



## LEARNING EXPERIENCES\*

*\*NOTE: Details subject to change prior to June 15, 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, People Management and Care, Financial Management, Communications and Marketing, Internet and Technology, Tax and Legal and Board Governance.

**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 forums – attendance is limited).

### **Plus 4 Dynamic General Sessions featuring:**

**Edgar Sandoval Jr.**, President, World Vision U.S.

**Commissioner Kenneth G. Hodder**, National Commander, The Salvation Army U.S.

**Joni Eareckson Tada**, Founder/CEO, Joni and Friends

**Nona Jones**, Innovator/Author/Speaker

**Dr. Nathan Mellor**, President, Strata Leadership (*and more...*)

## 15 Leadership Intensives (5-hour)

- Executive Leadership*  
**Restorative Leadership: A Leadership Style for Thriving Organizations**  
**Dr. John C. Reynolds**, President, Los Angeles Pacific University
- Executive Leadership*  
**Resilient Discipleship: Fearless Future of the Church**  
**Valerie Bell**, CEO, and **Matt Markins**, President/Chief Strategy Officer, Awana Clubs Int'l
- Resource Development*  
**Major Donors Post-COVID**  
**Pat McLaughlin**, President/Founder, and **Ron Haas**, Vice President, The Timothy Group
- 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
- Resource Development*  
**Development: The Next Level**  
**Dr. Scott Rodin**, Chief Strategic Officer, and **Brad Layland**, CEO and Senior Consultant, The Focus Group
- Executive Leadership/People Management and Care*  
**Five Foundations for Thriving**  
**Dr. Andrew Johnston**, Owner, JohnstonConsulting
- Communications and Marketing*  
**Build a Brand That Thrives**  
**Mark Miller**, Partner / Marketing & Client Strategy, and **Ted Vaughn**, Partner / Brand Strategy, Historic Agency
- 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
- Resource Development*  
**Radical Generosity Through Donor Discipleship**  
**James Wise**, Director of Ministry Services, Sr. Partner, Ronald Blue Trust

10. *Executive Leadership*

**Maximize Ministry Effectiveness and Efficiency**

**Rob Faulk**, Partner, CapinCrouse

11. *Executive Leadership/People Management and Care*

**Leadership from the Shepherd's Perspective**

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

12. *Financial Management*

**Extending your Team's Financial Literacy**

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

13. *People Management and Care*

**The Enneagram: Build Teams & Maximize Strengths**

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

14. *People Management and Care*

**When Compassion isn't Enough**

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

15. *Resource Development*

**Fundraising: What Happens When?**

**Steen Hudson**, President, The Hudson Company, **Tracy Nordyke**, Vice President, Training and Curriculum Development, Mission Increase, and **Maria Zalesky**, Director of Champion Development, Mission Increase

## **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. The Three Turns of the Executive Leader**  
**Dr. Mark L. Vincent**, Executive Advisor/Facilitator, Maestro-level Leaders and Co-host, The Third Turn Podcast
- 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 – 12**

**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. Grow Giving Through Transformative Experiences**

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

**21. Shepherding People of Wealth**

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

**22. Increasing Sustainability Through Monthly Giving**

**Tara Andersen**, Orange County (CA) Area Director, Mission Increase and **Jimeka Holloway**, Northeast Ohio Area Director, Mission Increase

**23. Fundraising Events are Alive and Thriving**

**Anne Calton**, Middle Tennessee Area Director, Mission Increase and **Kevin Whitman**, Oregon Area Director, Mission Increase

**24. Transformational Giving in a Post-COVID World**

**Bob Westfall**, CEO, Westfall Gold

**25. Reaching More in the Middle**

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

**26. Partners for Life**

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

**27. Supercharge Your Board!**

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

**28. Women and Philanthropic Ministry**

**Jennifer Ilchishin**, Associate Director, Moody Bible Institute

- 29. Creating a Connected Giving Experience**  
Michael Baker, Director, Account Management, iDonate

## People Management and Care – 12

- 30. Measuring Soft Skills When Hiring**  
William Vanderbloemen, Founder & CEO, Vanderbloemen
- 31. Building a Culture of Trust**  
Dr. Charles Coker, CEO, LifeThrive Performance Systems
- 32. Building Resilient Communities through Volunteerism**  
Karen Rathman, VP of Partner Success and Business Development, VOMO
- 33. Beyond the LGBTQI Impasse**  
Gregory Jao, Senior Assistant to the President, InterVarsity Christian Fellowship/USA
- 34. Cultivating a Growth Culture**  
Tara VanderSande, Talent and Engagement Consultant, Best Christian Workplaces Institute
- 35. Stay Well to Serve Well**  
Ginger Hill, Christian Wellness Speaker, Coach & Consultant, Good Health for Good Works
- 36. HR is Everyone's Job!**  
Joelle Peelgren, Principal / Consultant, DeGenaro Peelgren Associates
- 37. Cultivating a Co-Missional Marriage**  
Beth Guckenberger, Co-Executive Director, Back2Back Ministries
- 38. 7 Steps to Lead Well through Change**  
Travis Hall, Vice President, Remodel Health
- 39. Accountability & Primary Prevention in Faith-Based Programs**  
Joe Harvey-Hall, KeepSafe Director, Eastern Territory, The Salvation Army USA
- 40. Invest in People: Increase Your Mission Impact**  
Giselle Jenkins, Director, Culture Consulting, Best Christian Workplaces Institute, and Al Lopus, CEO, Best Christian Workplaces Institute
- 41. Retirement Planning in Light of COVID & Living Longer**  
Bruce Bruinsma, CEO, Envoy Financial

## Financial Management – 9

### 42. Accounting & Auditing Update

**Tim Sims**, Partner, and **Nathan Salsbery**, Partner, Executive Vice President, CapinCrouse

### 43. Recent Developments Impacting Your Ministry

**Michael Martin**, President, and **Jake Lapp**, Compliance Team Lead, ECFA

### 44. Outsourcing Your Accounting

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

### 45. What to Expect from Your Investment Advisor

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

### 46. Accounting as a Strategic Partner

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

### 47. Cash Reserves, When is Enough... Enough?

**Jake Lapp**, Compliance Team Lead, ECFA and **Emesse Miller**, Compliance Associate, ECFA

### 48. Charitable Gift Annuities: Thrive in Bull & Bear Markets

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

### 49. Getting Rich Right

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

### 50. Banking in 2021 & Beyond: Embracing a Virtual Finance Team

**Mark Tjernagel**, CFO, CRU

## Communications and Marketing – 8

### 51. Crafting Cultures of Creativity & Innovation

**Michael Brown**, Associate Director, NAD Philanthropic Service for Institutions

### 52. Identify & Engage Your Most Dedicated Supporters

**Ryan Carpenter**, Director, Market Solutions, Pursuant, and **Murna Gado**, Interim Membership Director, The Pocket Testament League

### 53. Communicating in a Post-COVID World

**Palmer Holt**, Founder and CEO, and **Diane Lonsdale**, President, InChrist Communications

**54. Omnichannel Marketing: Applications for Ministries**

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

**55. Must-Have Strategies for Enduring Growth**

**Allen Thornburgh**, Vice President, Strategic Innovation, Masterworks

**56. A Collaborative Roadmap to Donor Stories**

**Heather Day**, Director of Marketing, Barnabas Foundation

**57. Reaching Gen Z thru Social Media & Publications**

**Captain Jamie Satterlee**, Editor of *Peer Magazine*, The Salvation Army, USA, National HQ

**58. 5 Multipliers of Ministry Impact**

**Josh Kashorek**, Director of Marketing, Five Q

**Internet and Technology – 7**

**59. Before You Rebuild Your Website**

**Josh Miller**, CPO, 5by5

**60. Contracting for Technology Solutions**

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

**61. How AI is Transforming Ministry**

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

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

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

**63. Media Empowering Global Ministry**

**Dennis Wiens**, Vice President for Ministry Partnerships, SAT-7 USA

**64. How Leaders Can Transform Cybersecurity**

**Thomas Tyler**, Cybersecurity Advisor, CapinCrouse

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

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

**Tax and Legal – 7**

**66. Post-Election Opportunities and Perils**

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



**67. Nonprofit Tax Update**

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

**68. Avoiding Personal Liability as a Board Member**

**Josh Heidelman**, Attorney, Heidelman Law Firm, PC

**69. UBI & Other Compliance Issues**

**Shawnell Linot**, Senior Manager, BKD

**70. Legal Landscape for Religious Institutions 2021**

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

**71. Managing Risk amid Rapid Change**

**Peter A. Persuitti**, Managing Director, Nonprofit/Religious Practices, Gallagher

**72. Religious Liberty Update and Protective Measures**

**Kyle McCutcheon**, Attorney, Alliance Defending Freedom

**Board Governance – 5**

**73. The Development Minded Board**

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

**74. Maximizing Board Effectiveness**

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

**75. Faith-filled Metrics for Board Success**

**Caryn Ryan**, Managing Member, Missionwell LLC

**76. Fostering Consistent Governance Excellence**

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

**77. Fruit in the Boardroom**

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

**5 Leadership Roundtables (2.5-hour)**

**1. Resource Development Roundtable:** Chief Resource Development Officers (RD)

Hosts: **Dave Raley**, Exec. Vice President, Strategic Innovation, Masterworks, and

**Griff Freyschlag**, VP of Development, Denver Rescue Mission

- 2. People Management and Care Roundtable:** Chief Human Resource Officers (PMC)  
Hosts: **Christine Talbot**, Sr. Vice President, HR, World Vision, and **Dr. Vicki Harris**, Sr. Vice President of Global HR, Our Daily Bread Ministries
- 3. Financial Management Roundtable:** Chief Financial Officers (FM)  
Hosts: **Nathan Salsbery**, Partner, Executive Vice President, CapinCrouse, and **Laurie Dingeldein**, CFO, ABWE Inc./ABWE Foundation/ABWE International
- 4. Executive Leadership Roundtable:** Chief Executive Officers (EL) and Board Members (BG)  
Hosts: **John Wylie**, Partner/Member, Sherman & Howard, LLC, and **Stuart Lark**, Partner/Member, Sherman & Howard LLC
- 5. IT/Communications Roundtable :** Chief Information Officers and Marketing Directors (IT) (CM)  
Hosts: **Shannon Litton**, CEO, 5by5, and **Mollie Yoder**, Associate Vice President for Marketing and Communication, Trevecca Nazarene University

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

- 1. CEO Forum**  
**Holly Moore**, President, Hollis Strategies and **Amy Norton**, Senior Partner, GiANT Worldwide
- 2. Women in Leadership Forum**  
**Gina Holm**, Author/Speaker, The Navigators

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