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MATERIALS

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SHARING, LEADERSHIP
DEVELOPMENT, TECHNOLOGY
UPDATES, AND REIMBURSEMENT
RELATED INFORMATION.

THE MUST-ATTEND EVENT
OF THE YEAR FOR ALL
CANCER EXECUTIVES



ACE 15TH ASSOCIATION
of CANCER
EXECUTIVES
ANNUAL MEETING

SARASOTA ★ FLORIDA
FEBRUARY 14-17, 2009



ASSOCIATION
of CANCER
EXECUTIVES

EARLY-BIRD ONLINE
REGISTRATION DEADLINE
MONDAY, DECEMBER 1, 2008

REGISTRATION DEADLINE
FRIDAY, FEBRUARY 6, 2009

REGISTER ONLINE!
www.regonline.com/ACEmeeting2009

EDUCATION CREDITS
APPROVED: Oncology
Nursing Society (ONS)
and American College
of Healthcare
Executives (ACHE)





ALL CANCER EXECUTIVES are urged to attend the
ACE 15TH ANNUAL MEETING and the pre-conference
ONCOLOGY 101 BASICS PROGRAM to be held
FEBRUARY 14–17, 2009, in Sarasota, Florida.

ACE EDUCATION COMMITTEE

- Patrick Grusenmeyer, *Chair,*
ACE President-Elect
 Helen F. Graham Cancer Center,
 Christiana Care Health System
- Roxanne Clark, Great Lakes
 Cancer Management
- Richard Emery, Trinitas
 Comprehensive Cancer Center
- Marsha Fountain,
 The Oncology Group
- Kristi Gafford, University of
 Missouri Health Care
- Teri Guidi, Oncology
 Management Consulting Group
- Fuad Hammoudeh, Indiana
 University Hospital
- Nancy Harris, St. Joseph Hospital
- Paula Lewis-Patterson, U.T.M.D.
 Anderson Cancer Center
- Barbara Mathison, Waukesha
 Memorial Hospital
- Cat Taylor, South Nassau
 Community Hospital

On behalf of the ACE Education Committee and Board of Directors, we invite you to attend the Association of Cancer Executives (ACE) 15th Annual Meeting, to be held at the beautiful Hyatt Regency Sarasota in Sarasota, Florida.

ACE is the leading cancer administrator networking organization for over a decade. ACE members are an integral part of their individual cancer program and involved in key decisions related to capital planning, program development, marketing, technology, etc.

Personal contacts are critical in maintaining our association and the ACE 15th Annual Meeting provides a unique forum where members can engage and share ideas or issues with colleagues whom they know and trust in a comfortable and relaxed atmosphere. With that in mind, we have organized numerous functions, such as breakfasts, networking luncheon, and evening reception that will provide attendees with ideal settings to strengthen relationships and build new ones. We strongly encourage **ALL CANCER EXECUTIVES** (ACE Members and non-members alike) to be a part of the community's must-attend event of 2009.

Don't wait another day! Register now for the ACE 15th Annual Meeting. Visit our website at www.regonline.com/ACEmeeting2009 to register online — it's fast, easy, and secure. If you have any questions, please contact ACE Headquarters at 202-521-1886.

We look forward to greeting you in sunny Sarasota, Florida!

Cordially,

Brian Mandrier
 ACE Executive Director

Patrick Grusenmeyer, Sc.D, FACHE
 ACE Education Committee Chair
 ACE President-Elect



**ATTEND
 ONE OR
 BOTH**
**SEPARATE
 REGISTRATION
 FEE REQUIRED**

**SATURDAY
 FEBRUARY 14**

**ONCOLOGY 101
 BASICS PROGRAM**

**SUNDAY-TUESDAY
 FEBRUARY 15-17**

ACE 15TH ANNUAL MEETING
ASSOCIATION OF CANCER EXECUTIVES

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TENTATIVE AGENDA

REGISTER ONLINE!

www.regonline.com/ACEmeeting2009

ONCOLOGY 101 BASICS PROGRAM

ONE-DAY PRE-CONFERENCE PROGRAM:
AN INTRODUCTION TO ONCOLOGY MANAGEMENT

SATURDAY, FEBRUARY 14

- 8:30AM–8:45AM **Introduction to ACE & Oncology 101**
> ACE President
Shirley Johnson, RN, MS, MBA
Chief Nursing & Patient Services Officer,
City of Hope
- 8:45AM–9:45AM **Cancer Care 101**
> Shirley Johnson, RN, MS, MBA
Chief Nursing & Patient Services Officer,
City of Hope
- 9:45AM–10:45AM **What is Comprehensive Cancer Care?**
> Marsha Fountain, RN, MSN
Partner, The Oncology Group, LLC
- 10:45AM–11:00AM **Break**
- 11:00AM–12:00PM **SWOT Analysis**
> Kristi Gafford, MPH, MBA, Executive
Director, Ellis Fischel Cancer Center
- 12:00PM–1:00PM **Networking Luncheon**
- 1:00PM–1:30PM **Billing & Coding – The Secret Words**
> Teri Guidi, MBA, FAAMA
President & CEO, Oncology
Management Consulting Group
- 1:30PM–1:45PM **Break**
- 1:45PM–2:45PM **Capital Equipment Acquisition**
> Terry McKay, B.S., M.S., President and
CEO, West Michigan Cancer Center
Kalamazoo, Michigan

New cancer executives, new ACE Members, and those seeking a refresher course are urged to attend this one-day pre-conference program. The Oncology 101 subcommittee, led by co-chairs Cat Taylor and Kristi Gafford, has designed a substantive agenda, offering a comprehensive overview that will prepare you for the topics and issues that you will face as an oncology program administrator.

**Separate
Registration Fee
Required**

- 2:45PM–3:00PM **Break**
- 3:00PM–4:30PM **Oncology 101 Quick Hits**
> **Financial Statements**
Ted Yank, MHA, Associate Director,
Administration, The Dan L. Duncan
Cancer Center, Baylor College of
Medicine
> **Productivity Benchmarks**
Terry McKay, B.S., M.S.
> **Role of Administrator**
Cat Taylor, MBA
AVP, Oncology Services,
South Nassau's Cancer Center
> **Assembling a Multidisciplinary Team**
Elaine Kloos, RN, MBA
Senior Consultant, Oncology
Management Consulting Group
- 4:30PM–5:30PM **Ask the Experts Panel**
- 5:30PM **Adjourn**
- 6:00PM–7:30PM **ACE 15TH ANNUAL MEETING
OPENING RECEPTION**
*Open to All Oncology 101 and
Annual Meeting Attendees*

TENTATIVE AGENDA

REGISTER ONLINE!

www.regonline.com/ACEmeeting2009

ACE 15TH ANNUAL MEETING

ASSOCIATION
of CANCER
EXECUTIVES

THE MUST-ATTEND EVENT OF THE YEAR
FOR ALL CANCER EXECUTIVES

SATURDAY, FEBRUARY 14

6:00PM–7:30PM **ACE 15TH ANNUAL MEETING
OPENING RECEPTION**
*Open to All Oncology 101 and
Annual Meeting Attendees*

SUNDAY, FEBRUARY 15

7:30AM–12:00PM **CANCER CENTER TOURS**
*Tours are concurrent; attendees
may select one tour (see sidebar below)*

7:30AM Box Breakfast Pick-up

7:45AM Bus Departure from the Hyatt Regency
Sarasota to:

- **H. Lee Moffitt Cancer Center**
- **Lee Cancer Center** – Sponsored by
Erdman, a Cogdell Spancer Company.

9:00AM–11:00AM Cancer Center Facility Tours

11:00AM Bus Departure/Return to Hyatt Regency

12:00PM–1:00PM **Opening Luncheon**

12:00PM–1:00PM **New Member Luncheon** (*invitation only*)

The ACE 15th Annual Meeting program addresses two key areas. A **Clinical Excellence Block** explores services and programs recognized as clinical leaders, providing an insight into opportunities to improve patient clinical care. A **Financial Block** focuses on issues related to reimbursement and capital expenses, providing cancer executives with insight into coming trends and strategies to better position their cancer program.

CLINICAL EXCELLENCE BLOCK

1:00PM–2:00PM **OPENING KEYNOTE SPEAKER**

**NCI's Community Cancer Centers
Pilot Program**

> Maureen Johnson, Ph.D., Special
Assistant to the Director, National Cancer
Institute (NCI)

2:00PM–3:00PM **Evidence Based Practices**

> Jim Koeller, MS, Professor, Univ. of Texas
at Austin and the Health Science Center

3:00PM–3:30PM **Break**

3:30PM–4:30PM **Patient-Centered Care**

> Janet Porter, Ph.D.
Chief Operating Officer and Executive Vice
President, Dana Farber Cancer Institute

4:30PM–5:30PM **Emerging Technology**

> Speaker TBD

5:30PM–7:30PM **ACE EXPO Reception**

7:30PM **St. Armand's Circle Dine-Around**

(*Optional Activity; Dinner is Dutch Treat*)

CANCER CENTER TOURS

**W.H. LEE MOFFITT
CANCER CENTER**, a NCI
designated cancer center, is
a not-for-profit institution that
includes private patient
rooms, the Southeast's
largest Blood and Marrow
Transplant Program, outpa-
tient treatment programs that
record more than 252,000
visits a year, the Moffitt
Research Center, The Moffitt
Clinic at Tampa General
Hospital and the Lifetime
Cancer Screening &
Prevention Center. The tour



*H. Lee Moffitt Cancer
Center*

will include the Radiation
Oncology Department, with
focus on the TomoTherapy
machines; Core Laboratory,
with focus on the Total
Cancer Care tissue storage
project & robot; Operating
Room, with demonstration of
the da Vinci robot; Stable

Research Building with focus
on the bench research
efforts & demonstration of
the micro-array project.

The new **LEE CANCER
CARE** outpatient center is
being constructed and on
schedule for an October,
2008 opening. The 60,000
square foot facility will
feature a healing garden and
meditation area. Services will
include radiation therapy and
PET/CT scan; outpatient
infusion area; Florida Cancer
Specialists; and Florida
Gynecologic Oncology and

LMHS physician offices. Lee
Cancer Care's vision is to be
recognized as the quality
provider of choice for cancer
management, as well as to
serve as a resource for the
information and education
needs of Southwest Florida.
**Lee Cancer Care tour is
sponsored by Erdman, a
Cogdell Spancer Company.**

Lee Cancer Care



CLINICAL EXCELLENCE BLOCK (continued)

MONDAY, FEBRUARY 16

8:00AM–9:00AM **Continental Breakfast in ACE EXPO Hall**

9:00AM–10:00AM **BREAKOUT SESSIONS (concurrent)**

1. Cancer Genetics

> Zohra Ali-Khan Catts, MS, CGC,
Director of Cancer Genetic Counseling,
Helen F. Graham Cancer Center

**2. Inside the Investor – Capital
Investment Partners**

> Michael Blau, National Chair of the
Health Care Ventures Practice, Foley &
Lardner, LLP
> Mark Waxman, National Chair of the
Health Care Industry Team, Foley &
Lardner, LLP

10:00AM–11:00AM **ACE EXPO Break**

11:00AM–12:00PM **BREAKOUT SESSIONS (concurrent)**

**1. Building the Bridge: Importance of
Program Differentiation**

> David Barber, Vice President of
Marketing and Business Development,
Scottsdale Healthcare
> Susan Brown, Associate Vice President
Cancer Services, Virginia G. Piper Cancer
Center at Scottsdale Healthcare

**2. Integrating Physicians in Cancer
Programs**

> Patrick Grusenmeyer, Sc.D., FACHE, Vice
President, Helen F. Graham Cancer Center

12:00PM–1:20PM **LUNCHEON & KEYNOTE SPEAKER**

Renewing the War on Cancer

> Benjamin Craig, Ph.D., Moffitt Cancer
Center/ University of South Florida

1:20PM–1:30PM **Cancer Center Building Blocks — “How
to Plan, Design & Build A Cutting Edge
Cancer Center” (Sneak Preview)**

*This new ACE conference will bring
together architects, cancer center
leaders, planners, project managers,
technical experts, and all those who plan
or implement new construction,
renovation, or expansion projects for
cancer centers. **SAVE \$50 with your
Annual Meeting Registration!***

**HOW TO PLAN
DESIGN
BUILD**
**A CUTTING-EDGE
CANCER CENTER**
April 29 – May 1, 2009
Indianapolis, IN

FINANCIAL BLOCK

1:30PM–2:30PM **BREAKOUT SESSIONS (concurrent)**

1. Chemo Reimbursement

> Cheryl Gelder-Kogan, MHSA,
Senior Consultant, Oncology
Management Consulting Group

2. Contracts/Managed Care

> Speaker TBD

2:30PM–3:30PM **ACE EXPO Break**

3:30PM–4:30PM **BREAKOUT SESSIONS (concurrent)**

**1. Hot Topics in Coding and
Documentation for Radiation
Oncology for 2009**

> Sally Eggleston, MBA, RT (T)
Director of Business Development,
Revenue Cycle Inc.

2. Blue Cross Distinction

> Stephanie Hauge, Blue Cross Blue
Shield

7:00PM **Main Street Dine-Around (Downtown
Sarasota)**

(Optional activity; dinner is Dutch-treat)

TUESDAY, FEBRUARY 17

7:45AM–8:15AM **Continental Breakfast**

8:15AM–9:15AM **ACE Annual Business Meeting
(ACE Members Only)**

9:15AM–10:15AM **One Voice Against Cancer**

> Wendy K.D. Selig, Vice President,
External Affairs & Strategic Alliances,
The American Cancer Society Cancer
Action Network

10:15AM–11:15AM **CLOSING KEYNOTE SPEAKER**

Live, Love, Laugh and Learn

> Thomas Hayes

11:15AM **Adjourn**

ACE EXPO

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



SPONSORSHIP OPPORTUNITIES AVAILABLE!

Contact ACE HQ for information on becoming a sponsor.

ONCOLOGY 101 BASICS PROGRAM

Cancer Care 101

Cancer Care 101 will provide 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.



Cancer Genetics

Discuss genetic counseling and cancer risk assessment for hereditary cancer syndromes, with a focus on hereditary breast and ovarian cancer as well as hereditary colon cancer syndromes.

Inside the Investor – Capital Investment Partners

The capital appetite for oncology often seems insatiable. Updating equipment, acquiring new technology, refreshing dated facilities and expanding for rising demand, etc. all place pressure on the institution. With limited capital however, we may wish to seek a financial partner. This session will outline the options: types of partners, limitations on working with them, what to expect, and when to be wary.

Building the Bridge: Importance of Program Differentiation

This session will describe general marketing and business development concepts to ensure product differentiation in the marketplace. It will specifically address how to analyze market for potential program differentiation oppor-

SWOT Analysis

It seems so easy to identify an organization's strength, weaknesses, opportunities and threats. However, turning an often simple brainstorming activity into a strategic tool for decision-making can be difficult. This session will introduce methods to develop a SWOT analysis that can provide a clear assessment of where your organization stands in its competitive marketplace and to start the planning process off on the right track.

Billing & Coding – The Secret Words

In order to get paid for the services we provide to our patients, we must abide by a complex system of rules and codes. The terminology can be quite confusing, and the details are difficult to master. This session will explain the

tunities and move forward on those opportunities. Session will conclude with a case study and discussion of a market differentiating program at the Virginia G. Piper Cancer Center.

Integrating Physicians in Cancer Programs

Seamlessly integrating physicians into coordinated, multidisciplinary cancer care can be a challenge. Increasing demands on physician time, decreasing reimbursement for both physicians and hospitals contribute to this problem. This session will discuss the healthcare background in which hospital and physician relationships develop, including the impact of increasing costs and the reduction in physician reimbursement. It will describe the environment in which physician and hospital relationships develop, including competition between hospitals and physicians for services, and the laws and regulations that impact on relationships between physicians and hospitals. The session will present changing environmental trends that impact physician – hospital alignment including healthcare worker shortages, particularly shortages of medical oncologists. It will assist participants in assessing the environment at their institution. The session will describe potential physician/hospital alignment

mysterious terms and help to simplify this very complicated system.

Capital Equipment Acquisition

This will be a two part presentation: The first part will share our evaluation and selection process for the acquisition of a new linac. Included will be a sample RFP, assessment of vendor capabilities, advantages and disadvantages. There will also be a discussion on the clinical capabilities and productivity throughput. The second part of the presentation will address the acquisition process, RFP, vendor evaluation of a WIDE Bore CT and answer the question: Does size matter?

Productivity Benchmarks

This session will share the importance of establishing and tracking productivity benchmarks for every aspect of your

models and assist in assessing their appropriateness for implementation in the participant's environment.

Chemo Reimbursement

Pressure continues unabated in the reimbursement for chemotherapy. This session will provide a summary of recent payer trends and the reasons and mechanics of the changes, and will offer a glimpse into what may lie in our futures.

Contracts/Managed Care

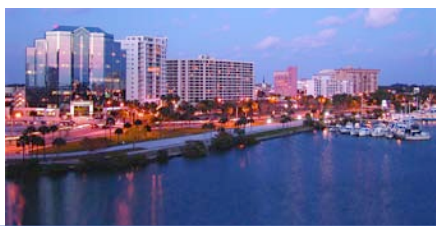
Contracting with managed care companies for care delivered by hospitals or practices is common. In hospitals, these contracts are usually negotiated without cancer program input. This talk will focus on how contracting is done and how the cancer program administrator can interface with the contracting agent to assure appropriate payments for oncology services.

Hot Topics in Coding and Documentation for Radiation Oncology for 2009

This presentation is designed to educate the Radiation Oncology Administrator, Manager, clinical personnel and all other radiation oncology professionals regarding coding and documentation needed to support popular procedures performed in the radiation oncology depart-

ONCOLOGY 101 SESSION HIGHLIGHTS — continued

cancer center. These include: nursing, pharmacy, physician, radiation therapy, physics, billing, transcription, clinical trials, tumor registry, etc. The West Michigan Cancer Center has been tracking its productivity benchmarks since 2004. These benchmarks will be presented as well as national comparative benchmarks for these staff classifications. ■



15TH ANNUAL MEETING SESSION HIGHLIGHTS — continued

ment for 2009. The presenter will discuss topics such as physician supervision, specialty services and other current hot topics in radiation oncology reimbursement.

Blue Cross & Blue Shield Distinction Centers for Complex and Rare Cancer Programs

This session will introduce the Blue Distinction program, with a specific focus on the Complex and Rare Cancers designation. Information on future program development in the areas of more common cancers will also be provided.

One Voice Against Cancer

Advocacy for cancer care is taking on new strength, particularly in the area of funding for cancer care. One such organization which attempts to coordinate advocacy efforts is One Voice Against Cancer (OVAC). A collaboration of national non-profit organizations representing millions of Americans, OVAC delivers a unified message to Congress and the White House on the need for increased cancer-related appropriations. This talk will focus on advocacy and how cancer program administrators can and should be involved in advocacy. ■

Maureen Johnson, Ph.D.

Dr. Maureen Johnson received her Ph.D. in Human Genetics from the University of Michigan in 1991. As a post-doctoral fellow at the National Cancer Institute (NCI), she trained in the Laboratory of Cellular Oncology (Dr. Douglas Lowy, Chief) and studied the role of the ras oncogene in type 1 neurofibromatosis (NF1), one of the most common inherited diseases where patients are predisposed to cancer.

In 1997 Dr. Johnson joined the NCI Division of Extramural Activities as a Scientific Review Administrator, conducting reviews of program project grant applications, then moved to the NCI Institute Review Office and was Chief of the office. This office conducts scientific reviews of the NCI intramural laboratories and manages the NCI Board of Scientific Counselors. While in this office she worked as a Special Assistant to Dr. Andrew von Eschenbach, Director, NCI, and continues in this capacity for the current NCI Director, Dr. John Niederhuber. As a Special Assistant she has been involved in numerous projects, including the Clinical Trials Working Group, the Cancer Center Directors Working Group, and currently as the Project Officer for the NCI Community Cancer Centers Program.

Benjamin M. Craig, Ph.D.

Dr. Benjamin Craig is an economist on faculty at Moffitt Cancer Center and the University of South Florida Department of Economics. He completed his masters degree at the University of Texas at Austin and received his doctoral degree from the University of Wisconsin - Madison.

Before his current appointment in late 2007, Ben held faculty positions at the University of Arizona College of Pharmacy and the UW Department of Family Medicine. His breadth of experience and rigorous training has allowed him to publish in a variety of areas, contributing to the emerging field of cancer economics. Currently, his research focuses on the economics of breast cancer prevention, detection, and control, a five year project funded under a NCI K25 award. Further projects examine policy and econometric issues involved in out-of-pocket prices, preferences related to health outcomes, and the cost-effectiveness of alternative interventions.

Thomas Hayes

Tom Hayes is a master salesman and life motivator. With an iron will forged out of the tragic experience of losing a leg to cancer in childhood, Hayes has a compelling history to share with his audiences. A world traveler, extreme sports enthusiast and proud father of two happy and successful daughters, Hayes epitomizes a "can do" approach to life's challenges.

Even though he lost a leg to cancer at age 12, it is not uncommon to see him skiing by you on a black diamond slope in the Rockies; racing sailing yachts off the coast of Nantucket; or, if you are up to the challenge, bungee jumping from a 340-foot cliff in New Zealand. From biking in Argentina, to fly-fishing the Bahamian flats, to scuba diving in Costa Rica, there isn't a challenge Tom hasn't enthusiastically faced head-on... especially if someone said it couldn't be done. Tom is a believer in the axiom, "If you're not living on the edge, you're taking up too much space."

Tom built an enviable 27-year career with Fuji Medical Systems, the international manufacturer of medical x-ray film and equipment. As a sales manager, he grew a territory from \$200,000 to over \$50 million a year through both personal sales and by building and motivating a top sales team. For the past twenty years, Tom has maintained a second career as a first-rate standup comedian, humorist and speaker. In 1986, Showtime Cable Network selected Tom as a "Funniest Person" award-winner. Hayes combines his offbeat sense of humor with the practical advice of how the game of life is really won day after day.

DISTINGUISHED SPEAKERS

ONCOLOGY 101 BASICS PROGRAM

Marsha Fountain, RN, MSN, Partner,
The Oncology Group, LLC

Kristi Gafford, MPH, MBA, Executive Director,
Ellis Fischel Cancer Center

Teri Guidi, MBA, FAAMA, President & CEO,
Oncology Management Consulting Group

Shirley Johnson, RN, MS, MBA, **ACE President**
Chief Nursing & Patient Services Office, City of Hope

Elaine Kloos, RN, MBA, Senior Consultant,
Oncology Management Consulting Group

Teresa M. McKay, B.S., M.S., President and CEO,
West Michigan Cancer Center, Kalamazoo, Michigan

Ted Yank, Associate Director, Administration,
The Dan L. Duncan Cancer Center, Baylor College of Medicine

Cat Taylor, MBA, AVP, Oncology Services

15TH ANNUAL MEETING

Michael Blau, National Chair of the Health Care Ventures
Practice, Foley & Lardner, LLP

Zohra Ali-Khan Catts, MS, CGC, Cancer Genetic Counselor,
Helen F. Graham Cancer Center

Sally Eggleston, MBA, BSRT (T)
Director of Business Development, Revenue Cycle Inc.

Cheryl Gelder-Kogan, MHSA, Senior Consultant,
Oncology Management Consulting Group

Patrick Grusenmeyer, ScD, FACHE, **ACE President-Elect**
Vice President, Helen F. Graham Cancer Center

Jim Koeller, MS, Professor,
University of Texas at Austin and the Health Science Center

Stephanie Hauge, Blue Cross Blue Shield

Janet Porter, PhD, Chief Operating Officer &
Executive Vice President, Dana Farber Cancer Institute

Wendy K.D. Selig, Vice President,
External Affairs & Strategic Alliances,
The American Cancer Society Cancer Action Network

Mark Waxman, National Chair of the Health Care Industry
Team, Foley & Lardner, LLP

Additional speakers to be announced

ACE SPONSORS *(as of 10/21/08)*

15TH ANNUAL MEETING SPONSORS

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Varian Medical Systems

— SILVER —

Accuray

MedAptus

Revenue Cycle Inc.

Siemens Medical Solutions USA, Inc.

TomoTherapy, Inc.

Velos

— BRONZE —

Alliance Oncology

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American College of
Surgeons Commission
on Cancer

Aptium Oncology

Association of Community
Cancer Centers (ACCC)

Cogent Health Solutions

Elekta IMPAC

Erdman, a Cogdell
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InfuSystem, Inc.

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Revenue Cycle Inc.

Siemens Medical
Solutions USA, Inc.

TomoTherapy, Inc.

Varian Medical Systems

Velos

Zynx Health

ABOUT SARASOTA



Wrapped with 35 miles of silken beachfront, Sarasota is a package of rich cultural history, sun-drenched islands, natural treasures and unlimited discoveries. One of the beauties that Sarasota has to offer is that this quaint coastal getaway destination has activities and entertainment for everyone to enjoy.

Perhaps before hitting the town you may want to spend some time savoring the sun and pristine waters of some of the best white-sand beaches in the world. Relax under the sun, or build castles in the sand, then take a walk along the beach to one of the many shops on **St. Armand's Circle**, a 100 store up-scale shopping area.

Sarasota is also a golfer's paradise, boasting over fifty golf courses both public and private. Sarasota has arts and culture, activities and entertainment that are fun for the whole family. With more than a dozen theaters, thirty art galleries and several active artist communities, Sarasota has no shortage of things that any visitor would love.

BEACHES

Sarasota County boasts 35 miles of beaches and six barrier islands. **Siesta Key Public Beach:** This beach extends along a half-mile of the most pristine white sands in the world. The pure quartz, pulverized to a fine powder, has a magical quality. There is no sand quite like Siesta's, anywhere. In 2004 the Travel Channel's *Best Beaches in America* show featured Siesta Key as the Best Sand Beach. The large parking lot is frequently full, for this is the most popular beach in Sarasota County. **Turtle Beach:** Located at the southern end of Siesta Key, the sand here is a bit coarser, but that means the shelling is better. Although there are no lifeguards or food concessions, families appreciate its comparative solitude and ample parking. **Crescent Beach:** This beach is usually a little less crowded but boasts the same fine, white sand. Located just south of Siesta Beach, it stretches for about one and a half miles toward a place called Point of Rocks, where scuba divers explore the underwater scenery. **Palmer Point Beach:** This beach begins at the southern tip of Siesta Key and continues onto the north end of Casey Key. The beach is a popular spot for boaters and people who walk there from Turtle Beach. There are no lifeguards and no facilities.

Sarasota's
pristine waters and
white-sand beaches
are world-famous.

ST. ARMANDS CIRCLE ON LIDO KEY

St. Armand's Circle is centrally located on the lush island of Lido Key. Not only will you find architecture of distinction, Lido Key also boasts stunning beaches, acres of recreation areas along the bay, spectacular views, and pools for lounging at our **Mid-Key Public Beach**. For those visiting Lido Key in search of peace and quiet, enjoy one of our hidden white sugar sand beaches and relax your days away. All will enjoy the charms of **St. Armand's Circle**, just a short walk from many Lido Key areas. Superb exclusive shops, galleries, exotic boutiques, sophisticated restaurants and nightlife are all located on St. Armand's Circle. While you're there, don't miss **The Circus Ring of Fame**, a "sidewalk of circus stars."



SHOPPING

Sarasota's diverse shopping options mean there's something for everyone. Set amidst a tropical paradise, **St. Armands Circle** offers an enchanting array of fine shops and gourmet restaurants. With over 130 stores, here you will find everything from trinkets to treasures. The district south of Main Street and bordered by Pineapple Avenue, Orange Avenue and State Street, is where you can pick up anything from retro fashions and '60s furniture to *haute couture* and fine art; then take in an independent or foreign film at **Burns Court Cinema**, the cornerstone of the neighborhood and home of the Sarasota Film Society. Old-fashioned lampposts line narrow Hillview Street and Osprey Avenue, draped with banners that read "**Southside Village.**" Historic **Dearborn Street** is in the heart of Olde Englewood Village on the shores of Lemon Bay in South Sarasota County. More shopping opportunities include two malls, a number of shopping centers and Downtown Sarasota's historic **Palm Avenue**.



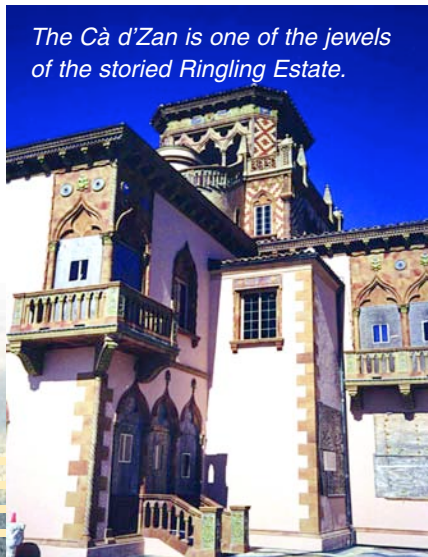
THE RINGLING ESTATE

Located on a 66-acre estate on Sarasota Bay, the **John and Mable Ringling Museum of Art** was established in 1927 as the legacy of John Ringling (1866–1936) and his wife, Mable (1875–1929). Recognized as the official State Art Museum of Florida, the Museum offers 21 galleries of European and

American paintings as well as Cypriot antiquities, Asian art, and contemporary art. The Ulla R. and Arthur F. Searing Wing hosts a variety of traveling exhibitions throughout the year.

The estate features the spectacular **Cà d'Zan** ("House of John"), a waterfront mansion that was restored in 2002, The **Circus Museum**, and Mable Ringling's **Rose Garden**.

The Cà d'Zan is one of the jewels of the storied Ringling Estate.



MEETING INFORMATION



The Hyatt Regency Sarasota is a modern, world-class facility



IMPORTANT DATES

Early Bird Registration Deadline:
DECEMBER 1, 2008

Discount Hotel Reservation Deadline:
JANUARY 14, 2009

Conference Registration Deadline:
FEBRUARY 6, 2009

ACCOMMODATIONS

Hyatt Regency Sarasota

1000 Blvd of the Arts
Sarasota, FL 34236

RESERVATIONS: **800-233-1234**

Please make your room reservation directly with the Hyatt Regency by calling 800-233-1234. Be sure to identify yourself as an Association of Cancer Executives (ACE) attendee in order to receive the special room rate of \$199/single or \$209/double occupancy. Only registered attendees of the ACE Oncology 101 and/or the 15th Annual Meeting will be granted the special room rate. The hotel reservation deadline is January 14, 2008. After that date an increased rate will be in effect and room availability will be limited.

REGISTRATION & CANCELLATION POLICY

To reserve your place at the ACE 15th Annual Meeting and/or Oncology 101 (**separate registration fees apply**) visit www.regonline.com/ACEmeeting2009. You may pay by credit card or check (to be mailed in after registering online). A confirmation email with invoice/receipt will be sent to you.

The early-bird registration discount will be available online until December 1, 2008. Registrations will

be accepted until February 6, 2009. After that time, 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 6, 2009 will be refunded, less a \$75 processing fee. **Cancellations after February 6, 2009 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.

ONS AND ACHE EDUCATION CREDITS

ACE is pleased to offer ACHE (Category 2) and ONS CEU's for attending the entire ACE 15th Annual Meeting. For ONS credit, attendees must complete an evaluation to receive a certificate at the end of the meeting. Please contact ACHE for credit details.

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.

WEATHER

The average temperatures in Sarasota in February are high 74°F, low 52°F.

GETTING THERE

The Hyatt Regency Sarasota is located approximately four miles from the **Sarasota/Bradenton International Airport (SRQ)**. To request the Hyatt's airport shuttle service, please call the hotel upon arrival and the shuttle will be dispatched. The charge for this service is \$8.00 per person, each way. Taxis are available outside the baggage claim area and cost about \$15.00 per person (these prices are an estimate).

The Hyatt Sarasota is also accessible from two other airports. The **Tampa International Airport (TPA)** is located approximately one hour north of the Hyatt and the **Southwest Florida International Airport (RSW)** is located outside Fort Myers, approximately one hour and 30 minutes south of the Hyatt Regency Sarasota.



ACE 15TH ANNUAL MEETING

ASSOCIATION of CANCER EXECUTIVES

REGISTRATION FORM

FEBRUARY 14-17, 2009

SARASOTA, FLORIDA
HYATT REGENCY SARASOTA



2300 N St. NW, Suite 710
Washington, DC 20037
202.521.1886
202.833.3636 Fax
info@cancerexecutives.org
www.cancerexecutives.org

REGISTER ONLINE! www.regonline.com/ACEmeeting2009

ACE MEMBERS: ONLINE EARLY-BIRD REGISTRATION DEADLINE: DECEMBER 1, 2008.
ANNUAL MEETING ONLY OR ONCOLOGY 101 ONLY: SAVE \$50
 Early-bird registration for BOTH programs: **SAVE \$100!** ★ www.regonline.com/ACEmeeting2009

Annual Meeting Registration Deadline: FEBRUARY 6, 2009

Please type or print clearly and list the information **EXACTLY** as you want it to appear on your name badge.

NAME _____ SUFFIX (RN, MSN, etc.) _____ NICKNAME (FOR BADGE) _____
 ORGANIZATION _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____ E-MAIL _____
 SPOUSE/GUEST NAME _____ NICKNAME (FOR BADGE) _____

I WORK IN: Private practice Community hospital Academic institution Industry NCI-designated cancer center
 This is my first ACE meeting I have special requirements under the Americans with Disabilities Act: _____

ANNUAL MEETING REGISTRATION

FEE INCLUDES: Cancer Center tour; receptions on Saturday & Sunday; continental breakfast on Monday & Tuesday; lunch on Sunday & Monday; and meeting materials. **ONCOLOGY 101 FEE INCLUDES:** lunch and opening reception on Saturday; and meeting materials. **SPOUSE/GUEST FEE INCLUDES:** receptions on Saturday & Sunday; and closing keynote speaker.



REGISTRATION FEES (per person):

	By Dec. 1	After Dec. 1	SUBTOTAL
15th Annual Meeting			
<input type="checkbox"/> ACE Member	\$ 649	\$ 699	\$
<input type="checkbox"/> Non-Member		\$ 899	
Pre-conference Basics Program (Separate Fee Applies)			\$
<input type="checkbox"/> Oncology 101	\$225	\$ 275	
Companion			\$
<input type="checkbox"/> Spouse/Guest		\$ 99	
<input type="checkbox"/> NEW MEMBER PACKAGE: Includes ACE Membership (through 6/30/09), Annual Meeting, AND Oncology 101 registration!			ONLY \$999

CANCER CENTER TOURS (Included in Annual Meeting registration fee)

Tours are concurrent and will take place on Sunday, February 15. If you plan to participate, please select ONE facility from the following:

H. Lee Moffitt Cancer Center Lee Cancer Care

METHOD OF PAYMENT

Check Enclosed (Payable to Association of Cancer Executives)
 Credit Card AmEx MC Visa

ACCOUNT NUMBER _____ EXP. DATE _____
 CARDHOLDER'S NAME _____
 BILLING ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 SIGNATURE _____ DATE _____

TOTAL ENCLOSED: \$

PLEASE NOTE

- Cancellations in writing can be accommodated up to February 6, 2009, less a \$75 processing fee. Refunds will not be given after February 6, 2009.
- Registrants must purchase a full registration; no refunds will be given for functions not attended.
- Payment must accompany this registration form, payable to Association of Cancer Executives.
- Hotel reservations must be made separately. See page 8 of the meeting registration brochure for hotel information.

REGISTER ONLINE, or complete this form and return with payment to Association of Cancer Executives:

2300 N Street NW • Suite 710 • Washington, DC 20037 • Tel: 202.521.1886 • Fax: 202.833.3636

Note: The U.S. Revenue Act of 1987 requires the following statement: Meeting registration fees may be deductible to those registering for federal income tax purposes as ordinary and necessary business expenses. They are not deductible as charitable contributions. Please consult your tax advisor for specific advice.

THE MUST-ATTEND
EVENT OF THE YEAR
FOR ALL CANCER
EXECUTIVES

ACE 15TH ANNUAL MEETING

ASSOCIATION
of CANCER
EXECUTIVES

SARASOTA ★ FLORIDA
FEBRUARY 14-17, 2009



ASSOCIATION
of CANCER
EXECUTIVES

Presented in conjunction
with the one-day,
pre-conference program

ONCOLOGY 101
BASICS PROGRAM

(SEPARATE REGISTRATION
FEE REQUIRED)

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