



## LEARNING EXPERIENCES\*

*\*NOTE: Details subject to change prior to April 27, 2021*

The Outcomes Conference 2021 will feature practical, biblically-based, learning experiences taught by time-tested thought leaders who are committed to your development as a Christian leader. They will go deep on the most current topics facing Christian leaders today, and offer actionable wisdom on “thriving” in today’s leadership culture.

### This event offers:

**15 Leadership Intensives (5-hour)** – These in-depth leadership intensives will be a full day deep-dive into key topics from Executive Leadership to Resource Development, Communications and Marketing, People Management and Care, and more.

**77 Leadership Workshops (1-hour)** – Select from these practical leadership workshops in eight core tracks: Executive Leadership, Resource Development, Financial Management, People Management and Care, Communications and Marketing, Internet and Technology, Board Governance and Tax and Legal.

**5 Leadership Roundtables (2.5-hour)** – These NEW Leadership Roundtable experiences will be an interactive and collaborative space to explore the most pressing issues in 5 key topical areas: Resource Development, People Management and Care, Financial Management, Executive Leadership/Board Governance and IT/Communications.

**2 Leadership Forums (5-hour/3.5-hour)** – The CEO Forum (5-hour) will feature compelling insights and interaction for organizational CEO’s/Executive Directors/Senior Pastors. The Women’s Forum (3.5-hour) will feature wisdom for helping Christian women in leadership to thrive in their roles. (Pre-registration required for these – attendance is limited).

### **15 Leadership Intensives (5-hour)**

#### *1. Executive Leadership*

##### **Increasing Influence by Leading Small**

**Robby Angle**, President & CEO, Trueface, **Dr. Delphine Fanfon**, CEO, Me4Real International and **Dr. Bruce McNicol**, President Emeritus, Trueface

2. *Resource Development*  
**Fundraising: What Happens When...**  
**Steen Hudson**, President, The Hudson Company and **Tracy Nordyke**, Vice President, Training and Curriculum Development, Mission Increase
  
3. *Executive Leadership*  
**Resilient Discipleship: Fearless Future of the Church**  
**Valerie Bell**, CEO, and **Matt Markins**, President/Chief Strategy Officer, Awana Clubs Int'l
  
4. *Resource Development*  
**Major Donors Post-COVID**  
**Pat McLaughlin**, President/Founder, and **Ron Haas**, Vice President, The Timothy Group
  
5. *Executive Leadership*  
**The Effective Future: Polycentric Leadership**  
**Dr. Joe Handley**, President, Asian Access, **Dr. Michael Oh**, Global Executive Director/CEO, The Lausanne Movement, **Dr. Promod Haque**, Senior Managing Partner, Norwest Venture Partners, and **Kärin Primuth**, CEO/President, VisionSynergy
  
6. *Resource Development*  
**Development: The Next Level**  
**Dr. Scott Rodin**, Chief Strategic Officer, and **Brad Layland**, CEO and Senior Consultant, The Focus Group
  
7. *Executive Leadership/People Management and Care*  
**Five Foundations for Thriving**  
**Dr. Andrew Johnston**, Owner, JohnstonConsulting
  
8. *Communications and Marketing*  
**Build a Brand That Thrives**  
**Mark Miller**, Partner / Marketing & Client Strategy, and **Ted Vaughn**, Partner / Brand Strategy, Historic Agency
  
9. *People Management and Care*  
**Purpose Drives Company Culture**  
**Mike Farag**, CEO/Chief Strategist, **Debra Risner**, Director of Brand Strategy, and **Lori Zehr**, Chief of Staff, Fervor Marketing
  
10. *Resource Development*  
**Radical Generosity Through Donor Discipleship**  
**James Wise**, Director of Ministry Services, Sr. Partner, Ronald Blue Trust

11. *Executive Leadership*

**Maximize Ministry Effectiveness and Efficiency**

**Rob Faulk**, Partner, CapinCrouse

12. *Executive Leadership/People Management and Care*

**Leadership from the Shepherd's Perspective**

**Holly Culhane**, Founder/CEO, and **Doug Culhane**, Facilitator/Logistics, Presence Point, Inc.

13. *Financial Management*

**Extending your Team's Financial Literacy**

**David Tarrant**, Senior Consultant, and **Dr. Rick Mann**, Managing Director, ClarionStrategy

14. *People Management and Care*

**The Enneagram & Gospel Centered Team Building**

**Debbie DiVirgilio**, CCNL, President, Faith Based Nonprofit Resource Center

15. *People Management and Care*

**When Compassion isn't Enough**

**Julie Cooper**, Sr. Vice President of Training and Curriculum, Trauma Free World - Back2Back Ministries

## **77 Workshops (1 hour)**

### **Executive Leadership – 17**

**1. Principles to Build Upon – Culture**

**Tom Beck**, Senior Vice President, Global Human Resources, Compassion International

**2. 5 Trends for the Nonprofit World**

**Bill High**, CEO, The Signatry

**3. How Real Change Happens**

**Shannon Litton**, CEO, and **Mark McPeak**, Vice President, Research, 5by5

**4. Moving from Surviving to Thriving**

**Margaret Fitzwater** and **Roy Fitzwater**, Co-Executive Directors, TDC:Train-Develop-Care, The Navigators

- 5. Remember My Name: Engaging Gen Z & Millennials**  
**Dr. Halee Gray Scott**, Host, Christian Curious Radio, and Young Adult Initiative Director, Denver Seminary
- 6. Three Fundamentals of Fundraising for CEOs**  
**Derric Bakker**, President, DickersonBakker
- 7. Thriving in Transition**  
**Dr. Richard Kidd**, Partner, and **Neal Joseph**, Managing Partner, Mission:Leadership, LLC
- 8. The New Leader Integration Imperative**  
**David Alexander**, Managing Director, The Human Capital Group/Arthur J. Gallagher, and **Ginger Duncan**, Senior Consultant, Arthur J. Gallagher
- 9. Leadership: The least of these.**  
**Tony Marciel**, Senior Director, Global Tech Services, Compassion International
- 10. Discover. Develop. Thrive.**  
**Dr. Peggy Banks**, Global Ministry Director, TWR Women of Hope
- 11. The Rock Solid Leadership Blueprint**  
**John Beehner**, Founder and President, Wise Counsel
- 12. Unshakable Soul Care for Leaders**  
**Vernicia Eure**, Client Services Director, Assist Pregnancy Center
- 13. Leading Without Power**  
**Nick Wallace**, Director, BKD CPA's and Advisors
- 14. MegaTrends That Will Change Ministry**  
**Robert Yi**, President/COO, Westfall Gold
- 15. Crisis Leadership**  
**Lauren Libby**, International President/CEO, TWR International
- 16. Intentional Christlike Character Development**  
**Dr. Tom Yeakley**, Staff Equipper (former US Vice President), The Navigators
- 17. Transformational Leadership in a Digital Age**  
**Chad Williams**, CEO, Five Q

## Resource Development – 14

### 18. Digital Donor Acquisition

**Andrew Dobney**, National Director, Digital Fundraising Strategies, The Salvation Army, US

### 19. Uncover & Expand Major Gifts

**Kristin Hammett**, Director of Ministry Services, The Signatry

### 20. Beyond Engagement: Digital Multichannel Fundraising

**Amy Sewell**, Vice President Digital Solutions, and **Jillian Mangin**, Consultant, Douglas Shaw & Associates

### 21. Grow Giving Through Transformative Experiences

**Christina Chappell**, Senior Vice President, DickersonBakker

### 22. Shepherding People of Wealth

**Dr. R. Mark Dillon**, Senior Vice President, Total Advancement Solutions, Generis Partners

### 23. Move from Enduring to Thriving

**Shelley Cochrane**, CCNL, Vice President Strategic Partnerships, and **Keith Cleghorn**, Senior Vice President, Client Services, Douglas Shaw & Associates

### 24. Increasing Sustainability Through Monthly Giving

**Tara Andersen**, Orange County (CA) Area Director, Mission Increase

### 25. Fundraising Events are Alive and Thriving

**Anne Calton**, Middle Tennessee Area Director, Mission Increase

### 26. Transformational Giving in a Post-COVID World

**Bob Westfall**, CEO, Westfall Gold

### 27. Reaching More in the Middle

**Mollie Yoder**, Associate Vice President for Marketing and Communication, Trevecca Nazarene University

### 28. Partners for Life

**Nathan Jones**, Associate Vice President for Development, Youth For Christ USA

### 29. Fundraising in Uncertain Times

**Arnie Adkison**, Vice President & Chief Development Officer, Buckner International

### 30. Supercharge Your Board!

**Paul A. Dunne**, Senior Vice President, Catapult Fundraising, Inc.

- 31. Women and Philanthropic Ministry**  
Jennifer Ilchishin, Associate Director, Moody Bible Institute

### People Management and Care – 13

- 32. Measuring Soft Skills When Hiring**  
William Vanderbloemen, Founder & CEO, Vanderbloemen
- 33. Building a Culture of Trust**  
Dr. Charles Coker, CEO, LifeThrive Performance Systems
- 34. Building Resilient Communities through Volunteerism**  
Paul McGinnis, Vice President, Partnerships, VOMO
- 35. Beyond the LGBTQI Impasse**  
Gregory Jao, Senior Assistant to the President, InterVarsity Christian Fellowship/USA
- 36. Maximizing the Purpose Inside Your People**  
Mark Stevenson, President, Clarity for Christian Leaders
- 37. Stay Well to Serve Well**  
Ginger Hill, Christian Wellness Speaker, Coach & Consultant, Good Health for Good Works
- 38. HR is Everyone's Job!**  
Joelle Peelgren, Principal / Consultant, DeGenaro Peelgren Associates
- 39. Thriving as a Servant Leader**  
Dr. Kirk Mallette, Dean of Graduate Studies, York College
- 40. Cultivating a Co-Missional Marriage**  
Beth Guckenberger, Co-Executive Director, Back2Back Ministries
- 41. 7 Steps to Lead Well through Change**  
John Staub, Consultant, Remodel Health
- 42. Accountability & Primary Prevention in Faith-Based Programs**  
Joelle Harvey-Hall, KeepSafe Director, Eastern Territory, The Salvation Army USA
- 43. Invest in People: Increase Your Mission Impact**  
Giselle Jenkins, Director, Culture Consulting, and Al Lopus, CEO, Best Christian Workplaces Institute

- 44. Retirement Planning in Light of COVID & Living Longer**  
**Bruce Bruinsma**, CEO, Envoy Financial

### Communications and Marketing – 8

- 45. Crafting Cultures of Creativity & Innovation**  
**Michael Brown**, Associate Director, NAD Philanthropic Service for Institutions
- 46. Identify & Engage Your Most Dedicated Supporters**  
**Ryan Carpenter**, Director, Market Solutions, Pursuant, and **Murna Gado**, Interim Membership Director, The Pocket Testament League
- 47. Communicating in a Post-COVID World**  
**Palmer Holt**, Founder and CEO, and **Diane Lonsdale**, President, InChrist Communications
- 48. Omnichannel Marketing: Applications for Ministries**  
**Ron Weber**, Chief Operating Officer, Trinet Internet Solutions, Inc.
- 49. Must-Have Strategies for Enduring Growth**  
**Allen Thornburgh**, Vice President, Strategic Innovation, Masterworks, and **Kelly Friedlander**, Vice President, Marketing, Communications, & Assessment, Prison Fellowship
- 50. A Collaborative Roadmap to Donor Stories**  
**Heather Day**, Director of Marketing, Barnabas Foundation
- 51. Reaching Gen Z thru Social Media & Publications**  
**Lt. Colonel Tim Foley**, National Secretary for Program & Editor in Chief, and **Captain Jamie Satterlee**, Editor of *Peer* Magazine, The Salvation Army, USA, National HQ
- 52. 5 Multipliers of Ministry Impact**  
**Josh Kashorek**, Director of Marketing, Five Q

### Financial Management – 8

- 53. Accounting & Auditing Update**  
**Tim Sims**, Partner, and **Nathan Salsbery**, Partner, Executive Vice President, CapinCrouse
- 54. Recent Developments Impacting Your Ministry**  
**Michael Martin**, President, and **Jake Lapp**, Compliance Team Lead, ECFA

**55. Outsourcing Your Accounting**

**Simeon May**, Manager of Client Accounting and Advisory Services, SST Accountants and Consultants.

**56. What to Expect from Your Investment Advisor**

**Winters Richwine**, Chief Operations Officer, Cornerstone Management Inc.

**57. Accounting as a Strategic Partner**

**Melodi Bunting**, Training Manager, Wegner CPAs

**58. Cash Reserves, When is Enough... Enough?**

**Staci Brown**, Compliance Team Lead, and **Jake Lapp**, Compliance Team Lead, ECFA

**59. Charitable Gift Annuities: Thrive in Bull & Bear Markets**

**Bryan Taylor**, Chief Executive Officer, Cornerstone Management Inc.

**60. Getting Rich Right**

**Dr. John Thornton**, Leung Chair of Accounting Ethics, Azusa Pacific University

**Internet and Technology – 7**

**61. Before You Rebuild Your Website**

**Josh Miller**, CPO, 5by5

**62. Contracting for Technology Solutions**

**Joseph Vijayam**, CEO, and **Ron Fleming**, CTO, CrossOlive/Olive Technology

**63. How AI is Transforming Ministry**

**Bryan Brown**, Executive Vice President, Products & Services, and **Dave Raley**, Executive Vice President, Strategic Innovation, Masterworks

**64. AI & Machine Learning: Ministry Applications**

**Ron Weber**, Chief Operating Officer, Trinet Internet Solutions, Inc.

**65. Media Empowering Global Ministry**

**Dennis Wiens**, Vice President for Ministry Partnerships, and **Ruth Thomas**, Vice President for Finance & Administration, SAT-7 USA

**66. How Leaders Can Transform Cybersecurity**

**Thomas Tyler**, Cybersecurity Advisor, CapinCrouse

**67. Collaboration and Socialization in Ministry Workplaces**

**Doug Hennem**, Executive Partner, and **Dan Brown**, Executive Partner, Summit CXO



## Board Governance – 5

### 68. Governing Online: Zoom Governance Tips

**Bob Peters**, Sr. Director Global Board Engagement, Compassion International

### 69. Maximizing Board Effectiveness

**Dr. James Galvin**, President, Galvin & Associates, Inc.

### 70. Faith-filled Metrics for Board Success

**Caryn Ryan**, Managing Member, and **Christine Bromberg**, Chief Administrative Officer, Missionwell LLC

### 71. Fostering Consistent Governance Excellence

**Melodi Bunting**, Training Manager, Wegner CPAs

### 72. Fruit in the Boardroom

**Kent Stroman**, President, Stroman & Associates

## Tax and Legal – 5

### 73. Post-Election Opportunities and Perils

**Stuart Lark**, Partner/Member, and **John Wylie**, Partner/Member, Sherman & Howard LLC

### 74. Nonprofit Tax Update

**Ted Batson**, Partner & Tax Counsel, CapinCrouse

### 75. Avoiding Personal Liability as a Board Member

**Josh Heidelberg**, Attorney, Heidelberg Law Firm, PC

### 76. UBI & Other Compliance Issues

**Shawnell Linot**, Senior Manager, BKD

### 77. Legal Landscape for Religious Institutions 2021

**Nathan A. Adams**, Partner and Chair, Religious Institutions Team, Holland & Knight, LLP

## 2 Forums (5-hour/3.5-hour)

### 1. CEO Forum: Become a Liberating Leader!

**Holly Moore**, President, Hollis Strategies and **Amy Norton**, Senior Partner, GiANT Worldwide

**2. Women in Leadership Forum: Moving from Surviving to Thriving**

**Margaret Fitzwater**, Co-Executive Directors, TDC:Train-Develop-Care, The Navigators,  
and **Leigh Ann Looyenga**, Pastoral Counselor, The Navigators

**5 Leadership Roundtables (2.5-hour)** *(details to come...)*

1. **Resource Development Roundtable:** Chief Resource Development Officers (RD)
2. **People Management and Care Roundtable:** Chief Human Resource Officers (PMC)
3. **Financial Management Roundtable:** Chief Financial Officers (FM)
4. **Executive Leadership Roundtable:** Chief Executive Officers (EL) & Board Members (BG)
5. **IT/Communications Roundtable:** Chief Information Officers & Marketing Directors (IT/CM)

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