



LEARNING EXPERIENCES*

**NOTE: Details subject to change prior to June 15, 2021*

The Outcomes Conference 2021, June 15 – 17 in Orlando 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.

How to use this Learning Experiences guide:

1) LEARNING EXPERIENCE DESCRIPTIONS (BY TRACK)

On pages 2 through 35 you can find all Outcomes Conference 2021 Learning Experiences and their descriptions. Learning experiences are categorized into our 8 key learning tracks: Executive Leadership, Resource Development, People Management and Care, Financial Management, Communications and Marketing, Internet and Technology, Tax and Legal and Board Governance.

2) LEARNING EXPERIENCE TITLES (BY DAY/HOUR)

On pages 36 through 48 you can find all Outcomes Conference 2021 Learning Experiences by their titles and day/hour. The track information for each session is noted above its title.

3) CONTINUING PROFESSIONAL EDUCATION CREDITS

On pages 49 through 50 see the professional credits available at The Outcomes Conference 2021 – CCNL, CPE and CFRE.

This event offers:

- 15 Leadership Intensives (5-hour)
- 77 Leadership Workshops (1-hour)
- 5 Leadership Roundtables (2.5-hour)
- 2 Leadership Forums (5-hour/3.5-hour)
- 4 General Sessions

Plus... General Sessions, Lunch & Learn talks, Men’s Breakfast and Women’s Luncheon, and more...

15 Leadership Intensives (5-hour)

1. *Executive Leadership*

Strategic Thinking: Thriving in Disruptive Times

Black swan events such as the pandemic have disrupted traditional strategic planning models forever. This session provides the board member/C-suite leader with a pragmatic executive level model/framework that supports strategic transformation, while safeguarding the mission and values of the organization. Outcomes: 1) Apply an executive-level framework for strategic thinking and prioritization, 2) Guard your mission and values, and 3) Implement practical and proven principles from a key case study with helpful templates.

Dr. John C. Reynolds, President, and **Meghan Burns**, Director of Professional Education, Los Angeles Pacific University

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

2. *Executive Leadership*

Resilient Discipleship: Fearless Future of the Church

Today, we are experiencing a powerful rise of secular thought, the breakdown of the family, a decline in church vitality, and a church drop-out rate of over 50% for grown-up kids. These cultural shifts call for new strategies to prepare younger generations to lead. Outcomes: 1) Recognize the battle being waged by secular culture for this generation's soul, 2) Implement a resilient discipleship model built around identity in Christ and primary allegiances, and 3) Be inspired to raise up the Greatest Generation of disciples.

Valerie Bell, CEO, and **Matt Markins**, President/Chief Strategy Officer, Awana Clubs Int'l

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 5 credits.

3. *Resource Development*

Major Donors Post-COVID

Major donors are crucial to every successful annual, capital or endowment campaign. How do we effectively tell our story and encourage our ministry partners to give when face-to-face visits are more challenging? Outcomes: 1) Apply strategies to identify, cultivate, and solicit key donors with a practical six-step moves management strategy, 2) Discover the critical elements to share in your case statement, and 3) Overcome the FUD factor (Fear, Uncertainty, and Doubt) when asking for a gift.

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

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 5 credits.

4. *Executive Leadership*

The Effective Future: Polycentric Leadership

In an age of polarization and divisiveness, the need for collaborative leadership is paramount. Polycentric Leadership builds on Jesus' model of leadership, implemented through His Trinitarian partnership with the Father and the Holy Spirit. Outcomes: 1) Maximize the diversity of your workforce to ignite a thriving ministry or business culture, 2) Unleash the power of collaboration to accelerate your vision, mission and objectives, and 3) Catalyze community to reinforce your ministry values and strengthen your brand.

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

Field of Study: Personal Development, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

5. *Resource Development*

Development: The Next Level

Take a serious, comprehensive look at your development program, examine its health and challenges, and develop a plan to take your development work to the next level of effectiveness to help your organization thrive. Outcomes: 1) Apply new metrics to gain a realistic picture of your development program's overall health, 2) Create new income increasing strategies for each part of your development program, and 3) Discover how to develop a theology of development to ground your plan on biblical principles.

Dr. Scott Rodin, Chief Strategic Officer, and **Brad Layland**, CEO and Senior Consultant, The Focus Group

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

6. *Executive Leadership/People Management and Care*

Five Foundations for Thriving

This session introduces the 5 Foundations that support peak performance and maximum engagement. Practical strategies will revitalize your leadership, re-energize your team and flip the switch from surviving to thriving! Outcomes: 1) Understand the 5 foundations on which maximum performance and engagement are built, 2) Diagnose common organizational and interpersonal dynamics that work against thriving, and put a lid on people's contributions, and 3) Recognize the church's potential to rise up and shine in the midst of a perverse world.

Dr. Andrew Johnston, Owner, JohnstonConsulting

Field of Study: Personnel/HR, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

7. *Communications and Marketing*

Build a Brand That Thrives

Your brand is defined by your internal culture. Through interactive hands-on exercises, you'll gain tools to identify gaps in your brand, align your mission with your culture, and create an unstoppable brand. Outcomes: 1) Discover how your internal culture impacts your brand's ability to deliver on its promise, 2) Learn how to leverage your culture to create an unstoppable movement for your mission, and 3) Gain simple, practical, and biblical tools to transform your brand for greater kingdom impact.

Mark Miller, Partner / Marketing & Client Strategy, and **Ted Vaughn**, Partner / Brand Strategy, Historic Agency

Field of Study: Communications and Marketing, Basic, Group Live. Session is worth 5 credits.

8. *People Management and Care*

Purpose Drives Company Culture

Does your organizational purpose do more than hang on the wall? Learn how your purpose can inspire, engage and encourage employees to bring a thriving culture to life through their interpersonal communication. Outcomes: 1) Recognize why employee engagement and understanding your internal advocates is critical to achieving your organizational mission, 2) Identify what motivates and frustrates your internal ideal advocates and how that affects their engagement, and 3) Develop a plan for aligning your organization's purpose with advocates' experiences.

Mike Farag, CEO/Chief Strategist, **Debra Risner**, Director of Brand Strategy, and **Lori Zehr**, Chief of Staff, Fervor Marketing

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 5 credits.

9. *Resource Development*

Radical Generosity through Donor Discipleship

Based on several decades of Christian donor feedback on positive and negative experiences with fundraising practices of ministries they've supported, this workshop introduces the Donor Discipleship model of fundraising – a transformational approach strongly preferred by affluent and super-affluent donors. Outcomes: 1) Recognize major donor preferences in order to tailor interactions to donors' interests and desires, 2) Engage donors' hearts by applying eight practical steps for a customized, repeatable Donor Discipleship process, and 3) Inspire radical generosity, and overcome four key hindrances to receiving major gifts.

James Wise, Director of Ministry Services, Sr. Partner, Ronald Blue Trust

Field of Study: Specialized Knowledge, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

10. Executive Leadership

Maximize Ministry Effectiveness and Efficiency

Learn how to use the natural ministry cycle to create strategic and operational alignment throughout your ministry and help it thrive. We'll discuss how to set objectives and ensure activities and budgets effectively support goals. Outcomes: 1) Ensure alignment throughout your ministry, from mission, vision and values to finances, execution and evaluation, 2) Determine how to set appropriate departmental, financial and staff goals and objectives, and 3) Ensure your ministry activities and budgets support achievement of your ministry's strategic goals.

Rob Faulk, Partner, CapinCrouse

Field of Study: Business Management & Organization, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

11. Executive Leadership/People Management and Care

Leadership from the Shepherd's Perspective

This workshop uses Scripture and personal experiences to help leaders conceive their role as shepherd, learning how they can be more effective in their responsibilities of Provision, Protection and Presence – no matter where they lead. Outcomes: 1) To position the biblical concept of shepherding as a universal Godly leadership principle, 2) To implement Provision, Protection, and Presence as key responsibilities of genuine shepherding, and 3) To establish surrender to the Father as a requirement to be an effective, Godly shepherd.

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

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 5 credits.

12. Financial Management

Extending your Team's Financial Literacy

Financial leaders need to extend the financial literacy of their teams. This session's purpose is to build the financial literacy of budget owners and others. This interactive session will explore equipping for non-financial employees. Outcomes: 1) Be equipped as financial leaders to help all employees in developing their financial literacy, 2) Apply practical strategies for developing the financial literacy of budget owners, 3) Implement a framework that can be used with others in training and development.

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

Field of Study: Finance, Basic, Group Live. Session is worth 5 credits.

13. People Management and Care

Testing Tools to Build Teams & Maximize Strengths

As a leader of teams in today's ever-changing nonprofit world, it is vital to help your team members discern their unique design. We'll explore tests and tools that can be used to build your team's personal growth and development, while strengthening your organization. Outcomes: 1) Gain insight on using a range of testing tools like the Enneagram, DISC, Meyer's Briggs and more, 2) Determine the best tools for your organization, and 3) Create a plan to use testing and the understanding it offers to build your teams and maximize their strengths.

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

Field of Study: Personnel/HR, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

14. People Management and Care

Beyond Compassion: Trauma-Informed Leadership

Managing others can be difficult, especially when they're carrying the effects of chronic stress or trauma. This interactive session will use teaching, small group discussion and case studies to teach managers how to understand, recognize and respond to those coming from places of chronic stress and trauma. Outcomes: 1) Recognize effects of chronic stress and trauma on the body and brain, 2) Identify emotions and behaviors coming out of chronic stress and trauma, and 3) Respond to "big" emotions and behaviors in a trauma-informed way.

Julie Cooper, Sr. Vice President of Training and Curriculum, Trauma Free World, Back2Back Ministries, and **Todd Guckenberger**, Executive Director, Back2Back Ministries

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 5 credits.

15. Resource Development

Fundraising: Nimble practice. Steadfast principles.

Is your fundraising resilient? This interactive session considers the future of fundraising through the lens of transformational giving. We'll examine ways to foster giving relationships that are personal while remote, and gain an understanding of how to prepare for the changing landscape of generous women. Outcomes: 1) Develop adaptable fundraising practices based on a steadfast commitment to your why, 2) Attend to the reality that women own over half the country's wealth, and 3) Build your fundraising future on principles and practices that nurture generosity.

Tracy Nordyke, Vice President, Training and Curriculum Development, Mission Increase, **Maria Zalesky**, Director of Champion Development, Mission Increase and **Michael Mitchell**, Director of Development & Discipleship, Christian Alliance for Orphans

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

77 Workshops (1 hour)

Executive Leadership – 17

1. 5 Trends for the Nonprofit World

COVID-19. Change of Administration. Evolving Demographics. This session will focus on underlying upheaval in our nation and its effect on the nonprofit world. We will particularly examine Christian fundraising trends such as the declining number of donors and growing emphasis on major donors. Outcomes: 1) Understand the times, and know cultural shifts exerting pressure on Christian belief, 2) Recognize underlying changes needed in the nonprofit world, and 3) Apply strategies for growing revenues, building reserves and developing major donors.

Bill High, Executive Chairman & Founder, The Signatry

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

2. How Real Change Happens

The ability to drive measurable change sets apart today's great leaders. Supported by our research findings, we'll dive into a leaders' toolkit on what to do (and key mistakes to avoid). Outcomes: 1) Articulate 3 distinct categories of change critical to advance (or save) an organization, 2) Identify the essential elements to drive real, lasting change using compelling case studies, and 3) Apply insight on driving innovation that can be the difference between managing the decline or turning the tide.

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

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

3. The Three Turns of the Executive Leader

Three overlapping turns mark the career-long growth of the wise executive leader. From the viewpoint of a President/CEO, and using Moses' life as an illustration, participants in this workshop consider leadership of self, leadership of an organization and others, and leadership toward future value, succession and legacy. Outcomes: 1) Evaluate where you are in your journey, 2) Explore what might come next, and 3) Examine what might be next for members of your executive teams.

Dr. Mark L. Vincent, Executive Advisor/Facilitator, Maestro-level Leaders and Co-host, The Third Turn Podcast

Field of Study: Personal Development, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

4. Remember My Name: Engaging Gen Z & Millennials

Over the last decade, researchers have tracked a rapid increase among Americans who claim no religious affiliation. The statistics seem grim, especially among young adults. The story Christian leaders hear? We've lost them. This workshop shares a new story for Christian leaders: there is hope! Outcomes: 1) Apply ten research-based methods to reach young adults, 2) Apply those ideas to your ministry context, and 3) Help young adults feel remembered, important and known.

Dr. Halee Gray Scott, Host, Christian Curious Radio, and Young Adult Initiative Director, Denver Seminary

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

5. Three Fundamentals of Fundraising for CEOs

Few things impact your ability to thrive and grow as much as the effectiveness of your fundraising program, yet too few CEOs fully grasp what is needed to succeed. This session will cover three fundamentals every CEO must know about fundraising. Outcomes: 1) Know what unique qualities/experience to look for when recruiting development staff, 2) Set appropriate expectations for your development team, especially in today's challenging context, and 3) Maximize your Board's involvement with major donors.

Derric Bakker, President, DickersonBakker

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

6. Thriving in Transition

Change, by definition, is stressful. Our response to that stress is what William Bridges called "transition." Every leader faces transitions, and we will explore principles to help leaders to thrive in organizational and vocational transitions. Outcomes: 1) Establish a biblical framework for thriving in transition, 2) Apply insights for organizational transition, including founder succession, CEO change, and governance change, and 3) Be ready for vocational transitions, including voluntary and involuntary separation, and knowing how to work with coaches and recruiters.

Dr. Richard Kidd, Partner, Mission:Leadership, LLC, and **Dr. Chip Roper**, President & Principal Consultant, The VOCA Center

Field of Study: Personal Development, Basic, Group Live. Session is worth 1 credit.

7. The New Leader Integration Imperative

Failure rates for new leaders in organizations of all sizes are high. Organizations can significantly reduce the risk such failure by intentionally integrating new executives across the functional, cultural and organizational dimensions of their organizations. Outcomes: 1) Differentiate between a transactional onboarding process and a strategic leadership integration process, 2) Define the functional, cultural, and organizational

leadership dimensions of a strategic leadership integration process, and 3) Build a high performance team by guiding it through a transformational leadership model.

David Alexander, Managing Director, The Human Capital Group/Arthur J. Gallagher, and **Ginger Duncan**, Senior Consultant, Arthur J. Gallagher

Field of Study: Personnel/HR, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

8. Maintaining Mission Focus During Chaos

The number of forces that can pull an organization off track can seem nearly limitless; however, senior leadership transitions can often breed an extra level of uncertainty and chaos. Maintaining a mission focus as an anchor is key when weathering the winds of change. Outcomes: 1) Recognize how a tough transition can bring fresh perspectives, 2) Discern how a culture based on God-honoring priorities, and trust, sets a stage for success, and 3) Be able to unify and motivate a team through "stretch" challenges.

Vicki VannBerstein, CEO, America's Christian Credit Union

Field of Study: Personal Development, Basic, Group Live. Session is worth 1 credit.

9. Discover. Develop. Thrive.

Today we live in a world that feels increasingly uncertain. Many leaders are struggling to find their path, experiencing a mix of anxiety, enthusiasm and expectations. Outcomes: 1) Discover the necessary mindset for a leader to live a life that is thriving, 2) Develop resources to keep leaders from losing attention, time, heart and energy in life and ministry, and 3) Identify and determine a strategic plan to live a life that is thriving and pleasing to God.

Dr. Peggy Banks, Global Ministry Director, TWR Women of Hope

Field of Study: Personal Development, Basic, Group Live. Session is worth 1 credit.

10. The Rock Solid Leadership Blueprint

Explore a model for building an enterprise on a solid foundation of seven biblical principles. In Scripture, Christ is referenced nearly 150 times as the "Rock" and "Chief Cornerstone." The Holy Spirit reveals the fundamentals for true success. Outcomes: 1) Recognize how successful Christ-centered enterprises focus on seven cornerstones: Inspiration, Culture, Character, Spirit, Servanthood, Sharing and Mastermind, 2) Know the meaning of true wealth in an enterprise, and 3) Implement these seven principles with insight from proven experts.

John Beehner, Founder and President, Wise Counsel

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

11. Unshakable Soul Care for Leaders

In today's world, there is a demand for emotionally healthy leaders who care for themselves, thrive in uncertain times, and lead staff from a place of rest and trust in the Lord. Outcomes: 1) Care for yourself by identifying strategies that fill your tank and strengthen your resolve, 2) Refine your faith and manage stress by applying tools to decrease anxiety and grow in your faith, and 3) Increase productivity by slowing down and trusting God, working smarter not harder.

Wendy Giancola, Director of Pregnancy Loss, Capitol Hill Pregnancy Center

Field of Study: Personal Development, Basic, Group Live. Session is worth 1 credit.

12. Leading Without Power

Most of us want to impact the world, but wonder how to do so. In this workshop, we will explore Max De Pree's trilogy on leadership, and becoming servant leaders of organizations where people realize their potential. Outcomes: 1) Apply major themes and concepts in De Pree's book, *Leading Without Power*, 2) Apply major themes and concepts in De Pree's book, *Leadership Jazz*, and 3) Apply major themes and concepts in De Pree's book, *The Art of Leadership*.

Nick Wallace, Director, BKD CPA's and Advisors

Field of Study: Personal Development, Basic, Group Live. Session is worth 1 credit.

13. MegaTrends That Will Change Ministry

As ministries re-evaluate long-term strategic plans, leaders must keep in mind megatrends that will impact the world over the next decade. In this updated version of the most popular workshop from last year's Outcomes Conference, we'll explore five critical megatrends and how ministries should prepare. Outcomes: 1) Identify five megatrends that will redefine the world over the next decade, 2) Recognize the impact global megatrends will have on ministry, and 3) Evaluate key initiatives for your organization's next strategic plan.

Robert Yi, President/COO, Westfall Gold

Field of Study: Economics, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

14. Crisis Leadership

When a crisis hits your organization, as a senior leader how do you respond? What is necessary to motivate people, internally and externally, to rally to get through the crisis and thrive? Outcomes: 1) Apply insights on how to maintain visibility as an organization and as a leader, 2) Promote a clear understanding of crisis communication strategy, both internally, externally and to the Board, and 3) Be able to develop a crisis plan, obtain data, and stick with the plan.

Lauren Libby, International President/CEO, TWR International

Field of Study: Personal Development, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

15. Intentional Christlike Character Development

Character flaws are the cause of most leadership failures. Experience and time do not necessarily produce God-honoring character qualities. We must intentionally pursue Christlike character development that will sustain us over a lifetime of service.

Outcomes: 1) To inspire and motivate towards the intentional pursuit of Christlike character development, 2) To apply practical steps on the development of various Christlike character qualities, and 3) To recognize and compare the need for both leadership skill and character development for kingdom leaders.

Dr. Tom Yeakley, Staff Equipper (former US Vice President), The Navigators

Field of Study: Personal Development, Basic, Group Live. Session is worth 1 credit.

16. Transformational Leadership in a Digital Age

Leadership is tough in any generation. Leading teams and organizations when the pace of change is escalating, the generational gap is widening and teams are potentially dispersed worldwide brings even more challenges. Learn to lead high performance teams well. Outcomes: 1) Recognize the right mindset for leading the millennial generation, 2) Implement a framework putting key leadership tools in your tool belt for any situation, and 3) Apply inspiring stories of how others have successfully led in the digital age.

Chad Williams, CEO, Five Q

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

17. The Greatfulness Project

Learn a five-point, Christ-centered system to better lead your team and time. We will review the pyramid of organizational success, and how the impact of God's AGAPE love can transform your life and your business. Outcomes: 1) Understand the four primary parts of a successful organization: passion, purpose, people and profit, 2) Consider these four parts in the proper, Christ-centered perspective: passion first, profits last, and 3) Recognize how the AGAPE system will transform your team and time.

Greg Bianco, Chief Visionary Officer, True Advisory Group

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

Resource Development – 13

18. Digital Donor Acquisition

We spend nearly three hours a day on our phones. In that time we tap, scroll, or otherwise engage about 2,500 times. Nearly all of that activity takes place on either email or social media platforms. Nonprofits know how to raise money through email,

but social media often struggles to yield value. Let's build smarter strategies. Outcomes: 1) Learn the role for each channel in your user's journey, 2) Recognize which metrics are KPIs, 3) Apply examples of effective strategies.

Andrew Dobney, National Director, Digital Fundraising Strategies, The Salvation Army, US, and **Jon Lee**, Brand Management Principal, LERMA

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

19. Uncover & Expand Major Gifts

Tired of the same approach and the same result? Learn to change the conversation, shift your donors' thinking beyond the checkbook, and grow giving. The result is transformational giving and revolutionary impact on your work. Outcomes: 1) Understand key elements of a meaningful major donor conversation. 2) Learn how to grow a relationship by connecting with the donor and his/her concerns, and 3) Gain insights into opportunities for major donors to expand giving or transformational gifts.

Kristin Hammett, Director of Ministry Services, The Signatry

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

20. Grow Giving Through Transformative Experiences

Major giving grows out of personal experience. To grow next-level giving to help your ministry thrive, you need to create opportunities for donors to have transformative experiences with your ministry. Outcomes: 1) Apply real-world case studies of leading ministries using experiences to inspire game-changing giving, even in the context of COVID, 2) Implement three key elements into your virtual or in-person events and experiences to maximize their transformative impact, and 3) Integrate transformative experiences into your annual fund development plan.

Christina Chappell, Senior Vice President, DickersonBakker

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

21. Shepherding People of Wealth

To raise ministry funds it is essential to develop lasting and authentic relationships with people of wealth. But, there is no little angst how to relate to the wealthy. They aren't our peers and often have a different perspective than people of more modest means. How do we relate? How and when do we ask? How can we foster mutually beneficial relationships? Outcomes: 1) Discern why attitude is important to success, 2) Define why partnership matters, and 3) Ask well and be set apart.

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

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

22. Increasing Sustainability Through Monthly Giving

A vibrant monthly giving program is essential to the long-term health and stability of your organization. This workshop will help you build and maintain a sustainable income stream that not only benefits the organization, but the givers as well. Outcomes: 1) Implement the fundamental logistics of starting or refreshing a monthly giving program, 2) On-board new monthly givers as well as continue to care and communicate with them, and 3) Determine how to properly launch a new monthly giving program.

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

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

23. Fundraising Events are Alive and Thriving

2020's demand for innovation breathed new life into fundraising events. Learn the core principles and new ways to host creative and inspiring events, virtually and physically. Events still remain a vital fundraising strategy. Outcomes: 1) Recognize that events accomplish four important objectives all at once, 2) Apply insights about different types of events both virtual and in-person, and 3) Identify and begin a plan for refreshed or new fundraising events for your organization.

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

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

24. Transformational Giving in a Post-COVID World

In this new environment, how do you create a community of major donors inspired to fund your vision as a whole, instead of project-by-project? Bob Westfall will dive into the behaviors and mindset of major donors. He will also share candid thoughts from philanthropists 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

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

25. Reaching More in the Middle

Nonprofit practitioners face tension between resource constraints and the need to grow mid-level donors. By borrowing tactics from for-profits, it is possible to recapture your team's time and build a thriving outbound strategy that scales. Outcomes: 1) Know how to segment your file for optimal mid-level donor cultivation, 2) Identify for-profit tactics

for reaching more mid-level donors that are affordable to implement, and 3) Establish success metrics that allow for maximum sustainable growth in mid-level donors.

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

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

26. Partners for Life

Acquiring a new giving partner is more costly and time consuming than keeping an existing one. This workshop will offer practical strategies for long-term partner retention and engagement. Outcomes: 1) Recognize the role that communicating information plays in strengthening a partner's understanding of an organization's work, 2) Expose partners to frontline programs and strengthen their commitment to the organization's work, and 3) Discern how a personal connection between staff and partners can strengthen investment in the organization's work.

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

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

27. Supercharge Your Board!

This session will explore how to get board members to be visionaries for your organization and productive, fiscally responsible members of your team. Learn to manage expectations with your board, evaluate board members, and keep your board focused and on track. Outcomes: 1) Create a culture featuring visionary board members who are productive, fiscally responsible members of your team, 2) Manage expectations with your board, and 3) Apply fresh ideas for board effectiveness, including a board-metrics scorecard for evaluating performance.

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

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

28. Women and Philanthropic Ministry

There are unique drivers for women who give philanthropically, and there are also biblical examples. In this session, you'll gain insights on women and philanthropic ministry from Moody's associate director guiding major gifts and planned giving. Outcomes: 1) Be able to articulate the biblical support for women in philanthropy, 2) Recognize what motivates women to give philanthropically, and 3) Appreciate the value of women's contributions to your team.

Jennifer Ilchishin, Associate Director, Moody Bible Institute

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

29. Creating a Connected Giving Experience

Learn how a Connected Giving strategy can help transform one-time donations into sustainable, recurring giving. We'll discuss six key principles to help your organization build meaningful relationships with your donors. Outcomes: 1) Determine an approach that puts the donor first. 2) Ensure the giving experience is emphasized on all channels, and 3) Determine a retention strategy for sustainable growth.

Michael Baker, Director, Account Management, iDonate

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

30. Move from Enduring to Thriving

The crises of 2020 were shocking. Don't let the relief from having endured, lull you back to the status quo. Seize the opportunity to reinvent your development strategies so you flourish, even amid constant unpredictability. Outcomes: 1) Minister to donors who have experienced upheaval, rather than just building relationships so you can ask, 2) Calibrate fundraising channels and content based on changing donor preferences as seen in the data, and 3) Address organizational challenges, and be able to demonstrate how donors make an impact.

Shelley Cochrane, CCNL, Vice President Strategic Partnerships, and **Graham Shaw**, Chief Operating Officer, Douglas Shaw & Associates

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

People Management and Care – 12

31. Measuring Soft Skills When Hiring

How do you determine who is the right fit for the job and your team's culture amidst high unemployment and a flood of applications? Identify the soft skills your organization needs that will make the right candidates stand out. Outcomes: 1) Discern ways to identify the soft skills your organization needs, 2) Be able to screen for soft skills on an applicant's resume, and 3) Match a candidate's soft skills to your organization's needs through your interview process.

William Vanderbloemen, Founder & CEO, Vanderbloemen

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

32. Building a Culture of Trust

Trust builds a healthy organizational culture. When people trust their employers, they are 50% more productive and 2½ times less likely to leave their job. Trust is not difficult to measure - if you know how. Outcomes: 1) Discover the psychological roots of trust to foster a supportive and trusting organizational culture, 2) Identify your personal capacity

to build trust within your organization, and 3) Implement the actionable and personalized steps to building a culture of trust.

Dr. Charles Coker, CEO, LifeThrive Performance Systems

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

33. Building Resilient Communities through Volunteerism

Resilient communities are able to recover quickly after a crisis. How can we help the most vulnerable in society thrive in the face of difficulty? Learn how a strategic volunteer program can provide the solution. Outcomes: 1) Empower community stakeholders as agents of change, 2) Cultivate a “Golden Rule” mentality, and 3) Provide opportunities for equitable contribution.

Karen Rathman, VP of Partner Success and Business Development, VOMO

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

34. Beyond the LGBTQI Impasse

Many of our ministries have reaffirmed a traditional theological position on human sexuality, but how do we best care for and serve employees who affirm our theological position and identify as LGBTQI? Outcomes: 1) Equip organizations to apply their traditional theological beliefs with clarity and charity, 2) Inform organizations of current LGBTQI/First Amendment Issues, and 3) Suggest ways ministries can support and include all employees who affirm a traditional theological position.

Gregory Jao, Senior Assistant to the President, InterVarsity Christian Fellowship/USA

Field of Study: Personnel/HR, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

35. Cultivating a Growth Culture

Do you have enough leaders to fuel your organization’s future needs? It depends on how you strategically identify, develop and deploy your staff today. The lack of an intentional talent strategy results in low leadership competence, disengagement and high turnover. We will explore four keys to talent sustainability and organizational success. Outcomes: 1) Accurately identify the growth potential of your staff, 2) Transition from a promotion to a pipeline mentality, and 3) Adopt the Four Quadrants for Talent Investment model.

Tara VanderSande, Talent and Engagement Consultant, Best Christian Workplaces Institute

Field of Study: Personnel/HR, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

36. Stay Well to Serve Well

Employee well-being initiatives are critical in helping employees stay well to serve well. Even small investments in workplace wellness enhance organizational impact through increased engagement, productivity and retention. Outcomes: 1) Identify and understand six components of effective and biblically integrated employee well-being programs, 2) Apply a step by step strategy to implement inspiring, effective and enjoyable employee well-being initiatives, and 3) Identify and overcome the four common mistakes that can stall workplace wellness endeavors.

Ginger Hill, Christian Wellness Speaker, Coach & Consultant, Good Health for Good Works

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

37. HR is Everyone's Job!

HR is not just a person, function or department. It is work of every employee to ensure health, compliance and development. This mindset allows HR professionals to bring influence and craftsmanship to train, serve and support the organization. Outcomes: 1) Apply key principles to encourage leadership and all employees to embrace HR as a systemic and core responsibility, 2) Recognize obstacles and break through biases that keep HR compartmentalized, and 3) Create a program-specific plan for integrating empowered self-care principles.

Joelle Peelgren, Principal / Consultant, DeGenaro Peelgren Associates

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

38. Cultivating a Co-Missional Marriage

Beth has worked alongside her husband for 25 years leading an international orphan-care organization. She will share best practices for working alongside your spouse while sticking to your own gifting. This is not for a PG audience. We'll frankly explore issues relating to conflict resolution, intimacy and missional marriage. Outcomes: 1) Apply best practices for working alongside your spouse, 2) Identify and utilize your and your spouse's giftings, and 3) Apply insight from discussion about miscommunication, intimacy and conflict resolution.

Beth Guckenberger, Co-Executive Director, Back2Back Ministries

Field of Study: Personal Development, Basic, Group Live. Session is worth 1 credit.

39. 7 Steps to Lead Well through Change

Change oftentimes feels like the only constant. Whether it's technology, staff, or other outside circumstances, caring well for your team while leading through change can be the most difficult but rewarding task for every leader. Outcomes: 1) Strategize how to keep your mission at the front of all change, 2) Implement well and evaluate change in your organization, 3) Apply insights on using mistakes as a method for growth.

Travis Hall, Vice President, Remodel Health

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

40. Accountability & Primary Prevention in Faith-Based Programs

Churches and faith-based organizations serve millions of children regularly. Tragically, we see news of abuse perpetrated within sacred walls of what should be a refuge for the vulnerable; leaving behind ruins of injustice, broken trust and silenced victims. This workshop focuses on abuse risk management. Outcomes: 1) Recognize the cycle of victimization and how predators operate, 2) Identify organizational structures, cultures and traditions fostering environments for abuse, and 3) Implement six primary prevention steps to help establish a culture of safety.

Joe Harvey-Hall, KeepSAfe Director, Eastern Territory, The Salvation Army USA

Field of Study: Personnel/HR, Basic, Group Live. Session is worth 1 credit.

41. Invest in People: Increase Your Mission Impact

Developing your people is key to your organization's long-term sustainability. This workshop will help you make the financial and people case for investing in developing your people. Outcomes: 1) Create a "case for development" which includes the data to collect and how to determine the return on investment, 2) Apply a four-step process for designing an impactful training and development approach for your organization, and 3) Utilize key tools to implement a successful growth and development plan.

Giselle Jenkins, Director, Culture Consulting, and **Al Lopus**, CEO, Best Christian Workplaces Institute

Field of Study: Personnel/HR, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

42. Retirement Planning in Light of COVID & Living Longer

Retirement plan participants and plan sponsors need to review their retirement plans. Cultural shifts, longevity realities, and accelerating life complexities all suggest now is the right time to review your retirement plan. Outcomes: 1) Recognize key issues, and new approaches to retirement planning, 2) Implement a biblical approach to your investment and retirement planning strategy, and 3) Connect with new realities and grow your ministry opportunities during retirement.

Bruce Bruinsma, CEO, Envoy Financial

Field of Study: Personnel/HR, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

Financial Management – 8

43. Accounting & Auditing Update

Be prepared for upcoming changes to nonprofit accounting, auditing and financial reporting standards. We will cover recently effective pronouncements and upcoming changes as you look to the near future. Outcomes: 1) Review the revised financial reporting, and know how to analyze this reporting model, 2) Summarize current and upcoming changes in accounting and auditing standards, and 3) Apply strategies for efficiently implementing these changes.

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

Field of Study: Accounting, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

44. Recent Developments Impacting Your Ministry

In a world of constant change, it is critical to stay current on legal, tax, and finance trends impacting ministry. This session focuses on the latest developments from Capitol Hill, the courts, and beyond that ministry leaders must understand. Outcomes: 1) Compare your ministry finances to the latest giving trends from ECFA Research, 2) Cut through the confusion to understand what's happening on Capitol Hill and in the courts, and 3) Consider how your ministry should respond to other late-breaking trends impacting ministry.

Jake Lapp, Vice President of Member Accountability, ECFA

Field of Study: Finance, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

45. Outsourcing Your Accounting

This session will help you evaluate if outsourcing some or all your accounting might be a good fit for your ministry. Outcomes: 1) Be able to implement tools used for outsourcing and recognize how they impact your processes and internal controls, 2) Recognize the potential savings outsourcing could provide, and 3) Apply insights regarding the integration of various systems into the accounting process, such as streamlining accounts payable.

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

Field of Study: Finance, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

46. What to Expect from Your Investment Advisor

Given the visibility of endowments, retirement plans, and deferred gifts, finance professionals should know what to look for when hiring an investment advisor and evaluating existing relationships with advisors. Outcomes: 1) Gain the ability to

determine whether your investment advisor is free of conflicts of interest, 2) Understand the reporting necessary to evaluate your advisor's performance and fees, and 3) Apply insights on value-added advisor capabilities such as investment philosophy development and biblically responsible investing.

Winters Richwine, Chief Operations Officer, Cornerstone Management Inc.

Field of Study: Finance, Basic, Group Live. Session is worth 1 credit.

47. Accounting as a Strategic Partner

Accounting is often focused on reporting the past versus developing for the future. Imagine the mission impact if accounting is positioned as a tactical advisor with timely information structured to measure impact and improve decisions. (Outcomes 1) Identify the characteristics of a valued advisor and financial team member, 2) Adopt reporting formats that align with the mission and are customized for the decision-maker, 3) Explore the benefits of continuous accounting for improved decision-making

Melodi Bunting, Training Manager, Wegner CPAs

Field of Study: Accounting, Basic, Group Live. Session is worth 1 credit.

48. Cash Reserves, When is Enough... Enough?

The topic of cash reserves for ministries is age-old. One ministry leader may say cash reserves are biblical while another says building reserves shows a lack of faith. Consider how cash reserves can take a ministry from surviving to thriving. Outcomes: 1) Recognize the top 4 reasons ministries need cash reserves, 2) Realize the essential elements in building cash reserves, and 3) Apply a hands-on exercise to measure cash reserves.

Jake Lapp, Vice President of Member Accountability, Compliance Team Lead, and
Emesse Miller, Compliance Associate, ECFA

Field of Study: Finance, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

49. Charitable Gift Annuities: Thrive in Bull & Bear Markets

The ten year bull market in equities has bolstered the reserves of many U.S. Charitable Gift Annuity (CGA) programs, but falling interest rates have adversely impacted future return expectations. We will consider the impact of low and even negative interest rates on future return expectations, and your organization's reserve pool. Outcomes: 1) Learn techniques to help mitigate risk in the CGA pool, 2) Recognize CGA trends, 3) Apply asset allocation strategies to help mitigate risk and keep your program thriving in challenging investment markets.

Bryan Taylor, Chief Executive Officer, Cornerstone Management Inc.

Field of Study: Finance, Basic, Group Live. Session is worth 1 credit.

50. Getting Rich Right

To get rich right, you need to learn how to “use worldly wealth to gain friends for yourselves, so that when it is gone, you will be welcomed into eternal dwellings.” (Luke 16:9) Outcomes: 1) Recognize why getting rich right begins with being worthy of trust. "Right" requires character plus competence, 2) Learn how to grow little to much, and move it from here to there..., and 3) Realize that good stewardship comes before good ownership, and owners need good stewards.

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

Field of Study: Finance, Basic, Group Live. Session is worth 1 credit.

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

Whether your future operations will be fully remote, fully in person, or somewhere in between, the banking landscape and finance function has shifted. Having the right banking services and relationships can help our teams adapt, embracing the new normal of banking and cash management. Outcomes: 1) Discover banking and treasury tools to enable your ministry to be more digitally-minded, less paper-dependent, and more efficient, 2) Learn new implications for cyber threats, fraud exposure, and internal controls, and 3) Maximize banking relationships to ensure a successful partnership.

Mark Tjernagel, CFO, and **Kent Herr**, Controller, Cru

Field of Study: Finance, Basic, Group Live. Session is worth 1 credit.

Communications and Marketing – 7

52. Identify & Engage Your Most Dedicated Supporters

When it comes to making data-driven fundraising decisions, sometimes too much information can be a hindrance, rather than a help. Learn how The Pocket Testament League used the “Giving DNA” platform to identify the right data needed to reach their fundraising goals. Outcomes: 1) Be able to use data to quickly and easily identify your most passionate supporters, 2) Improve your connection rates with mid-level donors by as much as 30%, and 3) Increase your average gift by 34%.

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

Field of Study: Communications and Marketing, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

53. Communicating in a Post-COVID World

COVID-19 changed everything about how faith-based organizations will communicate in the future. Your ministry’s messaging, strategies, tactics, and mediums will have to change if you want to be “heard.” Discover the latest research and trends. Outcomes: 1) Apply the latest research on new faith-based organization communications trends and methods, 2) Discern new messaging, strategies, tactics, mediums and deliverables, 3)

Grow competency through ideas and experiences shared by professional communications peers.

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

Field of Study: Communications and Marketing, Basic, Group Live. Session is worth 1 credit.

54. Omnichannel Marketing: Applications for Ministries

In this session, you'll gain an understanding of how omnichannel marketing can impact your ministry and reach more people for Christ. Learn how this seamless, consistent voice and cohesive brand message can generate incredible results for your ministry. Outcomes: 1) Be able to articulate clearly what omnichannel marketing is, 2) Define how to use omnichannel marketing for ministries, and 3) Specifically apply insights on how omnichannel marketing can impact your ministry.

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

Field of Study: Communications and Marketing, Basic, Group Live. Session is worth 1 credit.

55. Must-Have Strategies for Enduring Growth

Nonprofits have long stuck to risk-averse, optimization-based growth strategies that have largely produced predictable, low-level growth. For organizations who need real growth, "New Audience" and "New Experience" strategies are the way to go. We'll explore real-world examples together. Outcomes: 1) Apply insights from New Audience Development strategies and examples, 2) Explore New Experience Development strategies and examples, and 3) Reduce innovation risk through the disciplines of Human Centered Design and portfolio management.

Allen Thornburgh, Vice President, Strategic Innovation, Masterworks, and **Tracey Werre**, Director of Marketing & Communication, Mission Aviation Fellowship

Field of Study: Communications and Marketing, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

56. A Collaborative Roadmap to Donor Stories

Research shows donor stories are a powerful way to inspire giving. But how exactly do you tell them -- especially when writing's not your thing? Here's a proven approach pairing fundraisers with gifted creatives. Outcomes: 1) Apply research showing why donor stories should be a priority in your communication strategy, 2) Clearly define roles and responsibilities for each person involved in a collaborative storytelling approach, and 3) Identify alternate storytelling solutions when you are stretched thin on time and manpower.

Heather Day, Director of Marketing, Barnabas Foundation

Field of Study: Communications and Marketing, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

57. Reaching Gen Z thru Social Media & Publications

Generation Z learned to swipe a device before speaking their first word. This technologically-savvy, diverse, multitasking generation is the largest in the U.S. – yet are they understood? This workshop will define characteristics of Generation Z, while sharing practical strategies The Salvation Army has adopted to engage this generation through print and digital media. Outcomes: 1) Recognize the defining characteristics of Generation Z, 2) Apply insights from print and social media strategies implemented by The Salvation Army, and 3) Brainstorm new strategies.

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

Field of Study: Communications and Marketing, Basic, Group Live. Session is worth 1 credit.

58. 5 Multipliers of Ministry Impact

With all the options available for growing your ministry online, it's hard to know where to focus. Regardless of which channels you choose, five multipliers are foundational for growth; 1) Awareness, 2) Engagement, 3) Conversion Rates, 4) Average Value and 5) Retention. We'll offer practical tips to get you started. Outcomes: 1) Know the five multipliers of impact, 2) Articulate why they are important for digital impact, and 3) Apply the five multipliers to bring focus to any digital effort.

Josh Kashorek, Director of Marketing, Five Q

Field of Study: Communications and Marketing, Basic, Group Live. Session is worth 1 credit.

Internet and Technology – 7

59. Before You Rebuild Your Website

After leading hundreds of site projects, we've seen (almost) everything. We'll show you the critical steps to a successful project, from aligning a team to defining success, and how to avoid painful missteps. Outcomes: 1) Based on research of 100 leaders, identify the critical steps to leading a successful project, 2) Begin with the end in mind - learn the strategic formula for web conversion success, and 3) Comprehend the development journey, required planning and decisions to guide the way.

Josh Miller, CPO, 5by5

Field of Study: Information Technology, Basic, Group Live. Session is worth 1 credit.

60. Contracting for Technology Solutions

Many organizations seek outside help for technology needs. However, few are equipped with knowledge and skills to outsource tech work in a way that sets them up for success. We'll explore reasons to outsource, a methodology that works, building a Request for Proposal (RFP), and how to select a supplier. Outcomes: 1) Understand technology outsourcing and how to do it without falling into a trap, 2) Apply practical tools and a framework for technology outsourcing, and 3) Know what goes into a RFP.

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

Field of Study: Information Technology, Basic, Group Live. Session is worth 1 credit.

61. How AI is Transforming Ministry

Data is your organization's secret weapon. Explore ways organizations like Ligonier are using artificial intelligence (AI) and emerging data science today to accelerate their work and radically transform the way they do ministry. Outcomes: 1) Know the data landscape, how it applies to ministry, and how organizations are leveraging it, 2) Gain insight from examples of data-driven ministry, including audience management and donor engagement, and 3) Take steps to make AI a key part of how you do ministry.

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

Field of Study: Information Technology, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

62. AI & Machine Learning: Ministry Applications

In this session, we explore how artificial intelligence (AI) and machine learning can be leveraged by ministries to reach more people for Christ. We will examine example applications where ministries have used AI and machine learning to extend ministry effectiveness. Outcomes: 1) Define AI and machine learning, and know the difference between the two, 2) Recognize how AI can be used in a ministry context, and 3) Apply examples of how AI and machine learning has been used by ministries.

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

Field of Study: Information Technology, Basic, Group Live. Session is worth 1 credit.

63. Media Empowering Global Ministry

We will explore five keys to the vital role of media that empowers global ministry to thrive. Learn valuable, practical and proven ministry keys for your own church and ministry! Case study: The SAT-7 ministry model. Outcomes: 1) Rethink ministry models and distribution of content in challenging and hostile environments, 2) Apply insights broadening ministry perspectives and increasing ministry impact in order to thrive, 3) Integrate lessons from the global church.

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

Field of Study: Information Technology, Basic, Group Live. Session is worth 1 credit.

64. How Leaders Can Transform Cybersecurity

The cybersecurity responsibility on your board members and executive management can be daunting, but the right insight can transform your IT strategy. Gain information and tools to stay informed on cybersecurity risks and emerging technology. Outcomes:

1) Identify current cybersecurity risks and how they impact your organization, 2) Determine what questions to ask to ensure your organization is effectively guarding against cyber-attacks, and 3) Ensure cybersecurity remains a priority to maintain proper defenses and help your organization thrive.

Thomas Tyler, Cybersecurity Advisor, CapinCrouse

Field of Study: Information Technology, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

65. Collaboration and Socialization in Ministry Workplaces

In a time where space separates those called in ministry, whether global or pandemic distancing, this session highlights how ministries can effectively achieve collaboration and maintain a social atmosphere given the constraints. Outcomes: 1) Discern what other ministries are doing to provide an environment for collaboration and socialization, 2) Know which systems and tools ministries are using to be more effective in collaborating, and 3) Recognize what leadership of a ministry must endorse, encourage and enforce to see effective collaboration.

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

Field of Study: Information Technology, Basic, Group Live. Session is worth 1 credit.

Tax and Legal – 7

66. Post-Election Opportunities and Perils

This session presents developments flowing from the 2020 elections (and the landmark 2020 U.S. Supreme Court term.) This includes topics that offer opportunities or create perils for ministry organizations, such as religious and sexual liberty, tax and funding. Outcomes: 1) Recognize whether and how laws protecting sexual orientation and gender identity apply to ministry organizations, 2) Know ways to maximize religious liberty protections, 3) Leverage legal developments to improve ministry effectiveness. **Stuart Lark**, Partner/Member, and **John Wylie**, Partner/Member, Sherman & Howard LLC

Field of Study: Business Law, Basic, Group Live. Session is worth 1 credit.

67. Nonprofit Tax Update

Learn about and plan for the impact of current tax issues affecting Christian exempt organizations, including updates on Paycheck Protection Program (PPP) loan forgiveness, tax reform, IRS actions, legislation and litigation. Outcomes: 1) Describe and plan for the changing environment for exempt organizations, 2) Identify recent tax law changes and legal challenges that affect faith-based organizations, and 3) Ascertain what future issues your organization may face.

Ted Batson, Partner & Tax Counsel, CapinCrouse

Field of Study: Taxes, Basic, Group Live. Session is worth 1 credit.

68. Avoiding Personal Liability as a Board Member

Overview of which types of situations can trigger individual (personal) liability for nonprofit board members, how to prevent it, and things to consider when approving indemnification policies. Outcomes: 1) Understand what situations can lead to board members being held personally liable for the organization's malfeasance, 2) Know which steps can be taken to prevent this kind of liability, and 3) Recognize the steps an organization can take to ensure its board members are indemnified where appropriate.

Josh Heidelberg, Attorney, Heidelberg Law Firm, PC

Field of Study: Business Law, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

69. UBI & Other Compliance Issues

Discuss tax law updates related to unrelated business income and other relevant compliance requirements for religious organizations. Outcomes: 1) Participants will understand UBI at a high level - what it is, why it is important, and how it is calculated and reported, 2) The participants will recognize tax regulations regarding the reporting of UBI, and 3) Given a problem set, the participants will be able to put into practice the concepts discussed earlier to calculate the reportable unrelated business income.

Shawnell Linot, Senior Manager, BKD

Field of Study: Taxes, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

70. Legal Landscape for Religious Institutions 2021

Learn developments in the law culminating in cases decided during the last year affecting religious institutions. Outcomes: 1) Consider the enforceability of your standards of conduct, 2) Evaluate trends in the law impacting your tax-exempt status, and 3) Apply insight from discussion on avenues to maximize religious freedoms and exemptions.

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

Field of Study: Business Law, Basic, Group Live. Session is worth 1 credit.

71. Risk in a Post-Pandemic Ministry

Risk has landed in the boardroom and is circling throughout the organization. Let's consider ways to '*carpe diem*' on this momentum to champion risk as a strategic element of your culture; utilizing such revamped (post-pandemic) tools as contingency planning, CORE360® and organizational resiliency creation. Outcomes: 1) Know how to apply contingency planning and where to start, 2) Rebalance dependency on insurance solutions versus organizational resiliency, and 3) Utilize tools re-calibrated for your new approach to fostering understanding of risk in your organization.

Brian H. Merriam, CPCU, ARM, AAI, Director, Gallagher Global Religious Practice

Field of Study: Business Law, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

72. Religious Liberty Update and Protective Measures

Come hear about the state of religious liberty in America. Alliance Defending Freedom will discuss the Equality Act as well as recent and pending cases impacting your ministry. We will then discuss some best practices to protect religious liberty. Outcomes: (1) Gain a basic understanding of the history of religious freedom in the United States, (2) Apply insight from recent religious liberty cases and their impacts on the current legal landscape, and (3) Define practical steps you can take to protect your ministry.

Kyle McCutcheon, Attorney, Alliance Defending Freedom

Field of Study: Business Law, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

Board Governance – 5

73. The Development Minded Board

Board engagement in fundraising begins with effective recruitment and clear expectations. It grows with effective executive leadership and a clear plan. Learn to inspire, activate and direct your board to greater fundraising results. Outcomes: 1) Clarify the purpose of the board by providing seven key objectives that every board should strive to achieve, 2) Establish a culture and framework for board fundraising that is inspirational, accountable and effective, and 3) Have board and staff working together to achieve fundraising goals.

Ron Frey, President, Frey Resource Group

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

74. Maximizing Board Effectiveness

Far too many boards are ineffective. Far too many board members are confused about their role. This workshop can help clarify the confusion by organizing all boards into just three types: managing, governing, and navigating. Outcomes: 1) You will precisely identify what type of board you have and what you want to become, 2) You will identify pitfalls and best practices for each of the three types, and 3) You will discover ways to help your board be more effective.

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

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

75. Faith-filled Metrics for Board Success

Board metrics are tricky; they are more often demotivating or ignored than used to faithfully advance the mission. Faith should drive board metrics. Outcomes: 1) Increase knowledge of board metrics and scorecards used today in nonprofit and faith-based organizations, 2) Relate the board metrics in use today to both faith and effectiveness of the organization/board, and 3) Apply a framework for developing metrics/scorecard in your organization.

Caryn Ryan, Managing Member, Missionwell LLC and **Jake Jensen**, CPA, Managing Partner, Jensen Life Coaching, LLC

Field of Study: Specialized Knowledge, Intermediate, Prerequisite: 3+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

76. Fostering Consistent Governance Excellence

Building a healthy and effective board takes time and effort. As members complete their terms and new members are welcomed, adopting strategies to integrate new members while fostering ongoing excellence is critical. Outcomes: 1) Assess the methods for identifying and recruiting new members that are a best fit, 2) Develop tools for optimizing onboarding and minimizing the new member's learning curve, and 3) Create methods for measuring and monitoring excellence.

Melodi Bunting, Training Manager, Wegner CPAs

Field of Study: Specialized Knowledge, Basic, Group Live. Session is worth 1 credit.

77. Fruit in the Boardroom

We're familiar with the 'acts of the flesh' and 'fruit of the Spirit' described in Galatians. Discover how they both show up in the boardroom. And how to keep governance on track in the process. Outcomes: 1) Discover how to discern 'centricity' in the ministry boardroom...and how to purposefully adjust it, 2) Understand the Seven Horizons of Focus and evaluate where your board excels/falls short, and 3) Master techniques to shape meeting agendas to create optimal governance results.

Kent Stroman, President, Stroman & Associates

Field of Study: Specialized Knowledge, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 1 credit.

5 Leadership Roundtables (2.5-hour)

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

In this fast-paced, interactive 2.5-hour roundtable, we will explore important trends in resource development. It will be co-hosted by a member of the Alliance's Board (Dave Raley) and a member of the Alliance's Advisory Council (Griff Freyschlag). This roundtable will offer a unique opportunity to think together creatively on challenges,

opportunities and solutions in donor relations, fund development, staffing in development and much more. Come, connect and learn together with peers who are on the frontlines of Christian nonprofit resource development. Outcomes: 1) Recognize key trends, 2) Apply shared insights, and 3) Grow your acumen in resource development.

Hosts: Dave Raley, Exec. Vice President, Strategic Innovation, Masterworks, and **Griff Freyschlag**, VP of Development, Denver Rescue Mission

Field of Study: Specialized Knowledge, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 2.5 credits.

2. People Management and Care Roundtable: Chief Human Resource Officers (PMC)

In this fast-paced, interactive 2.5-hour roundtable, we will explore important trends in people management and care. It will be co-hosted by two members of the Alliance's Advisory Council (Christine Talbot and Dr. Vicki Harris). This roundtable will offer a unique opportunity to think together creatively on challenges, opportunities and solutions in HR, employee recruitment, employee development, employee retention, team building and much more. Come, connect and learn together with peers who are on the frontlines of Christian nonprofit HR. Outcomes: 1) Recognize key trends, 2) Apply shared insights, and 3) Grow your acumen in people management and care.

Hosts: Christine Talbot, Sr. Vice President, HR, World Vision, and **Dr. Vicki Harris**, Sr. Vice President of Global HR, Our Daily Bread Ministries

Field of Study: Personnel/HR, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 2.5 credits.

3. Financial Management Roundtable: Chief Financial Officers/Finance Directors (FM)

In this fast-paced, interactive 2.5-hour roundtable, we will explore important trends in financial management. It will be co-hosted by a member of the Alliance's Board (Nathan Salsbery) and a member of the Alliance's Advisory Council (Laurie Dingeldein). This roundtable will offer a unique opportunity to think together creatively on important financial trends and policies impacting the CFO/Finance director role in Christian nonprofits today. Come, connect and learn together with peers who are on the frontlines of Christian nonprofit financial management. Outcomes: 1) Recognize key trends, 2) Apply shared insights, and 3) Grow your acumen in financial management.

Hosts: Nathan Salsbery, Partner, Executive Vice President, CapinCrouse, and **Laurie Dingeldein**, CFO, ABWE Inc./ABWE Foundation/ABWE International

Field of Study: Finance, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 2.5 credits.

4. Executive Leadership Roundtable: Chief Executive Officers (EL) and Board Members (BG)

In this fast-paced, interactive 2.5-hour roundtable, we will explore important legal trends impacting today's Christian nonprofit CEOs and boards. It will be co-hosted by Sherman & Howard attorneys John Wylie (Alliance Advisory Council) and Stuart Lark (formerly on the Alliance Advisory Council.) This roundtable will offer a unique opportunity to think together creatively on challenges, opportunities and solutions to vital legal issues facing Christian nonprofits in today's rapidly changing world. Come, connect and learn together with peers who are on the frontlines leading and governing Christian ministries today. Outcomes: 1) Recognize key trends, 2) Apply shared insights, and 3) Grow your acumen in legal trends impacting CEOs and boards today.

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

Field of Study: Business Law, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 2.5 credits.

5. IT/Communications Roundtable : Chief Information Officers/IT Directors and Marketing Directors (IT) (CM)

In this fast-paced, interactive 2.5-hour roundtable, we will explore important trends in Internet/Technology and Communications/Marketing. It will be co-hosted by two members of the Alliance's Advisory Council (Shannon Litton and Mollie Yoder). This roundtable will offer a unique opportunity to think together creatively on challenges, opportunities and solutions in marketing, communications, PR, digital, social media, technology and much more. Come, connect and learn together with peers who are on the frontlines of Christian nonprofit IT/Communications. Outcomes: 1) Recognize key trends, 2) Apply shared insights, and 3) Grow your acumen in IT and communications.

Hosts: Shannon Litton, CEO, 5by5, and **Mollie Yoder**, Associate Vice President for Marketing and Communication, Trevecca Nazarene University

Field of Study: Information Technology / Communications and Marketing, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 2.5 credits.

2 Forums (5-hour/3.5 hour)

1. Executive Leadership

CEO Forum

Become a Liberating Leader!

This popular annual forum will equip and empower CEOs/Presidents/Executive Directors to become Liberating Leaders who cultivate an intentional process of self-awareness and personal growth and then apply their knowledge to fight for the highest possible good in the lives of those they lead. Each participant will have access to a free personality assessment and report as part of the training event. The CEO Forum features three segments: 1) Transform Yourself, 2) Transform Your People Development, and 3) Transform Your Culture.

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

Hosted by **Steve Maegdlin**, CEO, Executive Advisory Partners (Alliance Board Member)

Outcomes:

- Identity your foundational leadership voice, optimize it for success and avoid pitfalls.
- Discover the characteristics of a Liberating Leader and how to develop them.
- Describe the stages of effective apprenticeship and build an implementation plan.
- Diagnose five types of "team kryptonite" and take action to remedy the issue.
- Apply communication strategies to increase team member understanding and engagement.

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

***Holly Moore** is the President of Hollis Strategies where she provides consulting, executive coaching and training workshops designed to increase a leader's influence and optimize team performance. Previously, she served in executive nonprofit leadership roles including as COO of Growing Leaders and Vice President of Advancement for Mercy Ships. **Amy Norton** is a Senior Partner with GiANT Worldwide. Her work includes leadership coaching, team development, and company-wide training and spans across fields including financial services, start-ups, technology companies and nonprofits. She has an extensive background in marketing with for-profit and nonprofit entities, plus donor development experience.*

***Hollis Strategies** is a consulting firm helping individuals and organizations increase their influence and create scalable growth. **GiANT Worldwide** is a global leadership consulting firm serving businesses, not-for-profits, academic institutions and other organizations.*

They help clients make long-term improvements to their people, culture and performance.

Field of Study: Personal Development, Advanced, Prerequisite: 5+ years leadership experience or CCNL enrollment, Group Live. Session is worth 5 credits.

2. Executive Leadership

Women in Leadership Forum

Peace in the Brokenness

“You will keep in perfect peace those whose minds are steadfast, because they trust in you.” (Isaiah 26:3)

As Christian women in leadership, we often deal with the question of whether true and lasting peace can be found amid loss, brokenness and chaos. While we know the answer is “yes,” if we are honest, a common fear we have is that at some point we will be “found out,” and the world will know that we struggle with loss, brokenness and chaos ourselves.

What if instead of worrying about being “found out,” we intentionally left fear behind and entered the stillness with our God? What if we trusted him with all of our hearts and abandoned leaning on our own understanding? What if, when our brokenness is found out, the light reveals us abiding in the safety of Christ’s love and the healing and freedom he provides? Could we then become leaders who ignite a movement of the gospel, and its freedom, to a hurting and desperate world?

Join me on this journey, Sister! Be encouraged, there is hope! Peace is not the absence of loss, brokenness and chaos; it is God’s presence in the midst of it all.

Led by **Gina Holm**, Author/Speaker, The Navigators Church Ministries

Host, Alliance Advisory Council member **Michelle Beckham-Corbin**, Director of Marketing and Communications, American Heritage Girls, Inc.

Outcomes:

- Find freedom when the realities of life, and a broken world, collide with the truths found in Scripture
- Be encouraged to embrace *Peace in the Brokenness* of life, and
- Learn practical ways to lament brokenness well by continually abiding in the safety of God’s love.

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

Gina Holm is a “jeans and t-shirt” girl with a little bit of bling. Her passion is encouraging women to embrace their identity in Jesus Christ, and to walk in that truth as they take the next step in their journey with him. Gina does this through speaking, writing, teaching, and life-to-life discipleship. She is passionate about making disciples that make disciples. She and her husband, Lindell, have three children they are either “crazy about” or “crazy from” (depending on the day).

Gina earned a Biblical Studies Certificate from Liberty University and is currently attending Grace Theological Seminary. She is the author of the book, *Peace in the Brokenness* and is on staff with Navigators Church Ministries.

Field of Study: Personal Development, Basic, Group Live. Session is worth 3.5 credits.

Special Presentations:

Lunch-and-Learn Talks

(Open to all registered attendees)

Lead Like it Matters to God



Led by **Rich Stearns**, President Emeritus of World Vision U.S.

Rich joined World Vision U.S. to follow a distinct call from God on his life, leaving a corporate career that included CEO roles at Lenox and Parker Brothers Games. Over 20 years at World Vision U.S., Rich built a strong leadership team focused on bringing corporate best practices to the nonprofit sector. Logging 3 million air miles, he traveled to more than 60 of the nearly 100 countries in which World Vision works.

Rich is the author of several books, including the best-selling, award-winning *The Hole in Our Gospel*. He also wrote *Unfinished*. Rich’s latest book is [Lead Like it Matters to God](#), (Intervarsity Press, 2021) which was selected as the Outcomes Conference 2021 Book of the Year!

The Generosity Movement: The Challenges and The Opportunity



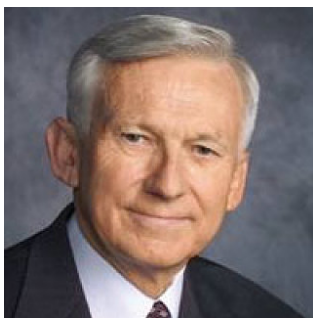
Led by **David Green**, Founder and Chief Executive Officer of Hobby Lobby, and **Bill High**, Executive Chairman & Founder of The Signatry.

David Green is the founder and Chief Executive Officer of Hobby Lobby. He earned his credentials in the retail business through many years of employment with various retail chains. His modest beginning, now called Hobby Lobby, totals over 900 stores. Hobby Lobby sales totaled more than 6.1 billion in 2020. He is author of several books, including two collaborations with Bill High: *Giving it all Away and Getting it Back Again* (Zondervan, 2017), and *A Generous Life: 10 Steps to Living a Life Money Can't Buy* (Zondervan, 2019).



At The Signatry **Bill High** works with donors and financial advisors, with a focus on business owners looking to sell or transition their business to the next generation. He also teaches ministries how to work with major donors. Bill has been recognized as one of America's Top 25 Philanthropy Speakers. In addition to his writing and speaking, Bill consults with families to plan for purposeful multi-generational legacy, focusing on relational, spiritual and financial health and on an enduring impact.

Men's Breakfast



Led by **Dr. Jerry White**, President Emeritus of The Navigators, and Chairman Emeritus of the U.S. Board of Directors.

Jerry White had a 37-year active and reserve career with the Air Force, retiring as a Major-General. Throughout his military career he maintained close contact with The Navigators. After several regional director roles, he accepted the position of executive director in June 1983. Dr. White became international president on June 18, 1986, and stepped out of the office on Jan. 1, 2005. He serves on the board of Christian Leadership Alliance, as well as other boards such as World Vision and the Air Force Association.

(Limited Space/pre-registration required/separate registration fee)

Women's Luncheon



Led by **Laura Gardner**, CCNL, Executive Vice President and Chief Financial Officer for Joni and Friends.

Laura Gardner also serves as Chairman for the Joni and Friends Foundation, a supporting organization responsible for managing complex assets and the Joni and Friends Endowment.

Prior to joining Joni and Friends in 2011, she was CEO and founder of The Protocol Institute. After studying at The American School of Protocol and The Emily Post Institute, she recognized a unique opportunity to deliver world class etiquette lessons online. Her company was the first of its kind in the etiquette industry. She serves as Vice Chair for the Christian Leadership Alliance Board of Directors.

(Limited Space/pre-registration required/separate registration fee)

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Outcomes Conference 2021

Daily/Hourly Learning Experience Schedule

All times Eastern Standard (EST) – Orlando, Florida

Tuesday, June 15

14 Leadership Intensives, Tuesday

10:30 a.m. to 5:00 p.m.

- 1. Executive Leadership*
Strategic Thinking: Thriving in Disruptive Times
Dr. John C. Reynolds, President, and **Meghan Burns**, Director of Professional Education, Los Angeles Pacific University
- 2. Executive Leadership*
Resilient Discipleship: Fearless Future of the Church
Valerie Bell, CEO, and **Matt Markins**, President/Chief Strategy Officer, Awana Clubs Int'l
- 3. Resource Development*
Major Donors Post-COVID
Pat McLaughlin, President/Founder, and **Ron Haas**, Vice President, The Timothy Group
- 4. 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

5. *Resource Development*
Development: The Next Level
Dr. Scott Rodin, Chief Strategic Officer, and **Brad Layland**, CEO and Senior Consultant, The Focus Group
6. *Executive Leadership/People Management and Care*
Five Foundations for Thriving
Dr. Andrew Johnston, Owner, JohnstonConsulting
7. *Communications and Marketing*
Build a Brand That Thrives
Mark Miller, Partner / Marketing & Client Strategy, and **Ted Vaughn**, Partner / Brand Strategy, Historic Agency
8. *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
9. *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*
Testing Tools to Build Teams & Maximize Strengths
Debbie DiVirgilio, CCNL, President, Faith Based Nonprofit Resource Center

14. *People Management and Care*

Beyond Compassion: Trauma-Informed Leadership

Julie Cooper, Sr. Vice President of Training and Curriculum, Trauma Free World, Back2Back Ministries, and **Todd Guckenberger**, Executive Director, Back2Back Ministries

Wednesday, June 16

1 Leadership Intensive, Wednesday

10:30 a.m. to 5:00 p.m.

15. *Resource Development*

Fundraising: Nimble practice. Steadfast principles.

Tracy Nordyke, Vice President, Training and Curriculum Development, Mission Increase, **Maria Zalesky**, Director of Champion Development, Mission Increase and **Michael Mitchell**, Director of Development & Discipleship, Christian Alliance for Orphans

1 Forum, Wednesday

10:30 a.m. to 5:00 p.m., Wednesday

Executive Leadership

CEO Forum

Become a Liberating Leader!

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

48 Workshops, Wednesday

10:30 a.m. to 11:30 a.m., Wednesday (12 workshops below)

1. *Executive Leadership*

5 Trends for the Nonprofit World

Bill High, Executive Chairman & Founder, The Signatry

2. *Executive Leadership*

Discover. Develop. Thrive.

Dr. Peggy Banks, Global Ministry Director, TWR Women of Hope

3. *Resource Development*
Creating a Connected Giving Experience
Michael Baker, Director, Account Management, iDonate
4. *Resource Development*
Partners for Life
Nathan Jones, Associate Vice President for Development, Youth For Christ USA
5. *People Management and Care*
Cultivating a Co-Missional Marriage
Beth Guckenberger, Co-Executive Director, Back2Back Ministries
6. *People Management and Care*
Cultivating a Growth Culture
Tara VanderSande, Talent and Engagement Consultant, Best Christian Workplaces Institute
7. *Financial Management*
Recent Developments Impacting Your Ministry
Jake Lapp, Vice President of Member Accountability, ECFA
8. *Financial Management*
Outsourcing Your Accounting
Simeon May, Manager of Client Accounting and Advisory Services, SST Accountants and Consultants.
9. *Communications and Marketing*
Communicating in a Post-COVID World
Palmer Holt, Founder and CEO, and **Diane Lonsdale**, President, InChrist Communications
10. *Internet and Technology*
AI & Machine Learning: Ministry Applications
Ron Weber, Chief Operating Officer, Trinet Internet Solutions, Inc.
11. *Tax and Legal*
Risk in a Post-Pandemic Ministry
Brian H. Merriam, CPCU, ARM, AAI, Director, Gallagher Global Religious Practice

12. *Board Governance*
Fruit in the Boardroom
Kent Stroman, President, Stroman & Associates

1:00 p.m. to 2:00 p.m., Wednesday (12 workshops below)

13. *Executive Leadership*
Thriving in Transition
Dr. Richard Kidd, Partner, Mission:Leadership, LLC, and **Dr. Chip Roper**, President & Principal Consultant, The VOCA Center
14. *Executive Leadership*
The Greatfullness Project
Greg Bianco, Chief Visionary Officer, True Advisory Group
15. *Resource Development*
Digital Donor Acquisition
Andrew Dobney, National Director, Digital Fundraising Strategies, The Salvation Army, US, and **Jon Lee**, Brand Management Principal, LERMA
16. *Resource Development*
Grow Giving Through Transformative Experiences
Christina Chappell, Senior Vice President, DickersonBakker
17. *People Management and Care*
Measuring Soft Skills When Hiring
William Vanderbloemen, Founder & CEO, Vanderbloemen
18. *People Management and Care*
Building Resilient Communities through Volunteerism
Karen Rathman, VP of Partner Success and Business Development, VOMO
19. *Financial Management*
Banking in 2021 & Beyond: Embracing a Virtual Finance Team
Mark Tjernagel, CFO, and **Kent Herr**, Controller, Cru
20. *Financial Management*
Charitable Gift Annuities: Thrive in Bull & Bear Markets
Bryan Taylor, Chief Executive Officer, Cornerstone Management Inc.

21. *Communications and Marketing*

Identify & Engage Your Most Dedicated Supporters

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

22. *Internet and Technology*

Collaboration and Socialization in Ministry Workplaces

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

23. *Tax and Legal*

Avoiding Personal Liability as a Board Member

Josh Heidelman, Attorney, Heidelman Law Firm, PC

24. *Board Governance*

Fostering Consistent Governance Excellence

Melodi Bunting, Training Manager, Wegner CPAs

2:30 p.m. to 3:30 p.m., Wednesday (12 workshops below)

25. *Executive Leadership*

How Real Change Happens

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

26. *Executive Leadership*

The New Leader Integration Imperative

David Alexander, Managing Director, The Human Capital Group/Arthur J. Gallagher, and **Ginger Duncan**, Senior Consultant, Arthur J. Gallagher

27. *Executive Leadership*

The Rock Solid Leadership Blueprint

John Beehner, Founder and President, Wise Counsel

28. *Resource Development*

Transformational Giving in a Post-COVID World

Bob Westfall, CEO, Westfall Gold

29. *Resource Development*

Women and Philanthropic Ministry

Jennifer Ilchishin, Associate Director, Moody Bible Institute

30. *People Management and Care*
Retirement Planning in Light of COVID & Living Longer
Bruce Bruinsma, CEO, Envoy Financial
31. *People Management and Care*
7 Steps to Lead Well through Change
Travis Hall, Vice President, Remodel Health
32. *Financial Management*
Accounting & Auditing Update
Tim Sims, Partner, and **Nathan Salsbery**, Partner, Executive Vice President, CapinCrouse
33. *Communications and Marketing*
A Collaborative Roadmap to Donor Stories
Heather Day, Director of Marketing, Barnabas Foundation
34. *Internet and Technology*
How AI is Transforming Ministry
Bryan Brown, Executive Vice President, Products & Services, and **Dave Raley**, Executive Vice President, Strategic Innovation, Masterworks
35. *Tax and Legal*
Post-Election Opportunities and Perils
Stuart Lark, Partner/Member, and **John Wylie**, Partner/Member, Sherman & Howard LLC
36. *Board Governance*
The Development Minded Board
Ron Frey, President, Frey Resource Group

4:00 p.m. to 5:00 p.m., Wednesday (12 workshops below)

37. *Executive Leadership*
Crisis Leadership
Lauren Libby, International President/CEO, TWR International
38. *Executive Leadership*
Remember My Name: Engaging Gen Z & Millennials
Dr. Halee Gray Scott, Host, Christian Curious Radio, and Young Adult Initiative Director, Denver Seminary

39. *Resource Development*
Uncover & Expand Major Gifts
Kristin Hammett, Director of Ministry Services, The Signatry
40. *Resource Development*
Reaching More in the Middle
Mollie Yoder, Associate Vice President for Marketing and Communication, Trevecca Nazarene University
41. *People Management and Care*
Building a Culture of Trust
Dr. Charles Coker, CEO, LifeThrive Performance Systems
42. *People Management and Care*
Stay Well to Serve Well
Ginger Hill, Christian Wellness Speaker, Coach & Consultant, Good Health for Good Works
43. *People Management and Care*
HR is Everyone's Job!
Joelle Peelgren, Principal / Consultant, DeGenaro Peelgren Associates
44. *Financial Management*
What to Expect from Your Investment Advisor
Winters Richwine, Chief Operations Officer, Cornerstone Management, Inc.
45. *Communications and Marketing*
5 Multipliers of Ministry Impact
Josh Kashorek, Director of Marketing, Five Q
46. *Internet and Technology*
Before You Rebuild Your Website
Josh Miller, CPO, 5by5
47. *Tax and Legal*
Legal Landscape for Religious Institutions 2021
Nathan A. Adams, Partner and Chair, Religious Institutions Team, Holland & Knight, LLP
48. *Board Governance*
Faith-filled Metrics for Board Success
Caryn Ryan, Managing Member, Missionwell LLC, and Jake Jensen, CPA, Managing Partner, Jensen Life Coaching, LLC

Thursday, June 17

1 Forum, Thursday

[10:30 a.m. to 3:30 p.m.](#)

Women in Leadership Forum

Peace in the Brokenness

Led by **Gina Holm**, Author/Speaker, The Navigators Church Ministries

29 Workshops, Thursday

[10:30 a.m. to 11:30 a.m., Thursday \(13 workshops below\)](#)

49. *Executive Leadership*

Three Fundamentals of Fundraising for CEOs

Derric Bakker, President, DickersonBakker

50. *Executive Leadership*

The Three Turns of the Executive Leader

Dr. Mark L. Vincent, Executive Advisor/Facilitator, Maestro-level Leaders and Co-host, The Third Turn Podcast

51. *Executive Leadership*

MegaTrends That Will Change Ministry

Robert Yi, President/COO, Westfall Gold

52. *Resource Development*

Increasing Sustainability Through Monthly Giving

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

53. *Resource Development*

Shepherding People of Wealth

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

54. *People Management and Care*

Invest in People: Increase Your Mission Impact

Giselle Jenkins, Director, Culture Consulting, and **Al Lopus**, CEO, Best Christian Workplaces Institute

55. *Financial Management*

Cash Reserves, When is Enough... Enough?

Jake Lapp, Vice President of Member Accountability, and **Emesse Miller**, Compliance Associate, ECFA

56. *Communications and Marketing*

Must-Have Strategies for Enduring Growth

Allen Thornburgh, Vice President, Strategic Innovation, Masterworks, and **Tracey Werre**, Director of Marketing & Communication, Mission Aviation Fellowship

57. *Communications and Marketing*

Reaching Gen Z thru Social Media & Publications

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

58. *Internet and Technology*

Contracting for Technology Solutions

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

59. *Tax and Legal*

Religious Liberty Update and Protective Measures

Kyle McCutcheon, Attorney, Alliance Defending Freedom

60. *Tax and Legal*

Nonprofit Tax Update

Ted Batson, Partner & Tax Counsel, CapinCrouse

61. *Board Governance*

Maximizing Board Effectiveness

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

1:00 p.m. to 2:00 p.m., Thursday (8 workshops below)

62. *Executive Leadership*

Unshakable Soul Care for Leaders

Wendy Giancola, Director of Pregnancy Loss, Capitol Hill Pregnancy Center

63. *Executive Leadership*

Leading Without Power

Nick Wallace, Director, BKD CPA's and Advisors

64. *Resource Development*

Fundraising Events are Alive and Thriving

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

65. *People Management and Care*

Accountability & Primary Prevention in Faith-Based Programs

Joe Harvey-Hall, KeepSAfe Director, Eastern Territory, The Salvation Army USA

66. *Financial Management*

Accounting as a Strategic Partner

Melodi Bunting, Training Manager, Wegner CPAs

67. *Resource Development*

Move from Enduring to Thriving

Shelley Cochrane, CCNL, Vice President Strategic Partnerships, and **Graham Shaw**, Chief Operating Officer, Douglas Shaw & Associates

68. *Internet and Technology*

How Leaders Can Transform Cybersecurity

Thomas Tyler, Cybersecurity Advisor, CapinCrouse

69. *Tax and Legal*

UBI & Other Compliance Issues

Shawnell Linot, Senior Manager, BKD

2:30 p.m. to 3:30 p.m., Thursday (8 workshops)

70. *Executive Leadership*

Intentional Christlike Character Development

Dr. Tom Yeakley, Staff Equipper (former US Vice President), The Navigators

71. *Executive Leadership*

Transformational Leadership in a Digital Age

Chad Williams, CEO, Five Q

72. *Executive Leadership*

Maintaining Mission Focus During Chaos

Vicki VannBerstein, CEO, America's Christian Credit Union

73. *Resource Development*

Supercharge Your Board!

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

74. *People Management and Care*

Beyond the LGBTQI Impasse

Gregory Jao, Senior Assistant to the President, InterVarsity Christian Fellowship/USA

75. *Financial Management*

Getting Rich Right

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

76. *Communications and Marketing*

Omnichannel Marketing: Applications for Ministries

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

77. *Internet and Technology*

Media Empowering Global Ministry

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

Thursday, June 17

5 Leadership Roundtables, Thursday

1:00 p.m. to 3:30 p.m., Thursday (5 Leadership Roundtables)

- 1. Resource Development Roundtable:** Chief Resource Development Officers
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
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/Finance Directors
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 and Board Members
Hosts: **John Wylie**, Partner/Member, Sherman & Howard, LLC, and **Stuart Lark**, Partner/Member, Sherman & Howard, LLC

5. **IT/Communications Roundtable :** Chief Information Officers/IT Directors and Marketing Directors
Hosts: **Shannon Litton**, CEO, 5by5, and **Mollie Yoder**, Associate Vice President for Marketing and Communication, Trevecca Nazarene University

Special Presentations:

Tuesday, June 15

Lunch-and-Learn Talk

12:00 p.m. to 12:50 p.m.

Lead Like it Matters to God

Led by **Rich Stearns**, President Emeritus of World Vision U.S.

Wednesday, June 16

Lunch-and-Learn Talk

12:00 p.m. to 12:50 p.m.

The Generosity Movement: The Challenges and The Opportunity

Led by **David Green**, Founder and Chief Executive Offer of Hobby Lobby, and **Bill High**, Executive Chairman & Founder of The Signatry.

Thursday, June 17

Men's Breakfast

6:45 a.m. to 7:45 a.m.

Led by **Dr. Jerry White**, President Emeritus of The Navigators, and Chairman Emeritus of the U.S. Board of Directors.

(Limited Space/pre-registration required/separate registration fee)

Women's Luncheon

11:45 a.m – 12:45 p.m.

Led by **Laura Gardner**, CCNL, Executive Vice President and Chief Financial Officer for Joni and Friends.

(Limited Space/pre-registration required/separate registration fee)

Continuing Professional Education Credits Available:

1. Credentialed Christian Nonprofit Leader (CCNL)

These educational experiences offer points towards Christian Leadership Alliance's professional CCNL credential for Christian nonprofit leaders. Learn more about that program at www.ChristianLeadershipAlliance.org/Academy/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 2021:

- Tuesday, June 15: **Leadership Full-Day Intensive: 12 Points**
- Wednesday, June 16: **Full-Day Intensive/CEO Forum: 12 Points**
- Wednesday, June 16: **Workshops: 12 Points** (3 Points for each workshop attended)
- Thursday, June 17: **Women's Forum: 9 Points**
- Thursday, June 17: **Workshops: 9 Points** (3 Points for each workshop attended)
- Thursday, June 17: **Roundtables: 6 Points** (6 Points for attending a roundtable)
- **General Sessions: 4 Points** (1 Point for each general session attended)
- **Lunch-and-Learn Sessions: 3 Points** (1.5 Points for each lunch-and-learn session attended)

YOUR PATH TO 40 CCNL POINTS: Register for CCNL, and then attend in full:

1. **Tuesday, June 15: 12 Points** (Attend a full-day Intensive) plus **1.5 Points** (Attend the Lunch-and-Learn session) and **1 Point** (Attend General Session) – total **14.5 Points**
2. **Wednesday, June 16: 12 Points** (Attend either a full-day intensive, CEO Forum or 4 workshops) plus **1.5 Points** (Attend the Lunch-and-Learn session) and **1 Point** (Attend General Session) – total **14.5 Points**

3. **Thursday, June 17: 9 Points** (Attend either 3 workshops, or 1 workshop plus 1 roundtable) and **2 Points** (Attend 2 General Sessions) – **total 11 Points**

NOTE: You must turn in your CCNL reporting form tracking your 40 points at end of event.

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.

CPE Credits:

- **General Sessions: 1 credit each**
- **Collaborative Leadership Roundtable: 2.5 credits each**
- **Full-Day Leadership Intensives and Forums: 5/3.5 credits each**
- **Workshops: 1.0 credit**

Maximum available credits: 17.5

3. CFRE: Certified Fund Raising Executive International Points

Full participation at The Outcomes Conference is applicable for **13.5 points** in Category 1.B- Education of the CFRE International application for initial certification and/or recertification.

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