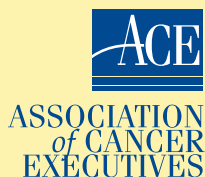


THE CAN'T MISS EVENT OF THE YEAR
FOR ALL ONCOLOGY ADMINISTRATORS

SAN DIEGO, CA
FEBRUARY 13-16, 2010

WESTIN
GASLAMP
QUARTER



ONCOLOGY
101
FEB. 13, 2010

&

16TH ANNUAL
MEETING
FEB. 14-16, 2010

ATTEND ONE
OR BOTH!
SEPARATE
REGISTRATION
FEE REQUIRED

ONCOLOGY 101

ONE-DAY PRE-CONFERENCE PROGRAM*

AN INTRODUCTION TO ONCOLOGY MANAGEMENT

New oncology administrators, new ACE Members, and those seeking a refresher course are urged to attend **Oncology 101**.

This one-day program precedes the ACE Annual Meeting and will prepare you for the topics and issues that you will face as an oncology program executive.

ONCOLOGY 101 HIGHLIGHTS

Cancer Care 101

An overview of the treatment modalities used in cancer care. Terms frequently used in cancer care delivery will be defined.

What is Comprehensive Cancer Care?

This session will focus on the desired elements cancer programs should have for comprehensiveness. It will differentiate between community care, physician practices, academic (non NCI) centers and NCI cancer centers and determine needed elements vs nice to have elements for each.

Environment of Care

Cancer center administrators are faced with the on-going challenge of providing a "service environment" that effectively satisfies customer needs and efficiently utilizes the capital asset resources available. This session has the following learning objectives.

- > Coordination of capital asset development with service program growth
- > Approaches to integration of technology investments
- > Administration of a framework for a rational capital investment process

*Separate
Registration Fee
Required

ONCOLOGY 101 SCHEDULE OF EVENTS (Subject to change)

SATURDAY, February 13

7:45AM-8:15AM	Continental Breakfast & Registration
8:15AM-8:30AM	Welcome & Program Overview Patrick Grusenmeyer, Sc.D., FACHE, Helen F. Graham Cancer Center, ACE President Cat Taylor*, MBA, South Nassau's Cancer Center John Robb*, FKP Solution Management *Oncology 101 Co-Chair
8:30AM-9:00AM	The Role of the Administrator Cat Taylor, MBA, South Nassau's Cancer Center
9:00AM-9:50AM	Cancer Care 101 Shirley Johnson, RN, MS, MBA, City of Hope, ACE Immediate Past President
10:00AM-10:50AM	What is Comprehensive Cancer Care? Marsha Fountain, RN, MSN, The Oncology Group
10:50AM-11:00AM	Break
11:00AM-11:50AM	The Basics of Business Planning Kelley Simpson, Oncology Solutions
12:00PM-1:15PM	Lunch
1:15PM-2:00PM	Billing & Coding... The Secret Words Teri Guidi, MBA, FAAMA, Oncology Management Consulting Group
2:10PM-3:00PM	Marketing & Branding William Sonn, Univ. of Colorado Hospital Brad Fixler, Univ. of Colorado Hospital
3:00PM-3:10PM	Break
3:10PM-4:00PM	Environment of Care John Robb, FKP Solution Management
4:00PM-4:15PM	Closing Q & A

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REGISTER AT www.cancerexecutives.org



SUNDAY, February 14

- 10:00AM **Welcome & Opening Remarks**
Joy Soleiman, MPA, ACE 16th Annual Meeting Chair,
Kimmel Cancer Center at Jefferson
- 10:00AM-12:00PM **Technology of the Future**
Tony Reid, MD, PhD, Univ. of California, San Diego
Arno J Mundt, MD, Univ. of California, San Diego
Michael Bouvet, MD, Univ. of California, San Diego
- 12:15PM-1:15PM **Opening Lunch/Annual Business Meeting**
- 1:30PM-2:30PM **Creating Environments to Improve Patient Satisfaction – Lessons in Evidence Based Design**
Mike Putszka, AIA, Cannon Design
- 2:30PM-3:30PM **Productivity Models for Physicians and Staff**
Elaine Towle, CMPE, Oncology Metrics
Elaine Kloos, RN, CNA-BC, MBA, Oncology Management Consulting Group
- 3:30PM-3:45PM **Break**
- 3:45PM-4:45PM **Program Differentiation through Clinical Excellence**
James Field, Advisory Board
- 5:00PM-7:00PM **ACE EXPO Opening Reception**

MONDAY, February 15

- 8:00AM-9:00AM **ACE EXPO Breakfast**
- 9:00AM-10:00AM **Cancer Program Accreditation Challenges and Opportunities: Incorporating National Comprehensive Cancer Network (NCCN), Commission on Cancer (COC), and National Accreditation Program for Breast Centers (NAPBC) Into Your Operations**
Linda Ferris, PhD, Renown Regional Medical Center
Roseanne Iacono, Thomas Jefferson Univ. Hospital
Patricia Goldsmith, National Comprehensive Cancer Network
- 10:15AM-11:15AM **BREAKOUT SESSIONS A (concurrent)**
A New SPIN on Strategic Planning
Theodore Michalke, NeuStrategy, Inc.
Oncology Financial Reporting & Accountability... Winning with Facts
Glenn Balasky, The Mark H. Zangmeister Center
Brian McCagh, Greater Baltimore Medical Center
- 11:15AM-12:15PM **ACE EXPO Finale Break**

- 12:15PM-1:15PM **LUNCH SESSION: National Cancer Institute Information Technology Update**
Kenneth H. Buetow, PhD, National Cancer Institute
- 1:30PM-2:30PM **Evidence Medicine Oncology Guidelines and ASCO's Quality Practice Initiative**
Doug Blayney, MD, Univ. of Michigan; President,
American Society of Clinical Oncology (ASCO)
- 2:45PM-3:45PM **BREAKOUT SESSIONS B (concurrent)**
From Day One and Beyond: A New Cancer Survivorship Model
Donna Arbogast, Donna Arbogast & Associates, LLC
Cancer Center Affiliations: Branding Exercise or Valuable Partnerships?
Phil Sydow, University of Tennessee
Christopher Collins, ECG Management Consultants
- 4:00PM-5:00PM **BREAKOUT SESSIONS C (concurrent)**
Patient & Family Centered Care
Mary Gullatte, PhD, RN, APRN, BC, AOCN, FAAMA,
Emory Crawford Long Hospital
Oncology Clinical Leadership Assessments & Succession Planning
Maira Feingold, Crossroads Cancer Consulting
- 5:30PM-6:30PM **Reception**

TUESDAY, February 16

- 8:00AM **Moores Cancer Center Tour**
Meet in Lobby for Shuttle Bus Departure
- 8:30AM-10:30AM **Continental Breakfast & UCSD Moores Cancer Center Tour**
- 10:30AM **Adjourn**

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16TH ACE ANNUAL MEETING

SESSION HIGHLIGHTS

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Technology of the Future

What does the future hold in store for cancer treatment and how will emerging technologies help to create more effective therapies? While we don't have a crystal ball we do have three prominent physician scientists from the Moores UCSD Cancer Center to share their views on the progress being made toward tomorrow's cancer treatments. The presenters will discuss how research advances are being translated into the clinic in surgical, medical and radiation oncology; e.g., how new treatments target the way cancer cells form and grow; how tumor tissue is best detected and resected; and, how the various treatments are better targeting cancer while avoiding healthy cells.

The radiation oncology segment will include current practices and trends in radiation therapy (RATx); determining the most effective RATx dosage and intensity; combining RATx and adjuvant chemotherapy; improving RATx toxicity; advances in Intensity Modulated RATx, proton beam therapy, and High Dose Rate (HDR) brachytherapy. The medical oncology segment will cover progress in biological and genetic markers of malignant tumors and their drug targets; combination drug therapy against multiple sources and avenues of tumor dependence; clinical trials that combine designer drugs and genomics; personalized oncology therapy. The surgical oncology component will address improvements in detecting tumor tissue and its margins; emerging imaging tools and technologies; surgical advances applying nanoscale technology. The 2 hour session will include 30 minutes presentations leaving 30 minutes for group discussion.

Creating Environments to Improve Patient Satisfaction - Lessons in Evidence Based Design

Designing the right environment for the cancer patient is not so easy. This patient is perhaps the most unique and challenging of any disease type to design an appropriate environment. Like the tortoise and hare, cancer environments need to be designed to accommodate both the needs of the longer visit patient that desires comfort and amenities, as well as the needs of the short visit patient that desires speed and accessibility. Today there is an emerging field of Evidence Based Design, which ultimately will provide empirical data to assist with the myriad of decisions that are part

of any design process. This discussion will explore the status of these initiatives; as well the results of the speakers own 10 year study involving over 400 unique cancer patients and their experience interacting with different hospital environments. Examples will be shown how this data was used to design several new Cancer Centers.

Productivity Models for Physicians and Staff

This session will describe productivity models for both physicians and non-physician staff in oncology practices and cancer centers. We will discuss key performance indicators and provide real data for participants to use in their own settings to evaluate productivity.

Cancer Program Accreditation Challenges and Opportunities: Incorporating CoC, NAPBC, and NCCN into Your Operations

Your program's accreditation status, quality initiatives, and reported patient outcomes are becoming increasingly crucial to your program's differentiation, long-term success, and financial viability, as Pay for Performance program increase. Learn about the Commission on Cancer's (CoC) process to update cancer program accreditation standards through its "Cancer Program Standards 2011 Project", and how you can provide inputs. Review the standards related to the successful launch of the National Accreditation Program for Breast Centers (NAPBC) by the CoC. Learn how the accreditation of your breast program or breast center by the NAPBC may differentiate your institution with patients, payers, and physicians. Get tips on how to structure for success operationally and document adherence to protocols, like those of the National Comprehensive Cancer Network (NCCN), in order to meet accreditation requirements, using operationally efficient and cost-effective strategies.

A New SPIN on Strategic Planning

In today's world, whether it's politics, the economy or national healthcare reform, everything seems to have a carefully manufactured spin. To keep up, it's time to throw away your comfortable, old SWOT and other traditional strategic planning tools and SPIN your way to success.

Based on Neil Rackham's tried-and-true SPIN sales technique, this session explores how to revamp traditional strategic planning processes to engage stakeholders as sales prospects. You'll quickly find that probing for individual Situations, Problems, Implications and Needs opens new communication channels and imparts greater team collaboration. With this approach, every stakeholder interaction becomes an opportunity to SPIN new strategic solutions. Learn more about the SPIN technique and other "outside-the-box" tools to update your strategic planning process for today's dynamic environment.

Continued >>



Balboa Park, San Diego

16TH ACE ANNUAL MEETING

SESSION HIGHLIGHTS (Continued)

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Oncology Clinical Leadership Assessments & Succession Planning

Every cancer program administrator understands the importance of having a solid, up-to-date strategic plan to guide program growth. But many programs risk a critical loss of momentum by failing to understand the importance of creating succession plans for key clinical leaders. This session will focus on case studies to highlight some key pitfalls as well as examples of successful succession planning for cancer programs.

Patient and Family Centered Care

Overview of patient and family centered care and how this model can be implemented in oncology across the trajectory of care.

Evidence Medicine Oncology Guidelines and ASCO's Quality Practice Initiative

Discuss oncology practice guidelines and their application via ASCO's QOPI program; how this program can measure oncology practice improvement.

From Day One and Beyond: A New Cancer Survivorship Model

While cancer patients are now considered survivors from the moment of diagnosis forward, in reality, health care providers - and patients themselves - often think of the journey in two phases; treatment followed by survivorship. In research conducted for Greater Baltimore Medical Center (GBMC), however, patients shared insights that made it clear: they face many important issues related to "survivorship" that cannot - and should not - be put off until after treatment. GBMC is now moving forward with plans to integrate the concept of survivorship into patients' treatment plan from day one. Focusing on what is being called "Survivorship at Hello", the

Steering Group is creating a system supported by physicians, care coordinators, nurses, social workers and many others, breaking through disease-specific silos and encouraging more provider interaction and support from the first day of diagnosis and beyond.

Cancer Center Affiliations: Branding Exercise or Valuable Partnerships?

It is an opportune time for cancer centers to reassess the value of existing affiliations, strategic alliances, and/or formal partnerships and consider new relationships that will secure a broader patient base and strengthen their market position. Cancer centers that provide the most patientcentric, integrated clinical programs with high-quality outcomes will prevail as the market leaders and be less affected by sudden shifts in the reimbursement system (e.g., recent thinning of infusion therapy margins). Unless directly linked to the delivery and quality of care, franchising a brand will carry limited value in the long run. Moreover, regardless of its final package, health-care reform will unquestionably favor those hospitals and physicians that can present a more coordinated, costefficient model of care. Stretching across several disciplines and often several entities, the cancer service line is a natural candidate to answer this challenge.

This session will explore the various types of cancer center affiliations and partnerships that currently exist in the market as well as emerging models between multiple entities and at various levels. The discussion will focus on approaches that can be taken to assess the true value of these arrangements, and how effective clinical and research-based affiliations and strategic alliances can lead to a tangible advantage in the market. The presentation will be anchored by a case study at The University of Tennessee Cancer Institute (UTCI).

MORE SESSION HIGHLIGHTS COMING SOON

UCSD Moores Cancer Center Tour

Established in 1979, UCSD Cancer Center is one of just 39 National Cancer Institute-designated Comprehensive cancer centers in the U.S. The Center's mission is to translate promising scientific discoveries into new and better options for the prevention, diagnosis and treatment of cancer, and for the amelioration of pain. The Center supports a broad range of cancer activities, from fundamental research that reveals critical new insights into how cancer starts and spreads, to the translation of that knowledge into promising new treatments; and from prevention studies that are helping more people to lead healthier lives, to community outreach efforts bringing lifesaving cancer information to underserved populations.

The new Moores Cancer Center building allows us to re-dedicate the Center to the service of patients from the surrounding community, the acquisition of new knowledge and the education of future doctors. A 270,000 gross square foot facility is the Cancer Center's new home on the east campus of UCSD, adjacent to Thornton Hospital. Patient care is at the very heart of the new building's pur-

pose and function. The main floor stands as a tangible symbol of our commitment to putting the needs of the patient first - with convenient access to our multidisciplinary clinics, radiation oncology, and an advanced care imaging suite. Programs in cancer education and community outreach are also well integrated into the activities housed in the building.

The new facility provides laboratory, clinic and office space for 65 Principal Investigators and their teams. The structure houses approximately 600 personnel. Bringing together patient care, basic and translational research under one roof will greatly enhance our ability to provide comprehensive, coordinated care. The greatest impact of the new building will be on the lives of cancer patients and their families, who will benefit from the increased efficiency in translating advanced medical research into increased survival and better quality of life.



16TH ACE ANNUAL MEETING

KEYNOTE SPEAKERS

Technology of the Future

- > **MICHAEL BOUVET, MD, Professor of Surgery, UCSD.** Dr. Bouvet's clinical interests include surgery for pancreatic cancer, esophageal cancer, thyroid cancer or thyroid nodules, parathyroid surgery, adrenal surgery, and gastrointestinal surgery. His research interests include new imaging techniques employing nanotechnology and fluorophores in orthotopic models of pancreatic cancer.
- > **ARNO J. MUNDT, MD, Professor and Chair of Radiation Oncology, UCSD.** Dr. Mundt's focus is on the development and evaluation of novel radiation technologies, and implementing clinical trials that utilize advanced technologies (IMRT, IGRT, DART).
- > **TONY REID, MD, PhD, Associate Professor of Medicine, UCSD.** Dr. Reid's broad career goal is to develop new therapeutic approaches for the treatment of cancer, primarily gastrointestinal malignancies.

Help! What Do Our Cancer Patients Want?

- > **MICHAEL PUKSZTA, AIA, Principal, Cannon Design,** has been a leader in the design and development of comprehensive centers for cancer care for more than 20 years. His experience ranges from designing small freestanding regional cancer centers to large NCI comprehensive cancer hospitals. His work has won numerous awards for its innovation and architectural design. Mike led the Master Plan for the Indiana University Simon Cancer Center, and is currently designing a cancer hospital for the King of Saudi Arabia.



Evidence-Based Medicine in Oncology Guidelines & ASCO's QOPI

- > **DOUG BLAYNEY, MD, Medical Director, University of Michigan Comprehensive Cancer Center.** Dr. Blayney is a Professor of Medicine at the University of Michigan and current president of ASCO.

National Cancer Institute Information Technology Update

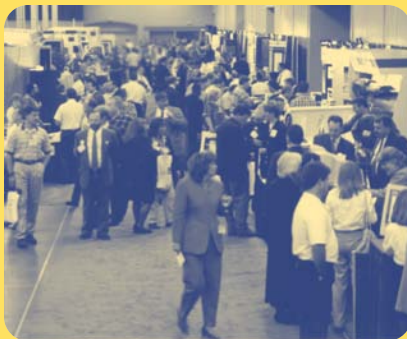
- > **KENNETH H. BUETOW's** multi-disciplinary scientific career has focused for more than 20 years on understanding the role of genetics in complex human diseases such as cancer, and on applying sophisticated informatics technologies to solve major biomedical challenges. In his current role of National Cancer Institute Associate Director responsible for Bioinformatics and Information Technology, he initiated and oversees the caBIG® (cancer Biomedical Informatics Grid) program, a groundbreaking initiative built to connect the entire cancer community in a "World Wide Web" of biomedical research. caBIG® has pioneered the infrastructure and a portfolio of tools that enable organizations and

individual researchers to securely share biomedical data, and its capabilities serve as a demonstration of the connectivity required for Personalized Medicine.

Dr. Buetow also serves as the Director of the NCI Center for Bioinformatics and Information Technology (NCI CBIT), which is responsible for maximizing the interoperability and integration of NCI research. He is also the Chief of the Laboratory of Population Genetics (LPG), where his group applies genomics to increase our understanding of the genetics of complex phenotypes. In addition to serving on the governing and advisory boards for numerous government organizations, academic institutions, and scientific and medical societies, Dr. Buetow has published more than 160 scientific papers. His recent honors and awards include the Editor's Choice Award from *Bio-IT World* (2008), the Federal 100 Award (2005), the NIH Award of Merit (2004) and the NCI Director's Gold Star Award (2004). Dr. Buetow received a B.A. in biology from Indiana University in 1980 and a Ph.D. in human genetics from the University of Pittsburgh in 1985.

2009 ACE EXPO

Industry leading products and services will be on display at special times throughout the conference.



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EXHIBITORS (as of 11/12/09)

Accuray
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MedAptus
Oncology Management Consultants
PercipEnz
Pyramid Healthcare Solutions
Revenue Cycle Inc.
Siemens Medical Solutions USA, Inc.
The Sky Factory
TOBI
TomoTherapy, Inc.
Varian Medical Systems



California's second largest city and the United States' eighth largest, San Diego boasts a citywide population of nearly 1.3 million residents and more than 3 million residents countywide. Within its borders of 4,200 sq. miles, San Diego County encompasses 18 incorporated cities and numerous other charming neighborhoods and communities, including downtown's historic Gaslamp Quarter, Little Italy, Coronado, La Jolla, Del Mar, Carlsbad, Escondido, La Mesa, Hillcrest, Barrio Logan, Chula Vista just to name a few.

San Diego is renowned for its idyllic climate, 70 miles of pristine beaches and a dazzling array of world-class family attractions. Popular attractions include the world-famous San Diego Zoo and Wild Animal Park, Sea World San Diego and LEGOLAND California. San Diego offers an expansive variety of things to see and do, appealing to guests of all ages from around the world.

In San Diego's East County, the terrain varies from gentle foothills to mile-high mountains and the historic mining town, Julian, down to the 600,000-acre Anza Borrego Desert State Park, offering nature-conscious visitors endless opportunities to hike, camp, fish, observe wildlife and much more. In San Diego's North County, the agricultural community produces quantities of flowers and magnificent produce. Wine growers are also making a mark by growing and harvesting quality grapes that become excellent wines, which are served at some of the most elegant restaurants and resorts in the region. Along the west, 70 miles of Pacific Ocean coastline not only supports year-round outdoor recreation, such as surfing, boating, sailing and swimming, but also important scientific research at the Scripps Institution of Oceanography. To the south, it's a whole different country, Mexico, featuring its own cultural offerings in various towns along the border and coastline, including Tijuana, Rosarito and Ensenada.

San Diego's arts and culture and culinary arts are booming. The hottest, new culinary arts talents prepare award-winning meals throughout the regions 6,400 eating establishments. Balboa Park, the largest urban cultural park in the U.S., is home to 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres and the world-famous San Diego Zoo.

San Diego County also features 92 golf courses and a variety of exciting participatory and spectator sports, beachfront resorts and luxury spas, gaming, a dynamic downtown district, annual special events and unique holiday offerings, multicultural festivals and celebrations, colorful neighborhoods and communities, a rich military history and much more.

The most difficult decision to make regarding a visit to San Diego is determining what to do and see among the region's vast and diverse offerings. San Diego County promises a truly remarkable vacation experience for everyone.

BE SURE TO SEE:

Gaslamp Quarter: In the historic Gaslamp Quarter, consisting of 16-blocks around Fourth and Fifth Avenues, grand Victorian-era buildings are home to more than 100 of the city's finest restaurants, 35 pubs and nightclubs and 100 retail shops, as well as theaters, art galleries, offices and residential/work lofts. When the sun sets, this downtown neighborhood attracts thousands of diners, shoppers, theatergoers, and nightclub patrons.

Coronado Island: Coronado, "The Crowned City," is the queen of San Diego's neighborhoods. Not truly an island, but the headland of the peninsular sandspit that guards San Diego's fine natural harbor, Coronado's appeal is as strategic as it is aesthetic. Early in the city's history, the U.S. Navy staked its claim, while entrepreneurial land dealers capitalized on the beautiful beaches and fine weather. Today, Coronado is still true to its roots as a premiere resort destination, prized residential address and patriotic Navy town.

The wide, tree-lined streets are laid out in neat, even rows. The homes—many more than 100 years old—are cared for with meticulous pride. Coronado is the kind of neighborhood where folks sit out on the porch and greet the neighbors by name as they pass, and children leave their bikes on the front lawn without fear of losing them.

La Jolla: With its dramatic coastline and spectacular views, it's no surprise that La Jolla was one of the first San Diego neighborhoods to be settled, and has since become some of the most prized real estate in the nation. Surrounded on three sides by the sea and backed by the slopes of Mt. Soledad, La Jolla has a mediterranean feel and enjoys a unique microclimate which rarely drops below 50 degrees or exceeds 90 degrees.

The bustling business district offers one-of-a-kind boutiques, art galleries and restaurants, and the surrounding residential community is a charming mix of turn-of-the-century Spanish architecture, eccentric modern designs and everything in-between.

La Jolla's big draw, for locals and tourists alike, is the sea. In the summer and autumn months, the surf is relatively gentle, the water warms into the 70s, and the beaches at La Jolla Shores, The Cove and Windansea are busy with swimmers, scuba divers and surfers. In the Winter and Spring, the coast takes on an ominous mood with billowing fogs and powerful winter surf crashing on the rocks.

Del Mar: The old cliché still rings true in the idyllic coastal community of Del Mar and its country counterparts: Rancho Santa Fe, Carmel Valley and Fairbanks Ranch. In fact, if you rise early in the morning before beach umbrellas and boogie boards crowd the sand, you might spot thoroughbred horses from the world-famous Del Mar Racetrack exercising along the shore. Once a secluded getaway resort for Hollywood celebrities, Del Mar's old beach bungalows have given way to multi-million-dollar mansions, but the fanciful flags and Hobie Cat sailboats beached out front reveal that "Del Martians" are on holiday year round – if only in spirit. Across the freeway, the wooded estates and farm plots of Rancho Santa Fe are reminiscent of San Diego's early agricultural roots, while the exploding residential developments around Del Mar Heights reflect the city's 21st century prosperity. Del Mar is the kind of neighborhood that locals can't imagine ever leaving, and visitors can't wait to come back to.



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**WESTIN
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**ASSOCIATION
of CANCER
EXECUTIVES**

**ONCOLOGY
101**

FEB. 13, 2010



**16TH ANNUAL
MEETING**

FEB. 14-16, 2010

**ATTEND ONE
OR BOTH!
SEPARATE
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IMPORTANT DATES

EARLY-BIRD REGISTRATION DEADLINE:
DECEMBER 18, 2009

DISCOUNT HOTEL RESERVATION DEADLINE:
JANUARY 13, 2010

MEETING REGISTRATION DEADLINE:
FEBRUARY 5, 2010

Accommodations

Westin Gaslamp Quarter
910 Broadway Circle
San Diego, CA 92101
RESERVATIONS: 800-WESTIN-1

Please make your room reservation directly by calling 800-WESTIN-1. Be sure to identify yourself as an Association of Cancer Executives (ACE) attendee in order to receive the group rate of \$225 single/double occupancy. Only registered attendees of the ACE Oncology 101 Program and/or the 16th Annual Meeting will be granted the ACE group rate. The hotel reservation deadline is **JANUARY 13, 2010**. After that date an increased rate will be in effect and room availability will be limited.

Education Credits

ACE is pleased to offer **ONS** and **ACHE** (Category 2) CEU's for attending the entire ACE 16th Annual Meeting.

ONS: Application has been made for ten (10) contact hours to the ONS Approver Unit. ONS is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Details will be available at the meeting.

ACHE: Please contact ACHE for credit details.

Registration & Cancellation Policy

To reserve your place at the ACE 16th Annual Meeting and/or Oncology 101 (separate fees apply): **MAIL** or **FAX** a registration form with payment to ACE, or simply register **ONLINE** at www.regonline.com/ACEmeeting2010 – you may pay by credit card or send a check after registering online. A confirmation email with invoice/receipt will be sent to you. The **early-bird online registration discount** will be available until **DECEMBER 18, 2009**.

Registrations will be accepted until **FEBRUARY 5, 2010**. After that date, registrations will only be accepted on-site. All participants must be fully registered to attend the meeting. There are no partial registrations. Spouses/guests must be registered in order to attend any of the ACE-sponsored functions.

Registration cancellations made in writing before **FEBRUARY 5, 2010** will be refunded, less \$75 processing fee. **Cancellations after February 5, 2010 will not be refunded.** These policies will be strictly enforced.



Conference Materials

Conference materials, including your badge, meeting notebook and attendee list, will be distributed upon check-in at the meeting registration desk.

Attire

Suggested attire is **business-casual**. It is recommended that you dress in layers while attending sessions due to temperature differences from room to room.

Getting There

The Westin Gaslamp Quarter is located approximately two miles from **San Diego International Airport (SAN)**. Taxi fare between the airport and the hotel is \$12-15 each way.

Weather

The average temperatures in San Diego in February are high 66°F, low 48°F.

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