



# REACH OUT AND RETREAT

— PORTLAND, OREGON —

Tuesday, March 18 - Thursday, March 20  
The Benson Hotel, Portland, Ore.

## Hosted by

Reach Out and Read Northwest

## Over the next two days, we will:



Build skills and knowledge to  
achieve Reach Out and Read's  
Strategic Plan together



Strengthen our Reach Out and  
Read community, relationships,  
and network

### Day 1: Tuesday, March 18

TIME	TOPIC	PERSON(S) LEADING	LOCATION
4 p.m.	Hotel Check-In		Lobby
5-6 p.m.	Registration	Reach Out and Read Northwest	Mezzanine
6-7 p.m.	Cocktail Hour		London Grill
7-7:15 p.m.	Transition to Dinner	Reach Out and Read Northwest	
7:15-10 p.m.	Reception Dinner		Mayfair Ballroom
	7:45 p.m. Welcome	Marty Martinez Jessica Mortensen	
	8-8:30 p.m. Opening Remarks	Trude Haecker, MD Mary Ann Woodruff, MD Marissa Lachaga, PA-C All About Books	

## Day 2: Wednesday, March 19

TIME	TOPIC	PERSON(S) LEADING	LOCATION
7:30-8:30 a.m.	Breakfast		Mayfair Ballroom
8:30-10 a.m.	<b>Strategic Plan and Action</b> <ul style="list-style-type: none"> <li>• Growth with Quality</li> <li>• Diversity, equity, and inclusion</li> <li>• Funding</li> </ul> <p>Spotlighting Affiliate work progressing the strategic plan by sharing successes and lessons learned.</p>	<p>Moderator: Erin Henry</p> <p>Speakers: Alex Chu Emily Marchese DeDe Williams</p>	Mayfair Ballroom
10-10:15 a.m.	Break		
10:15-12:15 p.m.	<b>Reach Out and Read Centering Communities Framework Workshop</b> <p>This session will be our second of three Community Café conversations to support the building of a framework that will help create shared understanding of how we as Reach Out and Read understand and center community. This framework will align purpose, goals, and strategies to build shared understanding and turn into action at the National, Affiliate and clinic levels.</p>	<p>Speakers: Callee Boulware Amy Jonason</p>	Mayfair Ballroom
12:15-1:15 p.m.	Lunch		Mayfair Ballroom
1:15-2:45 p.m.	<b>Brand Slam</b> <p>Brand visibility is a key element in Reach Out and Read's Strategic Plan — and in the success of our day-to-day work. National's External Affairs team (the snappily nicknamed "Team X") spotlights recent collaborations with Reach Out and Read Minnesota and Northwest plus takes a broader look at brand partnerships through the recent Holiday Impact Prize. Bonus: You'll get to play along, Shark Tank style, in the Pitch Perfect contest.</p>	<p>Moderator: Lori Brooks</p> <p>Speakers: Liam Mackin Jessica Mortensen Kelsey Gallagher Jasmine Henderson Aarthi Varshini</p>	Mayfair Ballroom
2:45-2:55 p.m.	Break		
2:55-3:00 p.m.	Department Breakout Sessions Framing	Lambrina Kless	Mayfair Ballroom

TIME	TOPIC	PERSON(S) LEADING	LOCATION
3:00-4:30 p.m.	<p><b>Department Breakout Sessions: Role-Alike Time</b></p> <ul style="list-style-type: none"> <li>Affiliate Directors</li> <li>Medical Directors</li> <li>Development</li> <li>Programs</li> <li>Generating Support (External Affairs, Communications, and Policy Staff)</li> </ul> <p>Together with role-alike colleagues, discuss, share, and spotlight work that is happening in the field. Raise questions, priorities, trends, and ideas together.</p>	<p><b>Affiliate Directors: Windsor Room</b></p> <ul style="list-style-type: none"> <li>Moderator: Emily Bartels (SC)</li> <li>Speakers: Alex Chu (NE) Emily Marchese (GNY) Tara Milbrand (SD)</li> </ul> <p><b>Medical Directors: Brighton Room</b></p> <ul style="list-style-type: none"> <li>Moderator: Trude Haecker, MD (GP) Teandra Ramos</li> <li>Speakers: All</li> </ul> <p><b>Development: The London Grill</b></p> <ul style="list-style-type: none"> <li>Moderator: Vince Mezzera</li> <li>Speakers: Liam Mackin (MN) Jordan Parsons (OK) Jamie Pimentel (NE) Cori Thiermann (WI)</li> </ul> <p><b>Programs: Mayfair Ballroom</b></p> <ul style="list-style-type: none"> <li>Moderator: Meg Blomberg (NE)</li> <li>Speakers: Cindy Little (SD) Alyssa Brunstein (NJ) Andre' Woods (SC)</li> </ul> <p><b>Generating Support: Regency Boardroom</b></p> <ul style="list-style-type: none"> <li>Moderator: Kari Kurjiaka (GNY)</li> <li>Speakers: Shannon Blood (NW) Katie Malone (CO) Liz Smith (WI)</li> </ul>	See locations next to each session
4:35-4:55 p.m.	Hot Off the Presses: Evidence that the Reach Out and Read Model Influences the Parent-Clinician Relationship	Nikki Sherman	Mayfair Ballroom
4:55-5:05 p.m.	End of Day and Dinner Announcements	Jessica Mortensen	Mayfair Ballroom
5:05-6 p.m.	Record Video Testimonials		Brighton Room
5:05-6 p.m.	Optional Portland Scavenger Hunt		
6 p.m.	Dinner on Your Own		

## Day 3: Thursday, March 20

TIME	TOPIC	PERSON(S) LEADING	LOCATION
7:30-8:30 a.m.	Breakfast		Mayfair Ballroom
8:30-8:45 a.m.	Remarks from National Board Chair, Trude Haecker, MD	Trude Haecker, MD	Mayfair Ballroom
8:45-9:15 a.m.	Recognition of Existing and New Staff	Erin Henry	Mayfair Ballroom
9:15-9:20 a.m.	Announcement: Shifting Award Schedule	Lambrina Kless	Mayfair Ballroom
9:20-10:50 a.m.	<b>From Pie in the Sky to Do It Today</b> Discuss assigned table topics in groups, answer the following questions, and identify a narrator for your group to report out. 1. Let's get aspirational: What would you ask a genie for? 2. Let's get tangible: What would you do right now? 3. Let's dream a little: If you had \$25,000 to spend in this area, what would you do with it?	Facilitator: Nikki Shearman	Mayfair Ballroom
10:50-11:05 a.m.	Remarks from Erin Henry	Erin Henry	Mayfair Ballroom
11:05-11:15 a.m.	Retreat Feedback	Hannah Slaughter	Mayfair Ballroom
11:15-11:30 a.m.	Group Photo		
11:30 a.m.-12 p.m.	Boxed Lunches		Mayfair Ballroom
11:30 a.m.-12:30 p.m.	Record Video Testimonials		Brighton Room