

## Saturday, June 22, 2019 | Adult Track | Jefferson Ballroom

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8:00 am – 9:00 am	<b>Breakfast   Registration Opens   Visit Exhibits</b>
8:30 am – 9:00 am	<b>Childcare Check-In   A Helping Hand</b>
9:00 am - 9:30 am	<b>Welcome   Industry Greetings by Platinum Sponsors</b> <b>Welcome by:</b> Kelly Waters, VHF Executive Director
9:30 am - 10:20 am	<b>Progressive Exhibit #1   Platinum and Premier Sponsors</b>
10:20 am - 11:20 am	<b>Presentation: Understanding von Willebrand Disease</b> <b>Speaker:</b> Dr. Hillary S. Maitland, MD, MS, University of Virginia Health System  <i>This program provides an educational format to introduce the symptoms and types of von Willebrand disease, recognize potential treatment options, and learn how emotional and community support systems can help those living with this bleeding disorder.</i>
11:20 am – 12:00 pm	<b>Progressive Exhibit #2   Corporate Sponsors</b>
12:00 pm - 12:45 pm	<b>Lunch   Round Table Discussions   Visit Exhibits</b>  <i>Enjoy lunch on-site and get the opportunity to sit with others who have a similar relationship to bleeding disorders. Each table will have a facilitator to help guide conversation. Tables will be divided by Affected Adult, Spouse/Partner, Caregiver, Extended Family, and Young Adult</i>
12:45 pm – 2:00 pm	<b>Advocacy and Storytelling: Your Stories Make an Impact!</b> <b>Speakers:</b> Delegate Sam Rasoul, 11 <sup>th</sup> District, Michael DeGrandpre, Hemophilia Federation of America, Creative Director, Becky Bowers-Lanier, HACA/VHF Advocacy Consultant  <i>Every day we use stories in all aspects of our lives. In the bleeding disorders community, we use stories to talk to caregivers, healthcare providers and our elected officials. This session will get everyone ready to tell their own story and help us understand how to craft stories that are unforgettable.</i>
2:00 pm – 2:20 pm	<b>Break   Visit Exhibits</b>
2:20 pm - 3:05 pm	<b>Breakout Sessions: Ready, Set, Tell YOUR Story</b>  <i>Need help getting started? Let us help you craft your outline.</i> <b>Speakers:</b> Ann Kendall and Krista Davidson, Virginia Advocacy Work Group Co-Chairs  <i>What does your story mean to an elected official? Learn how to craft your story to impact legislators.</i> <b>Speaker:</b> Becky Bowers-Lanier, HACA/VHF Advocacy Consultant  <i>Ready for the camera? Time for a Story-Selfie. Come tell your story and be part of VHF's new video archive.</i> <b>Speaker:</b> Michael DeGrandpre, Hemophilia Federation of America, Creative Director
3:05 pm – 3:20 pm	<b>Break   Visit Exhibits</b>
3:20 pm – 4:20 pm	<b>Keynote: Gene Therapy</b> <b>Speaker:</b> Henry Mead, Director Medical Communication & Education Strategy Hematology at CSL Behring  <i>Gene Therapy: The hope, the promise and the current science. Before a cure becomes available, we must learn and understand the science.</i>
4:20 pm – 5:00 pm	<b>Meeting Wrap-Up   Kelly Waters, VHF Executive Director</b>  <b>JNC Winner and Gettin' in the Game Presentation   Perry Parker, PGA Professional Golfer, Gettin' in the Game Athlete, CSL Behring</b>  <b>Broadway Bound Showcase   Melissa Carper, National Workshop Director, Diplomat</b>
5:00 pm – 5:15 pm	<b>Childcare Check-Out</b>