

2008

NORTH AMERICAN

CRANIOFACIAL

FAMILY CONFERENCE

July 21 - 23, 2008

Tuscany Suites & Casino

Las Vegas, NV

*July 20, 6:00 PM - Welcome Reception*

*July 21 -23 - Conference Workshops & Activities*

*July 24 - Optional AmeriFace Family Fun Day*

AmeriFace brings to the craniofacial community  
a unique opportunity to explore and exchange resources, learn from experts,  
and network with individuals and families from near and far!

*Leadership Sponsor*

(Your Logo Here!)

*Program Sponsor*

(Your Logo Here!)

*Additional Sponsors*

(Your Logo Here!)

*Contact Debbie Oliver, Executive Director, at (888) 486-1209  
or [debbie@ameriface.org](mailto:debbie@ameriface.org) for more information!*

# Keynote Speaker

William N. Williams, PhD

*Professor and Director*

*University of Florida Craniofacial Center, Gainesville, Florida*

*What's the Big Deal About Velopharyngeal Insufficiency?*

*What Does a Little Hypernasality Matter?*

The keynote presentation will describe why velopharyngeal insufficiency (VPI), an often relatively small opening into the nasal cavity, can cause such troubling speech problems. Information will be presented on the importance of speech sounding “normal,” and what happens to speech (resonance, articulation and voice) when the soft palate is not capable of closing off the opening into the nasal cavity (velopharyngeal port). Information also will be presented for commonly used strategies in correcting VPI including various surgical techniques, oral prosthetic devices, and/or speech therapy. The presentation will focus on how to best evaluate information provided by the team about VPI, and understanding the reason for a specific treatment plan.

Dr. Bill Williams is Director and Professor of the University of Florida Craniofacial Center. He is a Fellow of the American Speech-Language-Hearing Association (ASHA) and is past president of the Florida Cleft Palate-Craniofacial Association. He is a recipient of the Florida Speech-Language-Hearing Association's Clinical Achievement Award, and the Honors of the Florida Cleft Palate-Craniofacial Association. He has published extensively on the topic of communicative disorders associated with craniofacial malformations. Dr. Williams is currently serving as principal investigator of an international NIH/NIDCR clinical trial investigating velopharyngeal function for speech for patients undergoing the von Langenbeck and the Furlow double z-palatoplasty in repairing cleft lip and palate.

# Special Guest

Renée Rosen

*Author, Marketing Consultant*

*Every Crooked Pot*

*Everyone has a Past...It's Called Childhood!*

Renée Rosen used her experiences of growing up with a hemangioma to craft her critically acclaimed debut novel, *Every Crooked Pot*. Growing up in Akron, OH during the 1970s, she was often teased and ridiculed by classmates because of her birthmark and underwent several experimental medical procedures including laser treatments which were in their infancy at the time. Renee will discuss her novel and her journey to overcome the physical and emotional scars of her birthmark, along with the hidden blessings that arise from being ‘different.’

Ms. Rosen has studied fiction writing with authors Susan Minot, Carol Anshaw, and Pulitzer Prize winning novelist Michael Cunningham. She has contributed to many magazines and newspapers, including the Chicago Tribune, Complete Woman, DAME Magazine, Publishers Weekly, and Chicago Magazine. She is a freelance writer and marketing consultant in Chicago and is currently working on a new novel.

Published by St. Martin's Press, *Every Crooked Pot* is a 2007 Booklist Editors' Choice pick, and has recently been nominated for a top spot on the 2008 Teen's Top Ten List.

# Specialty Workshops

**Parents** Workshops are designed to answer the most pressing questions for parents with children of all ages. Topics will include speech and language, genetics, early intervention and other education services, a guide to managing healthcare information, how to best interface with your insurance company, family and couples relationships, and more.

**Adults** Sessions will focus on issues important to adults with facial differences, such as secondary surgery and treatment, tackling insurance hurdles, social and behavioral skills, and employment and ADA law. Focus groups for those interested in outreach are scheduled.

**Teens**  
(Ages 14 – 17) With a focus on goal-setting and developing social and behavioral skills, get ready for fun-filled workshops that will help you communicate with parents, siblings, peers, and adults like doctors and teachers. Great information for students in high school as well as recent graduates who will be going to college or entering the workforce. Siblings are included in all activities.

**Pre-Teens**  
(Ages 11 – 13) The middle school years are a time of transition. Workshops are designed to help pre-teens recognize and maximize their potential in school and the community, and learn how to best communicate their ideas and opinions about friends, family, school and their healthcare. Siblings are included in all activities.

**Explorers Club**  
(Ages 7 – 10) Games and activities with both education and fun in mind! Sessions will help children understand their trip to the doctor and develop their social skills so they can answer questions about their facial difference when parents aren't around. Siblings are included in all activities.

**Kids' Camp**  
(Ages 0 – 6) Childcare for the little ones will be provided for your convenience. Plenty of fun close-by so parents can benefit from workshop activities, and know their little ones are safe and sound. Activities, games, videos, and more! Siblings are included in all activities.

**Pathfinder Outreach Workshop** Whether your interest is one-to-one family support, or you seek to establish an extensive local/regional support organization, the Pathfinder Outreach Workshop will provide the tools you need to launch and maintain your own outreach program. If you've ever imagined reaching out to the parents of a newborn, sharing your experiences with other individuals with facial differences, or helping the medical and educational communities understand what families need, join us for tips and training, outreach materials and ideas, and interaction with other Pathfinders from around the country.

**The Pathfinder Outreach Workshop will begin at 1:30 PM on Tuesday, July 22; childcare will be provided. This workshop will include interaction in focus groups.**

**Team coordinators, social workers and other interested professionals are encouraged to attend.**

**AmeriFace Family Fun Day (optional)** Of course, we would love for you to stay over for the **optional** Family Fun Day on Thursday, July 24. Although there are no formal conference activities scheduled, you might consider visiting area attractions (Hoover Dam, Lake Mead, Circus-Circus Adventuredome theme park, area museums and more) or just hang out at the pool with new-found friends. Hotel group rate applies three days before and three days after our event.

**Professionals are welcome at all conference events, of course!**

# Conference Details

**About Us** AmeriFace, formerly AboutFace USA, is dedicated to the support of individuals with facial differences and their families. In partnership with our conference sponsors, we will bring you the very best in educational resources, and the very best in fun! The NACFC will offer valuable information, as well as social opportunities to enhance the conference experience.

**Registration Information** *Register early and save!* Early program registration is \$125 per person or \$175 per family (immediate family only, please; extended family members pay the per person registration fee). All fully-paid registrations received or postmarked by May 15, 2008 will be accepted at the discounted fee. On May 16, the fee increases to \$150 per person and \$200 per family; no exceptions.

Conference registration can be made by mail or via the internet. Internet registration links are available on our websites [www.ameriface.org](http://www.ameriface.org) and [www.cleftadvocate.org](http://www.cleftadvocate.org). A mail-in registration form is included with this publication. Registration fees can be paid by check, Visa or MasterCard, as well as PayPal (link available on our websites).

Additional tickets for Tuesday night's Celebration Dinner can be purchased in advance for \$50 each, perfect for guests travelling with you who are not attending the conference.

**Travel and Accommodations** **Hotel and airline reservations are the responsibility of conference attendees.**

The Tuscany Suites & Casino has extended an excellent rate to NACFC attendees; reservations must be made before June 13 at 5:00 PM to take advantage of the negotiated group rates. Payment for the first night's stay plus applicable taxes is required as a deposit to confirm your reservation. Special group rates are extended for three days before and three days after our event, so extend your stay and enjoy!

Book your stay at the Tuscany Suites & Casino at [www.tuscanylv.com](http://www.tuscanylv.com) or call the Reservations Department at (877) 887-2261. Use code **11L2QS** when making your reservation. Group rates are as follows:

**Oversized Suites! Take the Virtual Tour at [www.tuscanylv.com](http://www.tuscanylv.com)!**

Single/Double Occupancy - \$65.00\* per night, Sunday - Thursday

Single/Double Occupancy - \$125.00\* per night, Friday, Saturday

To participate fully in the conference, a minimum three-night stay is required, arriving in Las Vegas on Sunday, July 20 and departing as early as Wednesday evening, July 23. If you plan to participate in AmeriFace Family Fun Day activities on July 24, be sure to book at least one additional room night at the hotel.

\* Rates are net, single or double occupancy plus Clark County room tax which is currently 9%. Additional guest are \$20 each per night and children 12 years and under stay free when sharing accommodations with an adult (maximum of four people per room).

**Childcare** Kids' Camp childcare will be provided free of charge for your convenience. Services are available only for those attending conference events and parents/guardians must remain on hotel property while children are in childcare. A signed permission slip/waiver is required.

# Sponsorship Opportunities

2008 North American Craniofacial Family Conference

*Making a World of Difference in a World of Facial Differences*

Tuscany Suites & Casino, Las Vegas, NV ~ July 21 - 23, 2008

**LEADERSHIP SPONSOR - \$15,000**

Flight and conference registration for two. Accommodations at event hotel for three nights. Double prime exhibit space including audio/visual equipment. Recognition in all press releases, conference materials, and signage throughout event. Back cover in program.

**SUPPORTING SPONSOR - \$7,500**

Flight and conference registration for two. Accommodations at event hotel for three nights. Prime exhibit space. Recognition in all press releases, conference materials, and signage throughout event. Inside front cover in program.

**PROGRAM SPONSOR - \$5,000**

Flight and conference registration for one. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**CELEBRATION DINNER SPONSOR - \$5,000**

Flight and conference registration for one. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**WELCOME RECEPTION SPONSOR - \$3,000**

Conference registration for two. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**BREAKFAST OR LUNCH SPONSOR - \$3,000**

Conference registration for two. Accommodations at event hotel for three nights. Exhibit space, recognition in all press releases, conference materials, and signage throughout event. Full page in program.

**WORKSHOP SPONSOR - \$350**

Ideal for small businesses, non-profit organizations, teams, relatives and friends of our member families. Recognition in program and signage at door of workshop.

**AUDIO/VISUAL SPONSOR - \$2,500**

Recognition in program. Special recognition at reception.

**NACFC CHALLENGE**

Recognition in program. Special recognition at reception.

\_\_\_ **Family Sponsorship (4) - \$2,500**

\_\_\_ **Couple Sponsorship - \$1,500**

\_\_\_ **Individual Sponsorship - \$1,250**

Full sponsorships include round-trip airfare, accommodations at event hotel for three nights, conference registration and official conference activities only. See NACFC Challenge page information on next page.

\_\_\_ **Registration-Only Sponsorship (see next page)**

**EXHIBIT SPACE**

**For-Profit Entity - \$750** (\$500 if registered by 05/15/08)

**Non-Profit Organization - \$250**

Draped six-ft. table and two chairs. Maximum exposure as all breaks will be held in the exhibit area. Includes conference registration for two.

\_\_\_ **Hand-Outs Only (Supplied by Vendor) - \$150**

**EVENT PROGRAM ADVERTISING**

Finished program will be 8-1/2" x 11" (see camera-ready specifications on next page).

\_\_\_ **Full-Page - \$500**     \_\_\_ **Half-Page - \$250**

\_\_\_ **1/4-Page - \$125**     \_\_\_ **Signature Ad - \$50**

**NACFC SUPPORTER**

Recognition in program.

\_\_\_ **\$1,000**   \_\_\_ **\$750**   \_\_\_ **\$500**   \_\_\_ **\$250**

\_\_\_ **\$100**   \_\_\_ **\$50**   \_\_\_ **\$25**   \_\_\_ **Other**

**IN-KIND DONATIONS - Please contact us!**

Examples: conference totes, office supplies, printing, signage, photography/videography services, gift items, etc.

Name: \_\_\_\_\_

Company/Org: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Enclosed is my check made payable to AboutFace USA.  Please charge my \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa

Card # \_\_\_\_\_

Print Name: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

# Take the NACFC Challenge!

2008 North American Craniofacial Family Conference

*Making a World of Difference in a World of Facial Differences*

Tuscany Suites & Casino, Las Vegas, NV ~ July 21 - 23, 2008

*The NACFC Challenge is an ideal opportunity for cleft/craniofacial teams, state agencies and like-minded organizations to show families how important they are in the overall care and treatment of their loved ones who have craniofacial conditions.*

The North American Craniofacial Family Conference and its sponsors challenge you to send one or more family representatives to this educational conference, sending a clear message that you value their participation in the treatment of their family member. This representative may also be able to assist in establishing an outreach and support network in your area. Simply put, your sponsorship is an investment in your community and in your craniofacial program!

**YES! We're taking the NACFC Challenge!**

**Family (4) - \$2,500**

**Couple - \$1,500**

**Individual - \$1,250**

Full sponsorships include round-trip airfare, accommodations at event hotel for three nights, conference registration and official conference activities only. Travel and hotel accommodations will be coordinated by AmeriFace staff.

**Registration-Only Sponsorship - Great for locals and others who can drive to the event!**

**Family - \$200**

**Couple - \$200**

**Individual - \$150**

SAVE! Deduct \$25 on all registration-only sponsorships postmarked by 05/15/08! Mark here for Early Registration Discount!

Sponsor: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please include the **Sponsorship Opportunities** page to submit payment of NACFC Challenge funds.

Recipient: \_\_\_\_\_

Team/Org: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Sponsorship Recipient should complete the **Registration** page included in this packet.

## Event Program Advertising Specifications

### Ad Specifications

Full-Page - 7 1/2 (w) x 9 3/4 (h)

Half-Page, Horizontal - 7 1/2 (w) x 4 3/4 (h)

Half-Page, Vertical - 3 5/8 (w) x 9 3/4 (h)

Quarter-Page, Horizontal - 7 1/2 (w) x 2 1/4 (h)

Quarter-Page, Vertical - 3 5/8 (w) x 4 3/4 (h)

Signature Ad - 30 word limit

### Ad File Formats Accepted

Adobe PageMaker 6.5

Adobe Illustrator 8.0 or less

PhotoShop 6.0 or less

QuarkXpress 4.0 or less

Acrobat PDF 4.0 or less

(must embed all fonts and graphics links)

- All fonts, graphics and photo links must be included. If possible, convert all fonts to paths or outlines. Please include contact information of ad designer for any questions that may arise. Ads can be sent using Stuff-It. No bleeds, please.
- Please e-mail files to [debbie@aboutfaceusa.org](mailto:debbie@aboutfaceusa.org). Call Debbie Oliver at (888) 486-1209 with any questions.
- **Deadline for all display ads and signature ad copy is June 1, 2008; no exceptions.**

# NACFC Registration

2008 North American Craniofacial Family Conference

*Making a World of Difference in a World of Facial Differences*

Tuscany Suites & Casino, Las Vegas, NV ~ July 21 - 23, 2008

INDIVIDUAL - \$125 (\$150 AFTER 05/15/08)

FAMILY - \$175 (\$200 AFTER 05/15/08)  
(Immediate family only. Extended family,  
please pay individual registration fee using  
separate registration form.)

RECOGNITION DINNER ONLY - \$50  
(Tuesday, July 22, 2008)

Registration includes all conference activities and materials, Welcome Reception on July 20, continental breakfast on July 21 & 22, Celebration Dinner on July 22; buffet lunch on July 23.

Name: \_\_\_\_\_ Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I am a person with a facial difference.  I am the parent/caregiver of a child with a facial difference.

Please indicate condition: \_\_\_\_\_

## PAYMENT IN FULL MUST ACCOMPANY REGISTRATION FORM.

You may also register on-line at [www.ameriface.org](http://www.ameriface.org) or [www.cleftadvocate.org](http://www.cleftadvocate.org) using our secure PayPal system.

Enclosed is my check made payable to AboutFace USA.  Please charge my credit/debit card. \_\_\_ MasterCard \_\_\_ Visa

Card # \_\_\_\_\_ Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## HELP US PLAN YOUR NACFC EXPERIENCE!

Will you attend the following functions?  
(Included with your registration!)

Please include my contact information in  
the 2008 NACFC Directory.

Recognition  
Dinner 07/22  
Y or N

Buffet  
Lunch 07/23  
Y or N

Circle One

Attendee Name: \_\_\_\_\_ Adult Child (Age: \_\_\_\_\_) \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Adult Child (Age: \_\_\_\_\_) \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Adult Child (Age: \_\_\_\_\_) \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Adult Child (Age: \_\_\_\_\_) \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Adult Child (Age: \_\_\_\_\_) \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Adult Child (Age: \_\_\_\_\_) \_\_\_\_\_

I require special accommodations to fully participate in the NACFC (Please indicate ASL, special meal, etc.):  
\_\_\_\_\_

Childcare required. I am bringing \_\_\_\_\_ children 6 years of age or younger as of July 2008.