opportunities - Tuesday, April 7
See Page 6 for more details.

In-Depth Day Registration

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

Choose only one session.

- Early Bird: $140
- Regular Price: $150
- Late Registration: $160

For Nurses
The Medical Matters and Ultrasound Advancement workshops, and Making a Difference with STI Services and Ultrasound: Strengthening Foundations In-Depth Days have been approved for nursing continuing education contact hours by Heartbeat International. Provider approved by the California Board of Registered Nursing, Provider Number 16061 for 1.25 contact hours for each workshop and 6 contact hours for each In-Depth Day.

For Men Only - Men’s Round Table

Continuing Education Information
The following Continuing Education Units (CEU’s), Contact Hours, and Designation Certificates are offered again this year.

For Nurses
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For Men Only - Men’s Round Table

Cancellation Policy
All refund requests must be made in writing. Full refunds may be issued until 12:00 AM EST (midnight) March 3, 2015. A 50% refund is available from 12:01 AM EST March 3, 2015, to March 17, 2015. Method of payment may require additional transaction fees.

Pre-conference opportunities - Tuesday, April 7
See Page 6 for more details.

For Men Only - Men’s Round Table

Payment Information

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 March 3 to receive Early Bird pricing and between March 3 and March 17 to receive Regular Pricing. Registration forms post-marked after March 18 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.
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 13 tracks
- 12 Pre-conference opportunities
- And much more!

Who should attend the 2015 Heartbeat International Annual 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.

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

I was blessed beyond measure at Heartbeat’s Conference, and was fed amazing knowledge I’m already putting into practice.

When: April 7-10, 2015
Where: Hyatt Regency St. Louis at the Arch
315 Chestnut Street, St. Louis, MO 63102
Phone: 1-314-655-1234
Contact: Conference@HeartbeatInternational.org