



the **outcomes**
conference

ROOTED

April 16 – 18, 2019
Hyatt Regency Dallas



Learning Experiences

- 3 Leadership Lab — Intensive
Tuesday, April 16
- 10 Leadership Forums
Wednesday, April 17 — Thursday, April 18
- 15 Full-Day Intensive Seminars
Wednesday, April 17 — Thursday, April 18
- 18 Workshops
Wednesday, April 17 — Thursday, April 18
- 38 iCONNECT Conversations
Wednesday, April 17 — Thursday, April 18
- 39 Earn Professional Credits



Learning Experiences

To excel as Christian leaders in today's complex world we must be both deeply rooted in Christ and strongly connected so that *"we may spur one another on toward love and good deeds."* (Heb. 10:24).

That's why the theme for The Outcomes Conference 2019 is "ROOTED."

At The Outcomes Conference 2019 you'll experience powerful peer networking, Christ-centered thought leadership and practical, biblically-based training. So join us and become rooted as a Christian leader, deepening your impact and strengthening the organization you serve.

This brochure shares the one-of-a-kind learning experiences we've built for you. Our highly experienced faculty, more than 130 strong, is dedicated to contributing to your growth as a leader through biblical leadership principles.

On Tuesday, April 16, we'll be offering a NEW "Leadership Lab Intensive" featuring nine short and dynamic keynote talks, and 18 information-packed Leadership Lab afternoon workshops. That entire day is focused on your development as a Christian leader!

On Wednesday, April 17 and Thursday, April 18, we'll be offering you 5 full-day leadership forums, 8 full-day leadership intensives, and 60 workshops in 8 leadership tracks: Executive Leadership, Resource Development, People Management & Care, Financial Management, Communications & Marketing, Tax & Legal, Board Governance and Internet & Technology. We're also offering NEW iConnect Conversations providing (Innovation, Ideas and Insights) as you interact with your peers.

This year we're offering a NEW three-day recommended track for Emerging Leaders. See the sessions marked with an **E**.

This is the premier equipping event for today's Christian nonprofit leader! Take a look at all this conference offers you, and register to join your peers from across the nation and around the world at The Outcomes Conference 2019 in Dallas.

www.outcomesconference.org



Leadership Lab — Intensive

Tuesday, April 16: 9:00 a.m. – 5:00 p.m.

The Outcomes Conference Leadership Lab — Intensive is a **NEW** experience offering for the first-time a full day focused exclusively on leadership development for all attendees. (On Wed./Thurs. we will provide training in our 8 professional tracks.) This dynamic Leadership Lab — Intensive will offer big ideas for Christian leaders like you. This full-day experience features some of today's most innovative Christian leadership thinkers, and will explore a wide spectrum of topics related to being rooted as Christian leaders today. We'll examine vital trends, creative challenges and unique opportunities of our time. And we'll do it all through a biblical lens, considering how Christ wants us to lead while being "Rooted" in Christ and linked to one another.

This Leadership Lab — Intensive will be broken into two sections:

1. Leadership Lab — General Session Talks, 9:00 a.m. – 12:00 p.m.
2. Leadership Lab — Workshops, 1:30 p.m. – 5:00 p.m.

General
Session
Talks

Tuesday, April 16: 9:00 a.m. – 12:00 p.m.

Leadership Lab — General Session Talks

The morning session will feature 15-minute, main stage big impact idea presentations by nine frontline Christian leaders that could change the way you think about your leadership and your organization today. This dynamic general session will provide some of today's most innovative thinking related to Christian nonprofit leadership. You will also have space and opportunity to discuss at round tables the ideas you've heard, and how they impact your organization. Outcomes: 1) Gain insight on the big ideas across the spectrum of Christian nonprofit leadership, 2) Examine your organization relative to those big ideas, and 3) Apply new ideas to strengthen your leadership and the success of your organization. **Each presenter will also lead a Tuesday afternoon workshop on their topic.*

(Basic) Field of Study:
Specialized Knowledge.
Session is worth 3 credits.

E Ideal for Emerging Leaders, as well as seasoned leaders.

Nine General Session Presenters:



Steve Douglass, President,
Cru/Campus Crusade for Christ
International



Mike Rusch, CEO, Pure Charity



Dr. Naomi Cramer Overton, President
and CEO, Stonecroft Ministries Inc.



Atul Tandon, CEO, Opportunity
International



Commissioner David Hudson,
National Commander, The Salvation
Army, USA



Christine Talbot, Senior Vice
President for Human Resources,
World Vision, USA



Dr. Rob McKenna, Founder and CEO,
WiLD Leaders Inc., and Chair, Dept.
of Industrial/Organizational
Psychology, Seattle Pacific University



Matt Bird, Founder Cinnamon
International and Relationology
International



Gabrielle Bosché, Founder and
President, The Millennial Solution



Workshops Session One: Tuesday, April 16, 1:30 p.m. – 3:00 p.m.

▶ Leadership Lab — Idea Generation Workshops

Nine workshops. Each main stage presenter who offered a Leadership Lab — General Session Talk will lead/co-lead an afternoon “idea generation” workshop that explores more deeply the topic he or she discussed during the morning Leadership Lab — General Session Talk. This will be an opportunity to interact with the presenter, and to fully examine the vital leadership topic they will be exploring in this workshop.

E *Ideal for Emerging Leaders, as well as seasoned leaders.*

Nine Idea Generation Workshops Presenters:



1. How and When to Collaborate

Jesus prayed Christians would be one just as he and the Father are one. First and foremost, that involves certain “biblical basics” — such as speaking well of one another. However, sometimes that oneness can be more comprehensive and fruitful, even to the point of partnering with others. Outcomes: 1) Determine one area to improve in applying “biblical basics,” 2) Determine when and with whom you might partner to accomplish much more, and 3) From the 5 keys to successful partnerships presented, determine which could be most helpful to that partnership.

▶ **Steve Douglass**, *President, Cru/Campus Crusade for Christ International*
(Basic) Field of Study: Personal Development. Session is worth 3 credits.

2. What Really Sparks a Movement!

Imagine your volunteers, donors, and other stakeholders so on fire that they give time, unleash finances, and invite others to achieve your mission. Based on a Fuller Theological Seminary award-winning model, you’ll build on how 750,000 Christians serve, give and bring others along. Come develop your personalized roadmap to help your stakeholders root deep — and influence wide. Outcomes: 1) Recognize two mistakes leaders make when trying to mobilize a tribe, 2) Understand what really sparks engagement, and 3) Know what to give your stakeholders, now, to advance your mission.

▶ **Dr. Naomi Cramer Overton**, *MBA, President and CEO, and Suzy Shepherd*, *Divisional Field Director, Stonecroft Ministries, Inc.*
(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 3 credits.

3. Building a Brand Promise

Brands are promises. Branding is simply the process of making, communicating and keeping promises consistently. But if our brands are promises, faith-based organizations should be masters of branding. After all, we have the best promises. This workshop demonstrates strategies to help your organization build a stronger brand. Outcomes: 1) Identify the components of a brand strategy, 2) Implement ideas from examples of bringing a brand strategy to life in communications, and 3) Apply your basic training in conveying your brand promise through the media.

▶ **Commissioner David Hudson**, *National Commander, The Salvation Army, USA, Jon Lee*, *Brand Management/Principal at The Richards Group, and Elizabeth Clayton*, *Public Relations/Principal at Richards Partners*
(Intermediate) Field of Study: Communications and Marketing. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 3 credits.

▶ **Leadership Lab — Idea Generation Workshops** (continued)

4. Whole + Intentional Leader Development

Based on over four decades of research and centuries of wisdom on leaders' developmental journey, we will highlight the countercultural paradigm of whole and intentional leader development. Learn to see leaders as whole people, embracing mistakes that create opportunities to learn, and intentionally crossing the superficial boundaries between our work as leaders in families, workplaces and communities. Outcomes: 1) Identify and prepare whole leaders for adaptive performance, 2) Create a developmentally rich organizational culture, and 3) Apply a simple and sustainable process for whole and intentional employee and leader development.

▶ **Dr. Rob McKenna, Founder, WiLD Leaders, Inc. and Dr. Daniel Hallak, CCO, WiLD Leaders, Inc.**

(Intermediate) Field of Study: Personal Development. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 3 credits.

5. Don't Call Us Millennials

Did you feel that? The largest power handoff in human history is happening right now. And most organizations are not prepared for it. In this in-depth session, learn how to apply our 5-step model to creating a vibrant and engaging Millennial community. Outcomes: 1) Discover the science behind generational leadership – and how to train Millennials to lead from your legacy, 2) Master the use of authenticity, experience, and mission to connect to the next generation, and 3) Identify the 4 core mistakes leaders make when trying to reach Millennials.

▶ **Gabrielle Bosché, Founder and President, The Millennial Solution**

(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 3 credits.

6. Donors — Rooted in Relationship

Nonprofit organizations and donors often misunderstand their relationship and common needs. The demands of fundraising can challenge organizations to compromise the very relationships that should serve as a foundation of their mission. However, organizations that learn to understand donor motivations and expectations can build a healthy and sustainable donor support network. Outcomes: 1) Discern the core framework of a mutually beneficial donor relationship, 2) Identify common areas most organizations miss in long-term donor relationship building, and 3) Develop an action plan to address your organization's opportunities to improve lasting donor relationships, leading to greater impact.

▶ **Mike Rusch, CEO, Pure Charity**

(Basic) Field of Study: Specialized Knowledge. Session is worth 3 credits.

▶ **Leadership Lab — Idea Generation Workshops** (continued)

7. Mission-Focused: Tying Your Mission to Execution

Establishing strategic objectives and monitoring results are key elements of any successful nonprofit. Yet many leaders struggle to build a framework and establish a culture to focus the efforts of passionate, mission-minded staff for the most impact. Outcomes: 1) Acquire tools to develop a strategy framework that translates your organization's strategic objectives into a coherent set of performance metrics, 2) Establish a performance measurement process that motivates staff to embrace and take ownership, and 3) Apply clear examples of success on how small to large nonprofits have utilized these frameworks.

▶ **Atul Tandon, CEO, Opportunity International**

(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 3 credits.

8. Employee Engagement in Diversity and Inclusion

This interactive session will share insights from the launch of World Vision's Diversity and Inclusion (D&I) strategy, council and efforts. This workshop doesn't offer more of the same found in corporate D&I efforts. It is about living out biblical values in Christ-centered organizations. Outcomes: 1) Gain insights from one organization's journey to make diversity and inclusion a Christ-centered area of focus, 2) Glean wisdom from both employee and management perspectives on launching a relevant effort, and 3) Explore pitfalls, necessary commitments and options for launching a D&I strategy and initiative.

▶ **Christine Talbot, Senior Vice President, Human Resources, and Chelsie Chan, Corinthians Council Member, Diversity and Inclusion Committee, World Vision, USA**

(Intermediate) Field of Study: Personnel/HR. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 3 credits.

9. Relationology-based Leadership

Your leadership effectiveness is determined by the quality of your relationships. How can you initiate, maintain and grow a relational ecosystem that increases your leadership performance and impact? Outcomes: 1) Develop a relational strategy that will increase your performance and impact as a leader, 2) Acquire practical tips, tools and techniques for building effective relationships in your leadership, and 3) Create your ideal relational ecosystem as a leader.

▶ **Matt Bird, Founder of Cinnamon International and Relationology International**

(Basic) Field of Study: Personal Development. Session is worth 3 credits.

Workshops Session Two: Tuesday, April 16, 3:30 p.m. – 5:00 p.m.

▶ Leadership Lab — Idea Application Workshops

Nine workshops. These are practical leadership workshops that will help you apply proven biblical principles to a range of issues facing today's Christian leader. They are led by frontline experts, and feature a wide range of topics that address real challenges and opportunities you face today as a Christian leader.

E *Ideal for Emerging Leaders, as well as seasoned leaders.*

1. Leading Through Transitions

Gone are the days of incremental and predictable change with clear outcomes and easily identifiable action steps. Today we're confronted with tumultuous and unanticipated change events demanding rapid learning, adaptability and commitment. Success hinges on trust and the authenticity of leaders. We'll explore together Center for Creative Leadership research. Outcomes: 1) Recognize the human impact of change and transition, 2) Be able to lead others through emotionally challenging times of uncertainty while building and supporting trust, and 3) Develop authentic leadership capacities to facilitate the process of change.

▶ **Bill Frisby, CCNL, CEO, Strengthening Leaders and Dr. Albert Reyes, CEO/President, Buckner International**

(Advanced) Field of Study: Personal Development. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

2. Comparison: Lead with No Filters

"Compulsive Comparing Disorder" is a disease plaguing leaders today. We're social-media savvy & camera-ready, managing our brand and presenting perfectly filtered lives. We compare weaknesses to strengths, envying others and finding discouragement. Instead, let's admire the God-given giftings of others and live free. Outcomes: 1) Identify why we compare our lives/leadership, and culture's impact, 2) Develop strategies to appreciate both the giftings of others and our own, and 3) Apply techniques to mitigate the vice of envy and accelerate the virtue of love in our leadership.

▶ **Dr. Kathleen Patterson, Professor and Director of the Doctor of Strategic Leadership program, Regent University and Dr. Jennifer Murff, President, Millennials for Marriage**

(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

3. How to Measure Ministry Outcomes

Do you know what is and is not working in your ministry and why? Measuring outcomes is non-negotiable for informed, strategic decision-making. Come learn how to design an outcomes measurement system and use the results to improve internally and communicate impact externally to donors. Outcomes: 1) Articulate the 4 purposes of program evaluation, 2) Identify measurable outcomes that your mission intends to accomplish, and 3) Create how you would collect what data, when, and from whom to populate impact reports and program improvement reports.

▶ **Dr. Paul Penley, Managing Director, Research Division, Excellence in Giving and Kevin East, President, The Mentoring Alliance**

(Intermediate) Field of Study: Personal Development. Prerequisite: Participants should have responsibility to develop program strategy, manage organizational performance, or communicate impact to donors. Session is worth 1.5 credits.

▶ **Leadership Lab — Idea Application Workshops** (continued)

4. Allies: Men Supporting Female Ministry Leaders

Men and women can learn how to serve alongside one another, supporting each other in their giftedness. In *Dare Mighty Things: Mapping the Challenges of Leadership for Christian Women*, Dr. Halee Gray Scott told stories of women who felt excluded, stymied and frustrated in exercising their giftedness in their ministry workplace. In this workshop, we'll explore the other half of the story. Outcomes: 1) Understand beliefs men have about working alongside women, 2) Form effective partnerships in ministry, and 3) Embrace the benefits of male and female teams in ministry.

▶ **Dr. Halee Gray Scott**, Director of the Young Adult Initiative, Denver Seminary
(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

5. Deeply Rooted in Worklife

At Biola University's Crowell School of Business, we recognize the importance of being 'deeply rooted' in one's spiritual life in order to effectively lead, manage and serve others. Outcomes: 1) To excel as Christian leaders in today's complex world we must be deeply rooted in Christ. Gain insights to enhance your own spiritual disciplines, 2) Apply lessons from examples to help you better lead/manage "connect with" your team, and 3) Be a blessing to your clients/customers, with the aspiration of transforming the world for Christ.

▶ **Dr. Robert Harp**, Director of Strategic Initiatives, Adjunct Professor, and **Dr. Gary Lindblad**, Dean, Crowell School of Business, Biola University
(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

6. Understanding and Surviving Organizational Meltdowns

This workshop will explore the four stages of organizational meltdowns, and examine biblical strategies for protecting the interconnected and interdependent root systems of ministry teams. Outcomes: 1) Assess and identify common indicators that your organization may be vulnerable to a spiritual attack resulting in an internal organizational meltdown, 2) Utilize practical tools to create a Christ-centered, interconnected, plan for reducing risk of an internal organizational meltdown, and 3) Apply five biblically-based crisis management disciplines to successfully navigate a crisis and position the organization for internal and external recovery.

▶ **Beth Chase**, CEO, Chase Advancement Inc.
(Advanced) Field of Study: Personal Development. Prerequisite: Attendees of this workshop should have at least three years of experience as an executive leader of a faith-based nonprofit organization or church. Session is worth 1.5 credits.

7. What Your Boss Wishes You Knew

Research conducted of different ethnicities in different industries across the country discovered what bosses want from their employees. Hear from the author of the #1 international best seller, *Dear Boss: What Your Employees Wish You Knew*, in his new book, *Dear Employee: What Your Boss Wishes You Knew*. Outcomes: 1) Discover what research says are the four main concerns bosses wish their employees knew, 2) Apply biblical self-leadership to address these four main concerns, and 3) Increase the impact of your leadership, even if you're not the boss.

▶ **Robert McFarland**, President, Transformational Impact LLC
(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

▶ **Leadership Lab — Idea Application Workshops** (continued)

8. Cultural Engagement and Leadership

This workshop will explore six Scriptural passages forming a biblical theology for cultural engagement. We will also consider the mission of the church and how the culture war has hurt the church due to its flawed picture of the church's assignment. Outcomes: 1) Better assess how to engage the world, 2) Recognize and discuss the core tension that is always a part of engaging, and 3) Recognize and articulate why mission is so important.

- ▶ *Dr. Darrel Bock, Executive Director for Cultural Engagement, Howard G. Hendricks Center for Christian Leadership and Cultural Engagement, Dallas Theological Seminary and Dr. Christina Crenshaw, Lecturer, Baylor University, and Post-Doctoral Fellow, Dallas Theological Seminary*

(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

9. First, Lead Yourself

Leadership is influence. If you can't influence yourself to make good, disciplined choices how can you influence others? The foundation of strong leadership is character and core values; self-leadership builds on that with emotional intelligence and communication skills. Outcomes: 1) Recognize "leadership" as a skillset to develop — it doesn't come from a title, 2) Identify personal leadership growth opportunities associated with character and clarity of personal/organizational values, and 3) Identify opportunities to grow in self-leadership competencies.

- ▶ *Alan Weisenberger, Principal, enLumen Leadership Services*

(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

Leadership Forums

Wednesday, April 17 and Thursday, April 18: 10:30 a.m. – 6:00 p.m.

▽ Wednesday, April 17: 10:30 a.m. – 6:00 p.m.

1. CEO Forum

This popular annual forum for CEO's/Presidents/Executive Directors will explore the vital importance of being rooted in Christ as your organization's senior leader, visionary and guide.

- ▷ Led by **Dr. Nathan Mellor**, CEO, C3 Brands and President, Strata Leadership
Hosted by **Steve Maegdlin**, CEO, Executive Advisory Partners (Christian Leadership Alliance Board Member)

Forum Space Limited: Pre-Registration Required Online (This Forum is designed for an organization's most senior leader: CEOs, Presidents, Executive Directors, etc.)

Leading for Success

Everyone has a mental model. It is the lens through which we process the world. As a leader, it is crucial to understand how mindsets are shaped and formed to be able to build and grow healthy teams. Through the CEO Forum, we will explore the differences between a fixed mindset versus a growth mindset. In addition, we will consider how to maximize efficiency and consistency by utilizing the C3 Concept. Outcomes: 1) Sharpen your focus, 2) Enhance communication, and 3) Gain tools to help coach for success.

(Advanced) Field of Study: Personal Development. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 6 credits.

Background: The CEO Forum at The Outcomes Conference 2019 will be led by Dr. Nathan Mellor, President of Strata Leadership. He's considered one of America's emerging communicators. A captivating storyteller, Nathan is recognized for his ability to connect at the heart level. A trusted advisor to executives and influencers, Dr. Mellor and his team offer expertise on vital topics for CEO's such as leadership, communication, ethics and the psychology of conflict. Strata Leadership provides character and competence based solutions to companies, governmental agencies, nonprofits and educational institutions throughout the United States and abroad.



2. Resource Development Leaders Forum

In this full-day forum we will explore the keys to leading a ministry's resource development efforts successfully today. You'll hear from some of the most innovative thinkers in resource development today.

▷ Hosted by **Robert Yi**, President/COO, Westfall Gold (Christian Leadership Alliance - Board Member)

Forum Space Limited: Pre-Registration Required Online. (This Forum is designed for an organization's most senior development officer.)

Three key areas of focus:

A. The Recurring Giving Benchmark

Recurring donors can be up to 4 times as valuable as a one-time donor. Want to acquire and retain more recurring donors? Discover the biggest takeaways from a comprehensive analysis of how 115 organizations acquire and retain recurring donors. Outcomes: 1) Based on comprehensive research, see how organizations acquire and retain donors successfully, 2) Identify gaps in your recurring giving program, benchmarking using real data, and 3) Apply insights from case studies in areas including: donation page design, donation form layout, email communications and more.

▷ **Tim Kachuriak**, Chief Innovation & Optimization Officer, NextAfter

B. Maximizing Generosity Through Donor Discipleship

Does your ministry vision ever exceed available resources? Do your high-capacity donors seem to persistently give below their capacity? We'll address the donor development practices high-capacity donors have cited as reasons for increasing, decreasing and eliminating giving to ministries they've supported. Outcomes: 1) Compare and contrast the two predominant resource development paradigms and exploring high-capacity donors' responses to each model, 2) Know the four vital aspects of the donor relationship, and 3) Increase generosity by engaging the hearts of your high-capacity donors.

▷ **James Wise**, Sr. Partner, Sr. Private Wealth Advisor, Ronald Blue Trust

C. Lessons from the best: Double digit-growth in 2019 and beyond

Growing revenue today is challenging. For every nonprofit growing by double-digits, many more are struggling. We've studied the fastest growing nonprofits in the Christian ministry world, and want to share what we've learned. We'll offer key strategies that drive growth, reveal pitfalls to avoid, and share emerging opportunities for exponential growth. Outcomes: 1) Examine key strategies the best organizations/leaders use to drive double-digit growth, 2) Act on new market conditions that have challenged charitable revenue growth and donor acquisition, and 3) Embrace emerging opportunities for exponential growth.

▷ **Dave Raley**, Executive Vice President, and **Scott VanderLey**, Senior Vice President, Masterworks

(Advanced) Field of Study: Specialized Knowledge. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 6 credits.

3. Chief Financial Officer Forum

In this full-day forum we will explore topics vital for today's Christian nonprofit CFO, and will feature insights from leaders who understand well the intricacies of financial management and leadership in today's nonprofit world.

▷ Hosted by **Vonna Laue**, CCNL, Executive Vice President, ECFA (Christian Leadership Alliance Advisory Council — Financial Management)

Forum Space Limited: Pre-Registration Required Online. (This Forum is designed for an organization's most senior development officer.)

A. Building a Team

The CFO role often includes overseeing multiple people and sometimes multiple departments such as accounting, HR, IT, facilities and more. This session will offer practical suggestions on how to be prepared to meet that challenge. Outcomes: 1) Identify ways to recruit and select the right talent, 2) Be prepared to better understand and communicate with departments that may be outside your area of expertise, and 3) Facilitate a culture that where those providing support functions feel valued and mission-critical.

▷ **Michael Wong**, CFO, Open Doors USA, **Laura Pulido**, CCNL, Executive Vice President/CFO, Joni and Friends, and **Vonna Laue**, CCNL, Executive Vice President, ECFA

B. Building CEO/CFO/Board Relationships

Competency, chemistry, and character are a solid foundation for any working relationship. This session will include a CEO/CFO team as they discuss what makes their working relationship successful as well as from a board member to understand signs of a good working relationship and red flags between the board and leadership team. Outcomes: 1) Understand how the CEO and CFO roles can complement each other, 2) Develop methods to grow the relationship between CEO and CFO, and 3) Consider how to effectively communicate key information to the board.

▷ **Kurt Nelson**, President/CEO and **Rick Creel**, CFO, East West Ministries, and **Nicholas J. Wallace**, Director, BKD

C. CFO Job Description for 2020 and Beyond

Change is inevitable. It is reasonable to consider the CFO role is changing as well. Join us as we discuss what recent CFO searches are revealing about the needed qualifications and skill sets for tomorrow's leaders. Outcomes: 1) Identify the skill sets you have to be relevant for the future of your organization, 2) Understand the needs of growing organizations and their leaders, and 3) Consider areas where you may require additional training or experience to help your ministry reach the next level.

▷ **Dr. Tommy Thomas**, Practice Leader, JobFitMatters®

(Advanced) Field of Study: Finance. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 6 credits.

4. HR Leaders Forum

In this full-day forum we will explore some of the most important issues facing those leading HR for Christian nonprofit organizations. This interactive forum will offer you leading-edge insights on topics such as compensation, retention, diversity, predictive hiring, retirement planning, culture creation and more!

▷ Hosted by **Carolyn B. Thompson**, President, Training Systems, Inc.

Forum Space Limited: Pre-Registration Required Online. (This Forum is designed for an organization's most senior development officer.)

A. The Predictive Hiring Model: Essentials for Getting It Right!

Fantastic (or flourishing) organizations don't just happen; they are built by people who are passionate and intentional. But how do you find the right people to grow your organization? This session offers practical insights and hands-on tools for hiring the right person through a predictive hiring process. Outcomes: 1) Recognize the "How", "What", and "Who" of hiring, 2) Build a proactive talent pipeline for your organization, and 3) Identify the specific gifts, skills, and competencies necessary to grow your organization, and much more!

▷ **Chad Carter**, Chief Human Resources Officer, The Gideons International

B. An Effective Biblical Diversity and Inclusion Initiative

A strong commitment to biblical diversity and inclusion is vital for every ministry. In this interactive session we will explore components of a diversity and inclusion initiative and how to establish (or strengthen) your organization's program. We will share examples of collaboration with other ministries in implementing diversity and inclusion initiatives. We will also share pitfalls and potential obstacles. Outcomes: 1) Establish a shared understanding of "biblical diversity and inclusion," 2) Apply tools to develop diversity and inclusion initiatives, and 3) Recognize pitfalls to avoid.

▷ **Chelsie Chan**, Corinthians Council Member, World Vision Diversity and Inclusion Committee, and **Christine Talbot**, Senior Vice President, Human Resources, World Vision, USA.

C. Compensation Optimization: Attract, Grow, Retain

A best-practice compensation framework should be a strategic priority for all nonprofits. This session will provide a case study and practical tools to help develop and implement an effective compensation strategy to keep your employees engaged and your organization compliant with the many regulations. Outcomes: 1) Recognize why a best-practice compensation framework should be a strategic priority for all nonprofits, 2) Explore a case study of a best-practice compensation framework, and 3) Apply practical examples and useful tools for evaluating your nonprofit's compensation strategy and regulatory compliance.

▷ **Nathan Salsbery**, Partner and Executive Vice President, CapinCrouse and **David K. Schunk**, CCNL, President and CEO, Volunteers of America, Colorado

D. PLUS: Retirement Reformation Interview and Roundtable

Over 50 million Christians are approaching or in retirement. Unfortunately, retirement is seen today as a time of relaxation and self-focus. Instead, God calls us love, serve, and help others for a lifetime. In fact, he has been preparing us for this last season literally our entire lives. Sadly, countless Christians are entering a state of spiritual dormancy, uncertain how to continue their kingdom impact. We'll explore "Retirement Reformation," and how as HR leaders we can help advance this conversation.

▷ Interview/Discussion with **Bruce Bruinsma**, Founder, Envoy Financial & Live with Meaning Foundation

(Advanced) Field of Study: Personnel/HR. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 6 credits.

▽ Thursday, April 18: 10:30 a.m. – 6:00 p.m. — Leadership Forums

5. Christian Women in Leadership Forum

In this full-day forum we will explore together the vital importance of refreshment and rest for women in Christian leadership.

- ▷ Led by **Dr. Teresa M. Moon**, CCNL, President and CEO, Institute for Cultural Communicators
- ▷ Hosted/moderated by **Jennifer Bridges**, Co-Owner, Bridges Accounting and Consulting, (Christian Leadership Alliance Advisory Council — Financial Management)

Forum Space Limited: Forum Pre-Registration Required Online. (This Forum is designed for Christian women in all levels of leadership.)

Rooted in Rest

Exhausted? Overwhelmed? Depleted?

Sound familiar? You're not alone. These words describe the overwhelming majority of today's Christian women leaders. Somewhere along the way we traded blessing for burnout, energizing mission for exhausting demands, and sold out for stressed out.

"Come to me all you who are weary and heavy-laden and I will give you rest."

(Matt. 11:28) Jesus' invitation sounds so good. But, how is this practical in today's fast-paced, no-time-for-a-break, short-staffed, under-funded mission?

How do we return to vibrant, thriving, flourishing ministry and leadership? The answer is not always a 3-month sabbatical, or a dream vacation.

Most of us rest from our work — fatigued and crashing. What if we work *from* our rest? When we are rooted in rest, we find renewed energy, creativity, and passion for the important work into which God has invited us. We must and we can.

Outcomes — Join us for a day of refreshment for women in leadership during which we will be: 1) Rooted in rest, 2) Refueled by love, and 3) Renewed with vision.

(Intermediate) Field of Study: Personal Development. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 6 credits.



Full-Day Intensive Seminars

Wednesday, April 17 – Thursday, April 18: 10:30 a.m. – 6:00 p.m.

▽ Wednesday, April 17: 10:30 a.m. – 6:00 p.m.

EL

Executive Leadership

1. Rooted Leadership: A Sabbath Lifestyle

This interactive intensive focuses on a leader's heart and soul, centering on Sabbath as the fulcrum for a healthy rhythm of life and habits that strengthen our ability to discern the voice and guidance of God. Outcomes: 1) Develop a biblical understanding of the importance of Sabbath for a healthy rhythm of life, 2) Apply practices and tools that contribute to living out Sabbath and cultivating attentiveness to God's voice, and 3) Create an actionable personal plan for practices that nourish the soul.

▷ **Peggy Reynoso, Consultant, Staff Development & Care, and Roy and Margaret Fitzwater, Co-Directors, Navigator Church Ministries, The Navigators**

(Advanced) Field of Study: Personal Development. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 6 credits. Participants who will most benefit have: 1) Several years of walking with the Lord, 2) Disappointment with their current lifestyle/spirituality, and 3) Desire for greater intimacy with God.

EL

Executive Leadership

2. Learning to Lead Amid Generational Diversity

Growing generational divides complicate leadership in today's work and faith spaces. We'll explore the concept of calling, and what it means to lead and be led from generational perspectives (Gen Z, Millennials, Gen X, Boomers, and Elders). Outcomes: 1) Identify generational perspectives and collaborative methods that accelerate or hinder opportunities to excel, 2) Explore strategies to identify, nurture, and cultivate calling (in one's self and others) to advance flourishing, and 3) Adopt new initiatives and construct creative methods to grow potential in your leadership and organization.

▷ **Paul Sohn, Founder & CEO, QARA and Dr. Arthur Satterwhite, Vice President of Multiethnic Ministries, Young Life**

ⓔ **Ideal for Emerging Leaders, as well as seasoned leaders.**

(Basic) Field of Study: Personal Development. Session is worth 6 credits.



EL P

Executive Leadership / People Management and Care

3. DISCover the Leader God Made You to Be

A session designed to help participants discover their unique behavioral style by utilizing the biblical DISC assessment and application guide. This Assessment correlates behavioral styles to biblical characters and reveals how God utilizes your strengths to become the leader he created you to be. Outcomes: 1) Develop accurate self-awareness (a key indicator of leader's success potential), 2) Discern how to resolve workplace conflicts and interpersonal challenges, and 3) Develop strategies to increase team effectiveness and drive results.

▷ **Rich Meiss**, Director, Leadership Development, Lead Like Jesus

(Intermediate) Field of Study: Personal Development and Personnel/HR. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 6 credits.

NOTE: The prerequisite for this seminar is to take a Biblical DISC® Assessment before attending. Go to <https://leadership.bible/core/pathway-1> and choose Biblical DISC® Assessment to register. (Separate charge not included in conference registration. Alliance members eligible for discounted rate.)

B

Board Governance

4. The Bible and Board Governance

The authors of ECFA Press book *The Council: A Biblical Perspective on Board Governance* will present four councils appearing in the biblical record, and set forth a mindset, model and map for helping overseers govern God's way. Outcomes: 1) Gain a biblical mindset for thinking about governance, rooted in exploring councils appearing in Scripture, 2) Apply a biblical model with four practices to help governing boards stay on track in their oversight capacity, and 3) Take home a board checklist for following God's path for governance.

▷ **Dr. Gary Hoag**, ECFA Press Author, **Dr. Wes Willmer**, CCNL, Principal, Wes Willmer Group, and **Greg Henson**, President, Sioux Falls Seminary

(Basic) Field of Study: Business Management and Organization. Session is worth 6 credits.

R

Resource Development

5. Major Donor Development

Major donor involvement is crucial to every successful annual, capital, or endowment campaign. This session will teach you how to identify, cultivate and solicit key donors with a practical six-step strategy: Research, Romance, Request, Recognition, Recruitment and Report. Outcomes: 1) Develop effective strategies for engaging major donors in your ministry, 2) Fine tune your donor presentation, and 3) Sharpen your skills of asking for a gift

▷ **Pat McLaughlin**, Founder and President, and **Ron Haas**, Vice President, The Timothy Group

(Basic) Field of Study: Specialized Knowledge. Session is worth 6 credits.

IT

Information Technology

6. Information Security Programs and Risk Assessments

A risk assessment is step one in implementing an information security program. We'll identify common threats and vulnerabilities, and how to mitigate risks, and conduct ongoing risk assessments. A cyber-attack can be devastating, so every organization needs an information security program to keep data secure. Outcomes: 1) Identify common threats and vulnerabilities and mitigate risks with relevant IT controls and ongoing risk assessments, 2) Define components of an effective information security program, 3) Assess how to best implement an information security program at your organization

▷ *Lisa Traina, Partner, and Holly Boullion, Principal, Traina & Associates, a CapinCrouse Company*

(Basic) Field of Study: Information Technology. Session is worth 6 credits.

EL

Executive Leadership

7. WiLD Leaders

This interactive session is for those committed to investing in emerging Leaders and the emerging leaders themselves — seeing their whole story and getting intentional about their contribution and growth. At WiLD leaders we believe it's time to change the leader development paradigm. Radical transformation requires pushing leaders to the edge while offering them a safe place to land as they start to learn. Outcomes: 1) Develop as a whole leader, 2) Embrace mistakes, creating opportunities to learn, and 3) Cross false lines between our leadership in families, workplaces, churches and communities.

▷ *Dr. Rob McKenna, Founder and CEO, WiLD Leaders Inc. and Chair, Dept. of Industrial/Organizational Psychology, Seattle Pacific University, and Dr. Daniel Hallak, CCO, WiLD Leaders Inc.*

ⓔ *Ideal for Emerging Leaders, as well as seasoned leaders.*

(Basic) Field of Study: Personal Development. Session is worth 6 credits.

R

Resource Development

8. Best Practices in Planned Giving

Planned giving programs provide stability and generate new sources of revenue. But is your organization primed for success? What systems, training and resources are needed? Learn how to launch and sustain a successful planned giving program. Outcomes: 1) Apply critical considerations for any organization looking to launch or revamp a planned giving program, 2) Integrate marketing and messaging strategies for communicating effectively with your supporters about planned giving opportunities, and 3) Uncover key metrics for measuring the success of your planned giving program.

▷ *Jim Bakke, Executive Director, Heather Day, Director of Marketing, and Kurt Knoll, Director of Investments and Member Relations, Barnabas Foundation*

(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 6 credits. Intended for executive leaders and mid-to-senior level development, marketing and finance staff from organizations with well-established fundraising programs.



Workshops

Wednesday, April 17 – Thursday, April 18: 10:30 a.m. – 5:00 p.m.

▽ Wednesday, April 17 — Executive Leadership

▽ Executive Leadership Track One

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

EL

1. The CEO's Role in Fundraising

Fundraising effectiveness is the key to growing and expanding your ministry impact. This session will cover three things every CEO must know and do to optimize their involvement in fundraising. Outcomes: 1) Integrate the three things every CEO must know and do to optimize their involvement in fundraising, 2) Comprehend the appropriate growth expectations to place on your development team, and 3) Answer the critical question: How can I make the most of my and my Board's involvement with donors?

▷ **Derric Bakker**, *President, Dickerson, Bakker and Associates*
(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

EL

2. Rooted Leadership Amid Culture's Polarizations

Leaders set the tone for organizations, yet they are not immune to being influenced by the current cultural climate. Being "rooted" in Christ offers examples of both a peacemaker and prophet as our guide for these tumultuous times. Outcomes: 1) Identify varying lens from which Christians and non-Christians view the current U.S. political, religious and social situation, 2) Apply peacemaker and prophet examples from the life of Jesus for today's leadership needs, and 3) Create a personalized "rooted" strategy for leading in today's contentious climate.

▷ **Dawn L. Graber**, *Senior Consultant, Design Group International ©*
(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

EL

3. A New Way to do Strategic Planning

As our culture and economy have become increasingly turbulent, traditional, long-range strategic planning has become less useful. Newer techniques for strategy formation and execution are emerging that allow for more flexible planning and adaptive leadership. Outcomes: 1) Know how to create strategic plans that learn, 2) Recognize the best ways to conduct periodic strategic reviews, and 3) Be able to capture your organizational strategy on one side of one sheet of paper.

▷ **Dr. Jim Galvin**, *President, Galvin and Associates*
(Advanced) Field of Study: Personal Development. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.



▽ Wednesday, April 17 — **Executive Leadership**

▽ **Executive Leadership Track Two**

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

EL

4. The Only Legal Performance-Enhancing Drug

Dov Seidman claims, “Trust is the only legal performance-enhancing drug.” Root your relationships of trust in Christ’s two most powerful and often misunderstood principles for guarding your organizational heart: Forgiveness & Repentance. Outcomes: 1) Discover Christ’s why for establishing these two as prevailing trust-building principles for any kingdom leader, work or organization, 2) Understand how humility, not willpower, activates these two powerful principles, and 3) Know how to conduct a brief organizational scan on forgiveness and repentance, and take steps toward health and productivity.

▷ **Dr. Bruce McNicol**, CEO, TrueFace and **Paula Fuller**, Executive Vice President, InterVarsity

(Intermediate) Field of Study: Personal Development. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

EL

5. Create a Transformational Planning Culture

Plans sitting on a shelf collecting dust are not beneficial for anyone. The effectiveness of planning depends on integrating plans into the daily activities and operations of an organization. Outcomes: 1) Understand how an integrated planning approach gets everyone on the same page working toward mission fulfillment, 2) Learn how a culture of collaboration and trust creates interdependence within the organization and openness to resources and influences outside the organization, and 3) Drive the plan off the shelf into an organization’s culture and daily activities.

▷ **Dr. George Hillman**, Vice President of Student Life, Dean of Students, Dallas Theological Seminary and **John Reece**, Chief Navigator, WayQuest

(Intermediate) Field of Study: Personal Development. Prerequisite: Participants have faced challenges of useful and effective planning in their organization. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

EL

6. Becoming the Best Boss

It has been said that good employees don’t leave good organizations’ they leave bad bosses. While no boss is perfect, we can strive to be bosses who inspire, engage and retain good employees. Outcomes: 1) Answer the question “What is a good boss?” by exploring definitions of a good employee, a good organization and a bad boss, 2) Illuminate the definition of a “good boss” with servant leadership principles, and 3) Consider 5 principles of servant leadership as the pathway to becoming the best boss.

▷ **Cindy Hopkins**, Vice President of Center Services & Client Care, Care Net

(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.



▽ Thursday, April 18 — **Executive Leadership**

▽ **Executive Leadership Track Three**

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

EL

7. Up-Rooted: Owner Leader or Steward Leader?

This workshop will compare owner-leaders to steward leaders and make the case that steward leaders are uniquely equipped to lead effectively in the challenging environment of Christian ministry, and in the face of an increasingly hostile social culture. Outcomes: 1) Create an assessment of their own leadership style, 2) Discern a process of becoming a more faithful steward leader, and 3) Determine daily actions to take with them for the journey.

▷ **Dr. R. Scott Rodin**, *President, The Steward's Journey*
(Intermediate) Field of Study: Personal Development. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

EL

8. Re-Rooted: Growing Deep as Steward Leaders

This workshop will build on Part 1 “Up-Rooted” and present three actions that will help every leader be better equipped to lead effectively; 1) Stepping off the throne of our own kingdom, 2) Developing deeper intimacy with God, and 3) Securing our identity in the One we follow. Outcomes: 1) Embrace three new commitments as steward leaders, 2) Integrate three new disciplines to guide their journey, and 3) Apply a steward leader prayer.

▷ **Dr. R. Scott Rodin**, *President, The Steward's Journey*
(Intermediate) Field of Study: Personal Development. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

EL

9. Resolving Organizational Conflict

Managers and employees understandably hope to avoid disagreement and conflict. But when you participate in this workshop, you'll gain practical insight for identifying root causes and discovering healthy solutions. Outcomes: 1) Identify the sources of unhealthy attitudes, environments and behaviors, 2) Create strategies for effective interventions, and 3) Apply Christ-centered principles in implementing constructive change at all levels while reinforcing your organization's core values.

▷ **Dr. Michael Hare**, *Staff Chaplain/Ombudsman, Compassion International*
(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.



▽ Thursday, April 18 — Executive Leadership

▽ Executive Leadership Track Four

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

EL

10. Integrating Organizational Values & Culture

Organizational values must be rooted into the culture of your organization. Join us as we discuss the effect of organizational values on culture, review methods to embed values more fully in your workforce and explore how value acceptance and integration increases “buy-in” and promotes accountability throughout your team. Outcomes: 1) Discuss and discern the relationship between values and culture, 2) Explore methods for embedding values in culture and encouraging “values in action,” and 3) Recognize leadership’s role in nourishing values and stimulating corporate culture.

- ▷ **Bryan Taylor, CEO and Principal, Cornerstone Management Inc.**
(Intermediate) Field of Study: Personal Development. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

EL

11. Scalable Leadership

Learn practical action steps to empower your organization to reach its full potential while increasing your personal capacity and impact. This session uses insights found in Ezekiel to breathe new life into proven business and leadership practices. Outcomes: 1) Discover how each leader — and team, can make their most valuable contribution, 2) Learn five levers to adjust your leadership style to increase personal capacity, and 3) Lead with greater influence and impact.

- ▷ **Ron Minatrea, Leadership Speaker & Consultant, Ron Minatrea Consulting**
(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

EL

12. Strategies for a Winning Culture

Culture is driven from the top. An engaged, intentional approach to developing culture on the executive team will influence the entire organization, driving retention, productivity and outcomes. Outcomes: 1) Accept that culture is king, 2) Utilize strategies that will convert your executive team to a culture-focused and outcome-based powerhouse that influences the entire organization, and 3) Implement practical objectives that will bring the organization into alignment.

- ▷ **Mark Hancock, CCNL, CEO, Trail Life USA**
(Basic) Field of Study: Personal Development. Session is worth 1.5 credits.



▽ Wednesday, April 17 — Resource Development

▽ Resource Development Track One

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

RD

1. Nourishing Roots: Development as Ministry

The Great Commission calls all Christians to spread the gospel. Your ministry provides donors opportunities to join in your work. This interactive session will explore how development is its own form of ministry, and why you should think of your donors as more than ATMs. Outcomes: 1) Learn to nourish donors' roots by inviting them into the life of your ministry, 2) Discover what motivates donors to contribute to your ministry, and 3) Build long-term relationships with your donors through your messaging and marketing.

▷ **Kyle Vander Meulen**, Senior Consultant, American Philanthropic
(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

RD

2. 5 Principles for Online Donation Success

Many online giving pages turn away donors because they fail to acknowledge several principles of donor psychology. This presentation condenses the findings of several studies and hundreds of objective tests into five principles and dozens of practical tips. Outcomes: 1) Identify and eliminate potential disruptions to donor response, 2) Incorporate specific features that encourage donor follow-through, and 3) Develop or select an online giving tool that virtually eliminates user abandonment.

▷ **Mark Gaither**, Director of Donor Experience, Buckner International
(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment, and basic understanding of online marketing concepts. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

RD

3. How to Win More Grants

Big foundation grants can provide a big boost to help you expand your ministry impact. The foundation space is intensely competitive, however, and landing big grants isn't easy. Outcomes: 1) Apply five best-practice tips to make your proposals stand out and help you win more grants, 2) Recognize the five most common mistakes that tend to sink foundation grant proposals, and 3) Master the single most important thing you can do to help you win more grants.

▷ **David Broussard**, Senior Vice President, Grant Services, Dickerson, Bakker & Associates
(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.



▽ Wednesday, April 17 — Resource Development

▽ Resource Development Track Two

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

RD

4. Using Fundraising Microsites for Mega Results

The Internet and social media has changed how publishing and content consumption is done today. You'll learn how microsites can be a strategic advantage when part of an integrated fundraising campaign. We'll walk through a campaign starting with ads on Facebook to your campaign fully funded. Outcomes: 1) Recognize shifts in how organizations publish content and how their supporters/audiences consume it, 2) Discover how microsites can be strategic in communicating with prospective donors, 3) Apply insights to build an integrated donor nurturing online/offline funnel blueprint.

▷ **Kenny Jahng**, *Strategic Communications Advisor, American Bible Society*

(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

RD

5. Maximizing Major Gift Programs

How strong is your major gifts program? With nearly 90% of the \$390-billion in U.S. philanthropy coming from individuals, maximizing your major gift program potential is critical. Learn to raise more money, make better asks, and communicate compelling cases that grow support and bolsters sustainability. Outcomes: 1) Comprehend and strategically manage each step in the major donor cycle, 2) Learn to identify and cultivate mid-level donor potential into major gifts, and 3) Master crafting and delivering flawless major gift asks.

▷ **Michael Brown**, *Associate Director, NAD Philanthropic Service For Institutions*

(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

RD

6. 5 Habits for a Great Mid-level Program

Transform your mid-level giving program! This session will offer you decades of actual donor data combined with what's working today across multiple nonprofits. Outcomes: 1) Determine how to measure, report and optimize your mid-level giving program. *You'll receive examples of mid-level program reports*, 2) Design and execute the right monthly rhythm for your mid-level program. *You'll receive examples of proposals that raise \$1,000 gifts*, and 3) Discern both how to hire and train the right people, and implement a caseload management system that gets results.

▷ **Mike Meyers**, *CEO, Food for the Hungry*, and **Dr. Dale Berkey**, *President, BBS and Associates*

(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.



▽ Thursday, April 18 — Resource Development

▽ Resource Development Track Three

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

RD

7. Inspiring Transformational Giving from Major Donors

How do you create a community of major donors inspired to fund your vision as a whole, instead of project-by-project? During this session you'll gain an understanding of the behaviors and mindset of major donors. You'll also hear a candid discussion with philanthropist Todd Peterson, revealing his true thoughts about the business of fundraising and philanthropy in general. Outcomes: 1) Differentiate between transactional and transformational giving, 2) Apply the three elements of a compelling transformational case, and 3) Build bridges of trust with prospective donors.

▷ **Bob Westfall, CEO, Westfall Gold and Todd Peterson, Chairman Emeritus, The Seed Company**

(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: Understand foundational donor development practices, such as moves management. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

RD

8. Emerging Trends in Digital, Data and Direct Mail

Join us as we analyze emerging trends in digital, data and direct mail. We'll explore what's happening today, what cutting-edge organizations are augmenting their toolkit, and critical steps you should take now. Outcomes: 1) Effectively use technological tools, channels and networks available today for your organization, 2) Recognize the role of emerging digital networks that will be important in the future based on the latest donor research, and 3) Discover trends in data modeling, segmentation and co-ops that can radically change your donor acquisition program.

▷ **Shelley Cochrane, CCNL, Vice President, Strategic Partnerships and Mark Mangin, Vice President, Analytics, Douglas Shaw & Associates**

(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

RD

9. Omni-channel Engagement, Optimization and Acquisition

Discover how ministries double annual online revenue while acquiring new donors online with a positive ROI right from the first gift, through digital media, conversion rate optimization and dynamic user experiences customized to each individual. Outcomes: 1) Apply insights from best-in-class ministry online acquisition programs, 2) Gain practical knowledge to develop an industry leading optimization platform that can double your annual revenue, and 3) Use your existing data and technology to customize the offers, stories, and other content you show to donors, prospects and more.

▷ **Scott VanderLey, Senior Vice President, Masterworks**

(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.



▽ Thursday, April 18 — Resource Development

▽ Resource Development Track Four

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

RD

10. Using AI to Transform Fundraising

Artificial Intelligence (AI) is a popular trend, but did you know that when it comes to fundraising, it's not just a buzzword? We'll discuss how we're using Artificial Intelligence in fundraising today, and how it has made a difference. We'll also share how we expect AI to evolve and transform fundraising in coming years. Outcomes: 1) Explore AI trends and how they apply to fundraising, 2) Recognize how AI is being used in fundraising today, and 3) Consider how AI could transform fundraising in the future.

▷ **Dave Raley**, Executive Vice President and **Bryan Brown**, Vice President Experience Design, Masterworks

(Intermediate) Field of Study: Specialized Knowledge. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

RD

11. Pop Goes Development: Top 10 Things You MUST Do

What to do? Too many jobs and not enough time! Many development professionals either start or continue without focusing on the most important items to prioritize. They're unfortunately always playing catch-up. This session offers the TOP 10 areas to direct your efforts. Outcomes: 1) Target Practice: Prioritize and focus your efforts for ultimate return on investment, 2) The Insiders: Effective Board fundraising with the "Power Of 10," and 3) Dig In: Major Donor fundraising and practical tips on using major donor influence effectively.

▷ **Paul Dunne**, CFRE, CEO, Thinkpad Solutions

(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

RD

12. Integrate For Increase

Leverage marketing platforms for game-changing results! Explore practical ways to create integrated marketing campaigns and deliver personalized content to appeal to your target audience. We'll walk together through how to select your channels, tap into your creativity and GO! Outcomes: 1) Leverage multi-channel to drive ROI. Reach your audience wherever they are: Direct Mail, Email, Phone, Social Media... 2) Nourish your donors' roots by inviting them into the life of your ministry, and 3) Discover what motivates your donors to contribute to your ministry.

▷ **Mollie Yoder**, Director of Membership, The Pocket Testament League

(Basic) Field of Study: Specialized Knowledge. Session is worth 1.5 credits.



▽ Wednesday, April 17 — People Management and Care

▽ People Management and Care Track One

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

P

1. Creating a Culture of Service

In HR, our customers are our employees. Do we treat them like businesses treat customers? For our employees to offer their best service to our customers or clients, we need them to be happy, productive and loyal. The concept of service must be deeply rooted in them. HR can lead in achieving that goal. Outcomes: 1) Recognize how we should view our employees, 2) Create an approach to customer (employee) service that makes them feel valued, and 3) Recognize how this benefits my organization.

▷ **Wesley McKenzie**, Human Resources Director, The Salvation Army, Wisconsin
(Basic) Field of Study: Personnel/HR. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

P

2. Giving and Receiving Effective Feedback

Leaders often struggle with the ability to call someone out on behavior or performance. Whether erring on the side of grace instead of truth, or simply not setting strong boundaries around behavior, this workshop gives a biblical model for building and delivering your message. Outcomes: 1) Give feedback that accurately represents your thoughts without blame or judgement, 2) Incorporate and practice a biblical model for giving effective feedback, and 3) Embrace the importance of leaders seeking and receiving feedback with grace and humility.

▷ **Nancy Reece**, Participating Faculty, Lipscomb University Graduate College of Business
(Intermediate) Field of Study: Personnel/HR. Prerequisite: 3+ years experience in supervising volunteers or employees or CCNL enrollment. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

P

3. Digging In: Biblical Leadership Transitions

This is a time for the next generation to take hold of the plowing, planting and harvesting in ministry. Leaders must dig in and be rooted in God's Word, so we will explore biblical stories of leadership transition, and learn from one another as we examine Scripture together. Outcomes: 1) Stay rooted in Scripture during leadership transitions, 2) Explore, appreciate and define the 5 characteristics of biblical mentoring in leadership transitions, and 3) Plan for transitions, and develop a 5-step plan for purposeful mentoring leadership.

▷ **Dr. Peggy Banks**, Global Ministry Director, TWR Women of Hope
(Basic) Field of Study: Personnel/HR. Session is worth 1.5 credits.



▽ Thursday, April 18 — People Management and Care

▽ People Management and Care Track Two

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

P

4. Preventing Sexual Harassment

This hot topic has received elevated status due to the worldwide coverage of various celebrity and professional cases. How can a Christian organization respond appropriately? This workshop will demonstrate and train leadership/HR professionals. Outcomes: 1) Participate in actual classroom training, so both content and classroom methodology will be learned, 2) Discover a biblical view for employee behavior and how to incorporate Scripture into training, and 3) Recognize the legal components for sexual harassment, and walk away with a presentation you can use in your organization.

▷ **Joelle Peelgren**, *Human Resources Consultant, DeGenaro Peelgren Associates*
(Intermediate) Field of Study: Personnel/HR. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

P

5. Team Growth: Defining Organizational Behaviors

Learn how one national ministry identified key organizational behaviors that guide how a team interacts to build a positive culture. Build your culture, and create buy-in from your entire team to ensure your culture transcends any individual or season. Outcomes: 1) Be able to implement an organizational behaviors covenant to obtain a high-morale, high-performance team, 2) Know how to create a covenant that will work in your organization's specific environment, and 3) Apply processes used in training, refreshing and following the organizational behaviors covenant.

▷ **Gregg Hunter**, *President/CEO, Christian Camp and Conference Association*
(Basic) Field of Study: Personnel/HR. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

P

6. Managing a Remote Workforce

There are many variations of remote work arrangements, from the occasional telecommuter to the remote employee who resides in another state or country. This session will explore key facets of working effectively with a remote team. Outcomes: 1) Communication: Develop strategies for communicating effectively with remote team members, 2) Culture: Explore ways to ensure the culture of the organization is nurtured and maintained for remote employees, and 3) Collaboration: Apply leadership tools that will ensure remote employees are engaged and supported to do great work.

▷ **Betty McDowell**, *CCNL, Senior Director of Ministry Services, and Betsy Wetherby*, *HR Coordinator, Heartbeat International*
(Intermediate) Field of Study: Personnel/HR. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits. Session appropriate for aspiring managers and/or seasoned supervisors interested in refining strengths in leading a remote team.



▽ Thursday, April 18 — People Management and Care

▽ People Management and Care Track Three

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

P

7. Communicate or Else!

A fool takes no pleasure in understanding, but only in expressing his opinion. (Prov. 18:2) Is your organization losing workers, fostering a challenging work environment, or failing to achieve its potential simply because of poor communication skills? Daily, employees face the challenge of handling conflict, delivering/receiving difficult messages, and presenting ideas. Solid communication is crucial. Outcomes: 1) Employ new strategies for providing constructive criticism and handling difficult conversations, 2) Gain increased capacity for listening and accepting workplace feedback, and 3) Develop effective workplace messaging.

▷ **Ted Williams, Professor, City Colleges of Chicago**

(Intermediate) Field of Study: Personnel/HR. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

P

8. Rooted in Your Gift and Call

An understanding of the Five-Fold Ministry Gifts listed in Ephesians 4:11–13 provides a solid foundation for leadership, team building and deploying people into their “best fit” jobs and careers. Outcomes: 1) Know the Five-Fold Ministry Gifts, and complete a self-assessment to help determine which gifts you may possess, 2) Recognize the stewardship role of each of the five gifts and how each is designed to contribute to the body of Christ, and 3) Apply what you have learned to your current hiring and team-building practices.

▷ **Ron Frey, President, Frey Resource Group**

(Intermediate) Field of Study: Personnel/HR. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

P

9. The Four Principles of Relationships

God models relationship for us. By exploring how God engages people, we learn how to best relate to others. This workshop explores principles to build, sustain and grow our connections. It will help transform your team, ministry and personal relationships. Outcomes: 1) Explore how your life story reflects God’s relationship pattern, 2) Create a plan to implement the four principles in one struggling relationship, and 3) Reflect on the culture of your team, ministry or family and the potential impact of applying the four principles.

▷ **Suzy Shepherd, Divisional Field Director, Stonecroft**

(Basic) Field of Study: Personnel/HR. Session is worth 1.5 credits.



▽ Wednesday, April 17 — Financial Management

▽ Financial Management Track One

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

FM

1. Long Term Investing in a Volatile Market

The years following the Great Recession have witnessed a significant rally in U.S. equities leaving many pondering the efficiency of their Endowment's strategic allocation. We'll review portfolio efficiency and consider implications of the post-recession rally on traditional diversification techniques. Outcomes: 1) Review asset allocation strategies and efficient portfolio design, 2) Consider pros and cons of including alternative strategies in your endowment portfolios, and 3) Explore various schools of thought on the proper amount of international and emerging market equity to include in globally diversified portfolios.

▷ **Bryan Taylor**, CEO and Principal, Cornerstone Management, Inc.

(Intermediate) Field of Study: Finance, Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

FM

2. Business Partners and Sustainable Income

This session will share the Haven Ministries financial plan that includes a Business Partnership Program which aligns with local businesses for yearly contributions (versus one-time event contributions.) We will share networking and relationship-building strategies. We will also discuss two businesses Haven Ministries created and operates to provide sustainable income. Outcomes: 1) Know how to create a business sponsorship program, 2) Be equipped to network effectively in the business community, and 3) Be able to create and maintain sustainable income businesses to serve program and financial needs.

▷ **Krista Pettit**, Founder/Executive Director, and **Taryn Chase**, Business and Marketing Director, Haven Ministries

(Basic) Field of Study: Finance. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

FM

3. Fiduciary Responsibility: Your Organization's Retirement Plan

The responsibility of managing your organization's retirement plan can be overwhelming. Especially, when trying to keep up with the ever-changing rules and regulations. Discover the secrets and essentials to administering a successful retirement plan at your organization. Outcomes: 1) Recognize what it means to be a "Fiduciary," 2) Know new Department of Labor and Internal Revenue Service regulations and trends, and 3) Provide education and increased participation in your organization's retirement plan.

▷ **Richard Wilson**, COO, Envoy Financial

(Basic) Field of Study: Finance. Session is worth 1.5 credits.



▽ Thursday, April 18 — Financial Management

▽ Financial Management Track Two

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

FM

4. Accounting and Auditing Update

Get up to speed on current accounting and auditing standards for nonprofits, including the many recent changes, and plan for how they may affect your organization. We'll cover the financial statement changes, new pronouncements on contributions and exchange transactions and other key updates. Outcomes: 1) Comprehend the recent financial statement changes, 2) Be familiarized with the new pronouncements on contributions and exchange transactions, and 3) Assess other updates such as leases and gifts-in-kind and how they may affect your organization.

▷ **Fran Brown, Managing Partner and Frank Jakosz, Partner, CapinCrouse**
(Intermediate) Field of Study: Auditing. Prerequisite: 1) Understand the concepts of mergers and shared services, 2) Understand your organization's mission and objectives, and 3) Know your organization's strategic plan. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

FM

5. Internal Controls for Cloud-Based Accounting Systems

Cloud-based accounting systems offer significant advantages; however, internal controls and risk awareness should be at the top of your mind and business practices. Cloud-based approval workflows, web-based disbursement systems, and expense reporting tools need to be carefully scrutinized for vulnerabilities. Outcomes: 1) Better understand vendor security terms and capabilities, 2) Identify critical controls that need to be in place across different decentralized systems, and 3) Conduct a risk assessment on your system to determine threats and weaknesses, and develop a security-aware culture.

▷ **Jeff Roberts, Director and Megan Terrell, Principal, CliftonLarsenAllen, LLP**
(Intermediate) Field of Study: Information Technology. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

FM

6. Finally....a New Accounting Guide!

It was 2001 when the accounting guide for Christian ministries was last updated. The Religious Organizations Accounting Committee worked through 2018 to update the guide, which included implementing applicable accounting standards. This session will explore what's new and how it impacts your organization. Outcomes: 1) Recognize what has changed in the Religious Organizations Accounting Guide since the 2001 revision, 2) Know the different sources of information for accounting in ministries and the technical hierarchy of each, and 3) Use the guide effectively in your ministry.

▷ **Vonna Laue, CCNL, Executive Vice President, ECFA**
(Intermediate) Field of Study: Accounting. Prerequisite: General overall experience within ministry accounting, or CCNL enrollment. Session is worth 1.5 credits.



▽ Wednesday, April 17 — Communications and Marketing

▽ Communications and Marketing Track One

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

CM

1. When is it time to Rebrand a ministry?

Most organization leaders see their ministry from an internal perspective and are years behind in how the public perceives their work and service. In this session, we'll uncover the key indicators most leaders miss. That if they didn't miss, could be game changer for them. Outcomes: 1) Gain an understanding of a brand's life cycle, 2) Identify the opportunities top brands know to look for and take advantage of, and 3) View marketing in a new simple way without all the baloney.

▷ **Guy Richards, CEO, ABIAH**

(Advanced) Field of Study: Communications and Marketing. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

CM

2. Clarify Your Message with StoryBrand

Breaking through the clutter in the nonprofit and ministry space can feel impossible. But it doesn't have to be. Clarify your message and simplify your marketing using the proven StoryBrand method. Outcomes: 1) Know the two things your audience cares about most and how to use those to your advantage, 2) Avoid the one mistake practically every business leader makes that instantly makes target audiences disengage, and 3) Use a simple 7 step framework to position your audience as hero of your story and get results.

▷ **Shannon Litton, CEO/President, and Jordan White, Director of Client Services, 5by5**

(Basic) Field of Study: Communications and Marketing. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

CM

3. Crisis Communications Success

Is your ministry ready to navigate an unexpected crisis? Do you have a crisis communications plan in place? This workshop will draw directly from the experience of InChrist Communications which a few years ago helped SIM USA navigate a sea of media inquiries and other issues related to missionary on their team affected by the Ebola crisis. Outcomes: 1) Be equipped to design a crisis communications plan, 2) Effectively communicate with the media amid a crisis, and 3) Avoid mistakes ministries can make during crises.

▷ **Palmer Holt, President, InChrist Communications**

(Intermediate) Field of Study: Communications and Marketing. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.



▽ Thursday, April 18 — **Communications and Marketing**

▽ **Communications and Marketing Track Two**

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

CM

4. Building Brand-Aligned Processes

It's time to expand our definition of branding. Brands are more than logos and websites; they're the compilation of every interaction between an organization and its stakeholders. By infusing an organization's mission, vision and values into a set of efficient and effective processes, you can turn employees into advocates and customers into ambassadors. Outcomes: 1) Embrace and understand the concept of brand-aligned processes, 2) Apply the five steps of creating brand-aligned processes, and 3) Practice implementing brand-aligned processes in a theoretical (case study) organization.

▷ **Taylor Morrison, Brand Strategist, Jubilant**

(Basic) Field of Study: Communications and Marketing. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

CM

5. How Research Changes Everything

What if we truly understood the needs, motivations and perceptions of our audiences? This session offers both PRINCIPLED and PRACTICAL counsel including best practices and case studies on using qualitative (interviews, focus groups) and quantitative (surveys) research to better understand, serve and motivate your audiences. Outcomes: 1) Apply the best practice principles in conducting research, 2) Determine practical next steps every ministry can take to include research in their planning, and 3) Recognize how other ministries approach this through case studies and group discussion.

▷ **Dan Kennedy, Executive Director and Suzanne Currier, Strategy Director, Kumveka**

(Basic) Field of Study: Communications and Marketing. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

CM

6. Hey Siri. How do I optimize for voice search?

One source (ComScore) estimates that by 2020, 50% of all searches will be voice searches. Is your ministry ready? After attending this workshop, you will be able to realize these outcomes: 1) Comprehend the unique ways that people use voice search today, 2) Publish content that is optimized for voice queries, and 3) Use SEO to get more traffic from voice and local searches.

▷ **Georgia Joseph, Owner, Content Strategy Solutions, LLC**

(Basic) Field of Study: Communications and Marketing. Session is worth 1.5 credits.



▽ Wednesday, April 17 — Tax and Legal

▽ Tax and Legal Track One

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

TL

1. Measuring Kingdom Impact through IRS Form 990

Jesus' primary method of teaching was through parables that illustrated often illusive concepts. The Form 990 is a primary means of communicating the story of a tax-exempt organization to the readers of the tax return. Outcomes: 1) Recognize that Form 990 is more than just a tax return. It's a primary way to tell your organization's story, 2) View the Form 990 as a communications/brand management tool as well as a summary of financial/governance information, and 3) Better communicate your organization's story while sharing financial information.

▷ **Emily Landry**, Tax Manager, Whitley Penn, LLC
(Basic) Field of Study: Taxes. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

TL

2. Nonprofit Tax and UBIT update

Nonprofit tax changes abound. This session provides an update on tax reform and other relevant changes in nonprofit tax law. We'll also summarize unrelated business income tax (UBIT) rules, including new parking, qualified transportation and siloing rules. Outcomes: 1) Identify changes in the nonprofit tax arena that are relevant to your organization, 2) Discuss the new UBIT siloing rules and perceive how they will apply to your organization, and 3) Explore new rules that convert the cost of providing qualified transportation and parking benefits to UBIT.

▷ **Ted Batson**, Partner and Tax Counsel, and **Dave Moja**, Partner, CapinCrouse
(Basic) Field of Study: Taxes. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

TL

3. Sex & Religion: Your Attorney's Perspective

Public dialogue is saturated today with #MeToo and sexual misconduct stories, as well as discussions about the advance of "sexual liberties." These issues impact your ministry both day-to-day and at the broadest level of policy and strategic planning. Outcomes: 1) Know how to develop a sexual harassment policy and investigate an allegation, 2) Explore the legal collision between religious liberty and sexual liberty, strengthening your ministry's ability to realize its Constitutional and statutory protections, and 3) Develop wise protocols regarding sexual misconduct and child protection policies.

▷ **John R. Wylie**, Attorney, Sherman & Howard, and **Josh Heidelman**, Chief Legal Officer, Wycliffe
(Intermediate) Field of Study: Business Law. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.



▽ Thursday, April 18 — Tax and Legal

▽ Tax and Legal Track Two

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

TL

4. Pulse on Capitol Hill & Legal Developments

Join this session to keep a pulse on latest issues impacting ministries. Midway through a new Administration and with recent mid-term elections, many policy issues impacting nonprofits and churches are receiving significant attention. In addition, the impact of tax reform and how it may affect givers who support ministries is just starting to be seen. Outcomes: 1) Recognize key policy issues that may impact your ministry, 2) Analyze the impact of comprehensive tax reform, and 3) Address challenges of recent litigation and ramifications going forward.

▷ **Dan Busby**, President, ECFA and **Stuart J. Lark**, Attorney, Sherman & Howard
(Basic) Field of Study: Business Law. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

TL

5. Vital Risk Management for Ministry

Risk management is “vital.” In fact, the word vital derives from the Latin Vitalis, which pertains to life or life-giving. Protecting our people, our assets and our reputations is indeed life-giving, and a manifestation of 21st Century stewardship. Outcomes: 1) Apply proactive knowledge to make informed decisions and implement risk prevention strategies, 2) Convert negative attention on risk into an opportunity to be an integral part of the solution for our communities, and 3) Embrace our “duty of care” in applying wise risk management policies.

▷ **Peter Persuitti**, Managing Director, Global Religious Practice/Nonprofit Practice, Gallagher
(Intermediate) Field of Study: Business Law. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

TL

6. Tax and Legal Forum

Led by an attorney who worked in the Office of the Chief Counsel for the IRS, experienced lawyers and accountants will present updates on significant late-breaking tax and other legal developments, and reserve plenty of time to respond to your most important questions. Outcomes: 1) Apply insights offered to your most pressing legal or accounting questions, 2) Implement policies that reflect the latest tax and accounting changes, and 3) Make needed changes for the upcoming tax year.

▷ **Chip Watkins, J.D.**, Attorney, Webster, Chamberlain & Bean and **Dave Moja**, Partner, CapinCrouse
(Intermediate) Field of Study: Taxes. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.



▽ Wednesday, April 17 — Board Governance

▽ Board Governance Track One

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

BG

1. How to Grow a Healthy Board

It's easy to underestimate your impact and influence as a board member. Whether you serve on a board or work as the CEO, discover practical ways to create a more engaged and effective board culture. This interactive session will explore ten key components of healthy boards. Outcomes: 1) Identify the ten traits of a healthy board, 2) Create three actionable steps to strengthen your board, and 3) Discover how to tell your story with clarity and vision.

▷ **Steen Hudson, CFRE, President, The Hudson Company and Delphine Fanfon, CEO, Vision Bearer**

(Basic) Field of Study: Business Management and Organization. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

BG

2. The INTENTIONAL Board Member

Sorting out governance and leadership roles in charitable organizations is daunting. This workshop offers real-life insights and practical tools to equip CEOs, Board members, pastors and other leaders. Get a glimpse into Kent's newest book, *The Intentional Board: Why Your Board Doesn't Work and How to Fix It* (CharityChannel Press). Outcomes: 1) Discover who should be assigned the 5 key roles in every organization, 2) Recognize what board members must DO/must NOT do, and 3) Apply 8 constructive actions to elevate governance practices of your board members.

▷ **Kent Stroman, CFRE, President, Stroman & Associates**

(Intermediate) Field of Study: Business Management and Organization. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

BG

3. Fundraising: How to Unify Your Board

The unity of your board is critical to successfully grow your ministry. Let's talk about proven strategies and real life examples to help you unify and engage your Board to fundraise for your ministry using their unique gifts and talents. Outcomes: 1) Determine common traits of effective and unified Boards, 2) Define why 100% Board giving is important, and 3) Bring out unique gifts and talents in each Board member to help them lead in fundraising for your ministry.

▷ **Randy Bronkema, Senior Consultant, Advocace**

(Basic) Field of Study: Business Management and Organization. Session is worth 1.5 credits.



▽ Thursday, April 18 — Board Governance

▽ Board Governance Track Two

Thursday, April 18: 10:30 a.m. – 12:00 p.m.

BG

4. Blame the Board for Leadership Failure

This workshop will face directly the continuing parade of embarrassing management failures in Christian ministries and churches, and why the board is both the blame and the solution. Outcomes: 1) Determine how to create and sustain a culture of truth-telling, 2) Unlearn “niceness” by living with dissonance and embracing it, and 3) Face down success idolatry by modeling humility in everything the board is and does.

▷ **Sam Wolgemuth**, Board Member, ALPHA USA and ECCU, and **Holly Culhane**, CEO & Founder, Presence Point Inc.

(Advanced) Field of Study: Business Management and Organization. Prerequisite: 5+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 1:30 p.m. – 3:00 p.m.

BG

5. Mission IMMOBILIZERS: Board Chairs That Hold You Back

Appointing the right person as board chair is critical for your organization’s mission effectiveness and impact. When organizational shifts, leadership changes and new opportunities come, successful navigation by the right chair is key. Outcomes: 1) Recognize the kinds of chairpersons most gifted to lead, and avoid those who are not, 2) Identify specific “seasons” or needs in your organization and how those impact “chairperson fit,” and 3) Apply methods to call the best potential chairpersons to serve, and help underperforming chairs understand what is missing.

▷ **Mark K. Stevenson**, Practice Leader, Clarity for Christian Leaders / MK Stevenson, LLC

(Intermediate) Field of Study: Business Management and Organization. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Thursday, April 18: 3:30 p.m. – 5:00 p.m.

BG

6. Growing Rooted & Grounded Boards

The health of your board is essential for your ministry’s health. Boards flourish when they base their mission, membership, responsibility and generosity on biblical relationship principles. Outcomes: 1) Apply biblical principles to examine the interdependent nature of your board in relationship with God, one another, the ministry and those it serves, 2) Utilize biblical principles to assess the quality of your board’s membership and level of engagement, and 3) Examine your board’s commitment to the organization’s mission and their spirit and capacity for generosity.

▷ **David Alexander**, President, Alexander Resource Strategies

(Intermediate) Field of Study: Business Management and Organization. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.



▽ Wednesday, April 17 — Internet and Technology

▽ Internet and Technology

Wednesday, April 17: 10:30 a.m. – 12:00 p.m.

IT

1. Rooting IT into Mission

Often IT is the overlooked odd department that ministry leaders may feel is a budget drain. It's time for IT leaders to drive initiatives aligning with mission and serving a deeper purpose. Outcomes: 1) Design an IT roadmap centered on mission. Get rid of technical terms and speak the same language as everyone else in the organization, 2) Make IT proactive rather than reactive, see examples of how to do that, and 3) Create "Flexible IT" with one (F.U.N.) strategy — Flexible, Unified, Now.

▷ **Jacob Lapp**, Associate Compliance Director, ECFA

(Basic) Field of Study: Information Technology. Session is worth 1.5 credits.

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.

IT

2. Grow by Getting Technology Out of the Way

Have you heard that technology will make your life easier? For most organizations this is far from reality. If you're in a quagmire of donor databases, digital platforms and manual processes you aren't alone! This session will review considerations for selecting a new CRM, CMS or EMS. Outcomes: 1) Apply insights to evaluate and select new systems/tools for your organization, 2) Recognize emerging fundraising trends that affect technology choices, and 3) Gain a realistic picture of the transition process for a major technology switch.

▷ **Keith Cleghorn**, Sr. Vice President, Client Services and **Amy Sewell**, Director of Digital Solutions, Douglas Shaw & Associates

(Intermediate) Field of Study: Information Technology. Prerequisite: 3+ years leadership experience or CCNL enrollment. Session is worth 1.5 credits.

Wednesday, April 17: 3:30 p.m. – 5:00 p.m.

IT

3. What Does GDPR Mean for Ministries?

GDPR is a new consumer privacy protection law passed in the EU. Why do we need to be concerned with it here in the U.S.? And why, in particular, should ministries be concerned? Discover potential implications of new EU laws on your donations and fundraising. Discuss how the new laws can be beneficial as you promote a higher level of transparency with current and potential donors. Outcomes: 1) Define GDPR, 2) Describe how it affects your ministry, and 3) Develop strategies to address GDPR requirements.

▷ **Ron Weber**, COO, Trinet Internet Solutions

(Basic) Field of Study: Information Technology. Session is worth 1.5 credits.



NEW: iCONNECT Conversations (Innovation, Ideas and Insights)



Wednesday, April 17: 10:30 a.m. – 12:00 p.m.
Connecting Hearts to Ministry Mission
(3 iCONNECT Conversations)

Wednesday, April 17: 1:30 p.m. – 3:00 p.m.
Stewarding Resources and People
(3 iCONNECT Conversations)

Thursday, April 18: 10:30 a.m. – 12:00 p.m.
Advancing Vision Through Strategy
(3 iCONNECT Conversations)

At The Outcomes Conference 2019 we will feature “iCONNECT Conversations” which will take place in “Connection Central” the hub of event exhibits and experiences.

These “iCONNECT Conversations” will be expertly facilitated roundtable discussions led by Alliance Advisory Council and/or Board members that are designed to provide “innovation, ideas and insights” that help you be better “Rooted” in your leadership by directly addressing critical issues you face today. You’ll get to ask the BIG questions on your mind today, and get feedback from thought leaders, including from your peers.

Each time slot will feature three tables (with limited slots available). Our first session will cover topics related to “Connecting Hearts to Ministry Mission,” our second session will cover topics related to “Stewarding Resources and People” and our third session will cover topics related to “Advancing Vision Through Strategy.”

We will list the precise table topics and facilitators onsite, and at our conference registration desk you’ll be able to register to participate at a table.

While these iCONNECT Conversations are not eligible for professional credits like our other learning experiences, they offer a unique way to connect, interact with experts and peers, and explore together some of the most pressing topics you’re dealing with as a Christian nonprofit leader today.



Earn Professional Credits

The Outcomes Conference 2019 offers you the opportunity to earn professional credits/points to advance your career — CCNL, CPE and CFRE.



1. Credentialed Christian Nonprofit Leader (CCNL)

These educational experiences offer points towards CLA's professional credential for Christian nonprofit leaders. Learn more about that program at www.ChristianLeadershipAlliance.org/CCNL

To earn up to 40 of the 100 required points for a CCNL credential at The Outcomes Conference, you must be registered for the CCNL program prior to attending sessions. (Proof of completion required for points to be issued.)

CCNL Points Offered at The Outcomes Conference 2019:

- Tuesday, April 16: Leadership Lab General Session Talks and 2 Leadership Lab Workshops: **12 Points**
- Wednesday, April 17: Full-Day Intensive/Forum: **12 Points**
- Wednesday, April 17: Workshops: **9 Points** (3 Points for each workshop attended)
- Thursday, April 18: Full-Day Intensive/Forum: **12 Points**
- Thursday, April 18: Workshops: **9 Points** (3 Points for each workshop attended)
- General Sessions: **4 Points** (1 Point for each general session attended)

NOTE: To acquire 40 Points towards CCNL, an individual registered in the CCNL program must attend in full:

1. Tuesday, April 16: Leadership Lab General Session Talks and 2 Leadership Lab Workshops: **12 Points**
2. Wednesday, April 17: Full-Day Intensive/Forum: **12 Points**
3. Thursday, April 18: Full-Day Intensive/Forum: **12 Points**
4. General Sessions: **4 Points** (1 Point for each general session attended)



2. CPE: Continuing Professional Education Credits

Christian Leadership Alliance is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

For information on administrative policies (including complaints and refunds), contact Suzy West at CLA, telephone (949) 487-0900, ext. 112. All sessions will be group live and require no advanced preparation.

Credits:

- General Sessions: **1 credit**, total of **4 credits** available
- Collaborative Intensive General Session and Collaborative Roundtable: **6 credits**
- Full-Day Intensives and Forums: **6 credits**
- Workshops: **1.5 credits** each, total of **9 credits** available



3. CFRE: Certified Fund Raising Executive International Points

Full participation at The Outcomes Conference is applicable for more than **20 points** in Category 1.B-Education of the CFRE International application for initial certification and/or recertification.



4. SHRM: Society for Human Resource Management Professional Development Credits

Christian Leadership Alliance is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP® or SHRM-SCP®. This program is valid for up to **22 PDCs** for the SHRM-CP® or SHRM-SCP®. For more information about certification or recertification, please visit www.shrmcertification.org.





ROOTED

Join us at The Outcomes Conference 2019

Experience powerful peer networking, Christ-centered thought leadership and practical, biblically-based training!

Bring your team, and become more deeply rooted together!

Thought Leaders will include:



Santiago "Jimmy" Mellado
President and CEO
Compassion International
Keynote



Dr. Michael Oh
Global Executive
Director/CEO
Lausanne Movement
Keynote



Mandy Arioto
President and CEO
MOPS International
Keynote



Skye Jethani
Author, speaker,
and ordained pastor
Keynote



Dr. Eugene Habecker
Author, Past President,
Taylor University
Men's Breakfast Speaker
*pre-registration required



Gail Dudley
Author, CEO and Editor-in-Chief,
Ready Publication
Women's Luncheon Speaker
*pre-registration required

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