

**Florida Association of Homes  
and Services for the Aging**



# Riding the Wave



**45<sup>th</sup> Annual Convention & Exposition**

**July 28 – 31, 2008**

**Boca Raton Resort & Club**

**Boca Raton, Florida**

**Creating the Future of Florida's Aging Services**

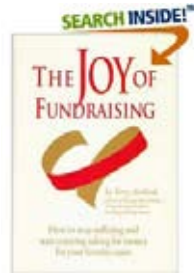
Florida Association of Homes and Services for the Aging

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# GENERAL SESSIONS

Sunday, July 27, 2008



Featuring Terry Axelrod, MSW, President, Benevon

## *Creating Sustainable Funding Source*

1:45 PM - 3:45 PM (2 contact hours)

(Domains of Practice: Resident Care)

This fast-paced, hands-on training will help you to develop a customized plan for systematically building lifelong funding sources. This session will focus on how to create defined and quantified sustainable funding for your organization. Learn how to design customized, sizzling events and plan for monthly events for at least 100 people; develop a sustainable funding board retreat; finalize plans for recruiting and cultivating a plan and measure your progress.

Terry Axelrod, founder and CEO of Benevon, has more than thirty years of experience in the nonprofit field, including founding three nonprofit organizations in health care and affordable housing. She realized early in her career that the only path to sustainable funding was to systematically connect donors to the mission of the organization and then involve and cultivate them until they were clearly ready to give—in short, to treat donors the way you would treat a close friend or family member as someone with whom you plan to have a lifelong relationship.

Terry created the Benevon Model in 1996 after serving as Development Consultant to Zion Preparatory Academy, an inner city Christian Academy in Seattle, from 1992-1995. There she designed and implemented the fundraising and marketing programs which yielded \$7.2 million in 2 ½ years as well as national recognition of the program including a cover story in the *Chronicle of Philanthropy*.

Author of *Beyond the Ask Event*, the *Raising More Money Series*, and *The Joy of Fundraising*, Her passion and commitment to the possibility of sustainable funding for all nonprofits drives the mission of Benevon and each of its programs. “The donors are truly out there—wanting to contribute; it’s up to the organizations to connect them powerfully to their work and nurture that connection over time. Our programs give them the tools to do that successfully.”

Terry currently serves as a Life Trustee of Swedish Medical Center. She received her Masters of Social Work and Bachelors degrees at the University of Michigan

Monday, July 28, 2008



Featuring Keynote Speaker Ralph G. Trombetta, MBA, Managing Partner and Founder of Value Innovation Associates

## *Opening General Session: Blue Ocean Strategies* Sponsored by Ponce de Leon LTC RRG

3:00 PM – 5:00 PM (2 contact hours)

(Domains of Practice: Personnel)

Based on the best selling business book from Harvard Business School Press, “Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant”, this special presentation will be delivered by Ralph G. Trombetta, MBA, Managing Partner and Founder of Value Innovation Associates. Blue Ocean Strategy is a management process that has been applied to regenerate business, product, and service strategies in many different professions.

As the health care profession continues to undergo changes, the population continues to age, technology continues to advance, and the competition in long-term care intensifies, this presentation will provide FAHSA participants with a new way to think about how to grow business operations in this challenging and ever competitive market.

Ralph is a senior Blue Ocean Strategy expert in Professor Kim and Mauborgne’s Global Value Innovation Network and a Fellow of Baldwin-Wallace College’s Center for Innovation and Growth in Northeast Ohio. He has a passion for teaching and is a frequent lecturer on Blue Ocean Strategy in Executive Education programs both at universities and within corporations. He is an Adjunct Professor at Fordham University where he teaches in the MBA and EMBA programs, and is a regular visiting Professor at the Dom Cabral Foundation in Sao Paolo, Brazil. He has had two papers selected for presentation at the Strategic Management Society (2004 and 2006).

Ralph has over twenty-five years of business experience working across a diverse set of industries with particular emphasis on strategy and growth, customer management, and business alignment.

Ralph holds an MBA degree from New York University, Stern School, with distinction and a BS degree in mathematics and computer science from Pace University, summa cum laude. He has participated in strategic management programs at Wharton, Harvard and INSEAD.