



April 29 – May 1, 2025  
Dallas, Texas



## LEARNING EXPERIENCES BY DAY/HOUR/ROOM

**Track Guide:** (EL) Executive Leadership, (PL) Personal Leadership, (BG) Board Governance, (RD) Resource Development, (MC) Marketing & Communications, (IT) Internet & Technology, (PMC) People Management and Care, (FM) Financial Management, (LRM) Legal & Risk Management.

### Tuesday, April 29

10:30 am – 5:30 pm

#### Leader Care Gathering

##### Leader Care and the Impact on Trust

**Michael Martin**, President and CEO, and **Jake Lapp**, Vice President for Member Accountability, ECFA (with additional ECFA presenters.)

LCG – 1 (EL/BG/FM)

Maverick

### Tuesday, April 29

10:30 am – 12:00 pm

#### Roundtables

##### Seek First Leadership Roundtable: Emerging Leaders

(Ideal for next generation leaders, age 30 and younger)

**Dr. Abe Jaquez**, President and CEO, Baptist University of the Americas, and **Andrea Buczynski**, Leader Development - Coach/Consultant, Cru

RT – 1 (PL)

Dallas

##### Seek First Leadership Roundtable: Maestro-level Leaders

(Ideal for C-level leaders focused on legacy and succession planning)

**Dr. Mark L. Vincent**, CCNL, Executive Advisor, Teall Vincent Enterprises, and **Kirk Kriegel**, Executive Vice President, Children At Heart Ministries (Maestro-level leaders cohort facilitator)

RT – 2 (EL)

Grapevine

##### Seek First Leadership Roundtable: Resource Development

(Ideal for nonprofit resource development executives and team members)

**Tom MacAdam**, Vice President & Senior Consultant, The FOCUS Group, and **Dr. Wes Willmer**, CCNL, Author and Resource Development Coach

RT – 3 (RD)

Lonestar 1

**Seek First Leadership Roundtable: Marketing and Communications**

*(Ideal for nonprofit marketing and communications executives and team members)*

**Carly Berna**, Vice President of Marketing, Virtuous and **Jeremy Reis**, President, Serving Orphans Worldwide

RT – 4 (MC)

Houston

**Seek First Leadership Roundtable: People Management and Care**

*(Ideal for nonprofit HR directors and HR team members)*

**Ramona Bishop**, Chief Human Resources Officer, Bible Study Fellowship, and **Dr. Vicki Harris**, Chief People Officer, Rhema House Care Ministries, and Founder, DVH International Consulting

RT – 5 (PMC)

San Antonio

**Seek First Leadership Roundtable: Financial Management**

*(Ideal for nonprofit CFOs and financial management team members)*

**Nathan Salsbery**, Partner and Executive Vice President, CapinCrouse LLP, and **Vicki VannBerstein**, CEO, America’s Christian Credit Union (ACCU)

RT – 6 (FM)

Fort Worth

**Tuesday, April 29**

**10:30 am – 12:00 pm**

**Workshops**

**The Art of Inquiry**

**Andrew Earnshaw**, Senior Director of Learning and Communication, Bible League International

W – 1 (PL)

Cattle Barons

**Lessons in Self-Care**

**Sheila Bennett**, CCNL, Chief Operations Officer & CFO, Rhema Christian Center

W – 2 (PL)

Glasscock

**The Leader as Shepherd**

**Holly Culhane**, Founder & President/CEO, and **Doug Culhane**, Facilitator, Presence Point

W – 3 (EL)

Jonsson

**Creating Cultures of Ethics & Performance**

**Caryn Ryan**, Founder and Managing Member, and **Erin Moriarty**, Head of HR and Strategy, Missionwell LLC

W – 4 (BG)

Harvesters

**Researching and Engaging Private Foundations**

**David Broussard**, Group Vice-President, Grant Services, DickersonBakker

W – 5 (RD)

Hobby

**10X Donor Engagement: SMS, MMS, and AI**

**Mike Cantrell**, COO, Powered By Text

W – 6 (MC)

Carter

**10 Game-Changing AI Tools For Nonprofit Ministries**

**Kenny Jahng**, CEO, AI for Ministry Leaders.com & ChurchTechToday.com

W – 7 (IT)

Wildcatters

**Building a Healthy Work Culture**

**Doug Shaw**, Chairman of the Board / CEO, and **Graham Shaw**, Chief Operations Officer, Douglas Shaw & Associates

W – 8 (PMC)

Developers

**Handling an Abuse Allegation in Ministry**

**Theresa Sidebotham**, Attorney, Evangelical Council for Abuse Prevention Child Safety Standards Committee Chair, and **Jeff Dalrymple**, Director, Abuse Prevention and Response, SBC Executive Committee

W – 9 (LRM)

Austin

**Tuesday, April 29**

*2:00 pm – 3:30 pm*

**Workshops**

**Passing on Christ-like Culture**

**Dr. Bob Snyder**, Founder and President, IHS Global, and **Tyler Hallman**, Founder and President, Blank Page Group LLC

W – 10 (PL)

Dallas

**Are You Coachable?**

**Dr. Charles W. Coker**, CEO, LifeThrive

W – 11 (PL)

Houston

**Transformational Strategic Focus**

**Chris Jorgensen**, Founder & Chief Consultant, Convergent Strategy, and **John Ligtenberg**, Executive Director, Love INC of the Black Hills

W – 12 (EL)

Fort Worth

**Teams that Change the World**

**Dr. Doug Nuenke**, U.S. President Emeritus of the Navigators, and **Lindy Black**, Former Associate Director of the U.S. Navigators, The Navigators

W – 13 (EL)

Grapevine

### **Hard Board Conversations**

**Fran Brown**, Managing Partner, CapinCrouse LLP

W – 14 (BG)

Harvesters

### **Create a Million-Dollar Day**

**Dr. Candace Gregory**, President/CEO, Open Door Mission, and **Roy Jones**, President/CEO, Fit Fundraising

W – 15 (RD)

Wildcatters

### **Next-Gen Major Donor Tactics**

**Carly Berna**, Vice President of Marketing, Virtuous, and **Jacob Forkey**, Data Analyst, International Mission Board

W – 16 (RD)

Lonestar 1

### **Listen Up: The Power of Audience Research**

**Chandler Navarrete**, Head of Creative, Polymath, a Givington's company

W – 17 (MC)

Carter

### **3 Critical Questions For Great Marketing Strategy**

**Mike Farag**, CEO + Chief Strategy Officer, Fervor

W – 18 (MC)

Cattle Barons

### **Cyber Threat and Control Update**

**Allison Ward**, Partner, and **Katie Herbert**, Senior Manager, CapinTech

W – 19 (IT)

Hobby

### **Recruiting Ministry Staff: Choose Your Adventure**

**Bea Rosenhauch**, CEO, and **Royce Rosenhauch**, Chief Strategy Officer, Ministry HR Group

W – 20 (PMC)

San Antonio

### **Stewarding Your Nonprofit's Assets**

**Jordan Lovelady**, Client Investment Solutions Strategist, HighGround Advisors

W – 21 (FM)

Developers

### **Amending Bylaws: Top 10 Questions**

**Stephen Forman**, Principal and Founder, For His Glory Law, Law Office of Stephen Forman, PLLC

W – 22 (LRM)

Austin

## **Tuesday, April 29**

*2:00 pm – 5:30 pm*

### **Leadership Intensives (Part 1)**

#### **Transformative Leadership**

**Lyle Wells**, President, Integrus Leadership

LI – 1 (PL/EL)

Glasscock

**Together is Better: Six Secrets to Interdependence**

**Dr. Andrew Johnston**, Owner, Johnston Consulting | DRJC

LI – 2 (PMC/EL)

Jonsson

**Tuesday, April 29**

4:00 pm – 5:30 pm

**Workshops**

**Seeking your God-given Purpose**

**Steve Rubado**, Regional Director of US/Canada, Lead Like Jesus

W – 23 (PL)

Dallas

**Seek First to Understand**

**Ramona Davis**, CCNL, CEO, Woman to Woman

W – 24 (PL)

Houston

**Lead on Mission for Eternal Impact**

**Becca Spradlin**, Founder & CEO, On Mission Advisors

W – 25 (EL)

Fort Worth

**Becoming a Flourishing Culture Leader**

**Al Lopus**, Cofounder and Board Chair, Best Christian Workplaces

W – 26 (EL)

Grapevine

**Scenario Planning for Boards**

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

W – 27 (BG)

Harvesters

**People not Money: Fundraising as Ministry**

**Larry Johnson**, Founder, The Eight Principles, and **Sig Berg**, Chairman and CEO, The Severn Leadership Group

W – 28 (RD)

Wildcatters

**The Art of the Big Ask**

**Pat McLaughlin**, President and Founder, The Timothy Group

W – 29 (RD)

Lonestar 1

**Transform StoryFinding into Powerful Fundraising**

**Kristin Sukraw**, Executive Producer, and **Daniel Jenkins**, President, StoryFind Films

W – 30 (MC)

Carter

**Know Your Audience: Navigating Generations**

**Shelley Komoszewski**, Senior Director of Advancement and PR, Cru, and **Brock Anderson**, VP of Content and Marketing, Josh McDowell, a Ministry of Cru

W – 31 (MC)

Cattle Barons

### **Technology's Transformative Role in Ministry**

**Bryan Brown**, President, and **Jaclyn Jones**, Chief Philanthropic Economist, Masterworks

W – 32 (IT)

Hobby

### **We See What We Seek**

**Dr. Teresa Moon**, Founding President/CEO, Institute for Cultural Communicators

W – 33 (PMC)

San Antonio

### **Accounting and Auditing Update**

**Nathan Salsbery**, Partner and Executive Vice President, and **Tim Sims**, Partner and Professional Practice Leader – Attest, CapinCrouse LLP

W – 34 (FM)

Developers

### **Dealing with a Crisis: How We Navigated a Tragedy**

**Jon Bisset**, President, Peter & John Ministries

W – 35 (LRM)

Austin

## **Wednesday, April 30**

*10:30 am – 12:00 pm*

### **Workshops**

#### **An Invitation to a Deeper Place**

**Gina Holm**, Navigators Life & Leadership Coaching, and **Margaret Fitzwater**, Executive Director, Navigators Train-Develop-Care, The Navigators

W – 36 (PL)

San Antonio

#### **Leadership for the Long Haul**

**Andrea Buczynski**, Leadership Development Consultant/Coach, Cru

W – 37 (PL)

Dallas

#### **Keys To Great Leadership**

**Lettie Carr**, CCNL, Associate Pastor, First Baptist Church of Glenarden

W – 38 (PL)

Glasscock

#### **Effective Strategic Planning For Nonprofits**

**Todd Milby**, President, and **Doug Paul**, Managing Partner, Catapult

W – 39 (EL)

Fort Worth

#### **New Ways to Engage Gen Z at Work**

**Dr. Arthur Satterwhite, III**, Vice President of Strategy, and **Kimberly Nollan**, Director of Research and Evaluation, Young Life

W – 40 (EL)

Grapevine

### **11 Laws of Great Boardmanship**

**Kent Wallace**, President/Founder, and **Mark Davidhizar**, Senior Consultant, Visionworks Consulting, Inc.

W – 41 (BG)

Harvesters

### **The Rise of Recurring Giving**

**Dave Raley**, Founder, Imago Consulting

W – 42 (RD)

Houston

### **Planned or Major Gift? Both!**

**Jim Elliott**, Vice President of Stewardship, and **Doug Crisafulli**, Director of Planned Giving, Moody Bible Institute

W – 43 (RD)

Lonestar 1

### **Social Cultivation**

**Amy Hurtado**, VP of Marketing, and **Hallie Gilmore**, Director, Digital Experience and Content Strategy, Joni and Friends

W – 44 (MC)

Cattle Barons

### **AI, Data and Governance**

**Dr. Jeffrey Collins**, Senior Director of Data & Analytics, Compassion International

W – 45 (IT)

Hobby

### **Conflict That Produces Innovative Results**

**Giselle Jenkins**, Consulting Director, Best Christian Workplaces

W – 46 (PMC)

Carter

### **Applying Biblical Principles to HR**

**Brett Billups**, Chief Human Resources Officer, Marketplace Chaplains

W – 47 (PMC)

Jonsson

### **Lead Digital Transformation**

**Jeff Roberts**, Signing Director, and **John Hughes**, Principal, CliftonLarsonAllen LLP

W – 48 (FM)

Wildcatters

### **Institution-Wide Budget Planning**

**David Tarrant**, Chief Financial Officer, and **Sonia Flores**, Controller, Dallas Theological Seminary

W – 49 (FM)

Developers

### **Sanctions: Risk Assessment to Mitigation**

**Dani Rowekamp**, Compliance Risk Senior Leader, World Vision US

W – 50 (LRM)

Austin

## Wednesday, April 30

10:30 am – 5:30 pm

### Forum

**CEO FORUM: full-day (5 hours) *\*Paid pre-registration required***  
**Strengthening Workplace Culture by Deepening Trust as CEOs**  
**Dr. Cory Scheer**, Founder and CEO, TrustCentric® Consulting  
F – 1 (EL)

Maverick

## Wednesday, April 30

2:00 pm – 3:30 pm

### Workshops

**Embrace God's Path for Your Life**  
**Donna Lucus**, Chief Marketing Officer, Joni and Friends  
W – 51 (PL)

San Antonio

**Seeking Him First in a Me-First Culture**  
**Karen McNary**, Director of Global Engagement, Bible Study Fellowship  
W – 52 (PL)

Dallas

**Leading When You Aren't in Charge**  
**Michael Gunnin**, Executive Vice President and Chief Growth Officer, Walk Thru the Bible  
W – 53 (EL)

Houston

**Data-Informed Leadership: Transforming Culture**  
**Karen McDonald**, Executive Director of Employee Success and Title IX Coordinator, Dallas Theological Seminary  
W – 54 (EL)

Fort Worth

**Seek Impact in Disciplined Innovation**  
**Stewart Severino**, Head of Innovation, The Navigators  
W – 55 (EL)

Grapevine

**Boards That Help or Hinder Fundraising**  
**Kent Stroman**, President, and **Aaron Stroman**, Senior Consultant, Stroman & Associates  
W – 56 (BG)

Harvesters

**Cultivating Major Givers for Kingdom Investment**  
**Doug Thorson**, Senior Director, Advancement, Redeemer City to City  
W – 57 (RD)

Wildcatters



### **Why Campaigns Still Matter**

**Dr. R. Mark Dillon**, Senior VP/Founder, Generis Advancement, Generis Partners

W – 58 (RD)

Lonestar 1

### **Purposeful Marketing Meets AI**

**Heather M. Day**, Director of Marketing, and **Joni Bishop**, Communication Strategist, Barnabas Foundation

W – 59 (MC)

Cattle Barons

### **Demystifying AI: Fundamentals for Fundraisers**

**Robert Johnson**, Senior Creative Director, and **Patrick Doty**, Consultant, Client Services, Douglas Shaw & Associates

W – 60 (IT)

Hobby

### **Leading Global Multicultural Teams**

**Dr. Vicki Harris**, Chief People Officer, Rhema House Care Ministries, and Founder, DVH International Consulting

W – 61 (PMC)

Carter

### **Accelerating Ministry Effectiveness with FP&A**

**Andy Brown**, Director of Financial Planning & Analysis, CRU, and **Justin Martin**, Analytics Engineer, Microsoft

W – 62 (FM)

Developers

### **Navigating Employee Terminations**

**John Melcon**, Associate Attorney, and **John Wylie**, Attorney, Taft/ (formerly Sherman & Howard LLC)

W – 63 (LRM)

Austin

## **Wednesday, April 30**

**2:00 pm – 5:30 pm**

### **Leadership Intensives (Part 2)**

#### **Transformative Leadership**

**Lyle Wells**, President, Integrus Leadership

LI – 1 (PL/EL)

Glasscock

#### **Together is Better: Six Secrets to Interdependence**

**Dr. Andrew Johnston**, Owner, Johnston Consulting | DRJC

LI – 2 (PMC/EL)

Jonsson

## Wednesday, April 30

4:00 pm – 5:30 pm

### Workshops

#### Glad I Didn't Know

**Vonna Laue**, CCNL, Executive Director of Global Services/CFO, TEAM

W – 64 (PL)

San Antonio

#### Hearing the Whisper of God

**Dr. Peggy Banks**, Vice President of Global Assistance, International Christian Concern

W – 65 (PL)

Dallas

#### Your Nonprofit Strategy Reloaded

**Jeremy Reis**, President, Serving Orphans Worldwide, and **Mike Meyers**, Chief Development Officer, CRISTA

W – 66 (EL)

Fort Worth

#### Navigating the Waters as a Second

**Odus Compton**, Chief Operating Officer, Reaching Souls International

W – 67 (EL)

Grapevine

#### Absolute Best Nonprofit Boardroom Practices

**Dr. Michael J. Anthony**, Professor of Educational Ministry & Leadership, Dallas Theological Seminary & Calibrate Global Consulting

W – 68 (BG)

Harvesters

#### Optimize Your New Donor Experience

**Amy Sewell**, Senior Vice President of Digital Solutions, and **Aubrey Hoepfner**, Vice President, Client Services, Douglas Shaw & Associates

W – 69 (RD)

Wildcatters

#### Personalizing Donor Engagement Amid Automation

**Bob Greene**, Senior Vice President for Business Development, and **Bruce Scott**, Vice President of Development, Westfall Gold

W – 70 (RD)

Lonestar 1

#### Seek First a Kingdom-Resonant Brand

**Jef Miller**, Creative Director, Masterworks

W – 71 (MC)

Cattle Barons

#### Artificial Intelligence - Productivity & Risk

**Tad Brockway**, Chief Technology Officer, Bible Study Fellowship

W – 72 (IT)

Hobby

### **Developing Middle Leaders**

**Dr. Julie Armstrong**, Director of Operations, Moody Global Media / Moody Bible Institute  
W – 73 (PMC) Houston

### **Mutual Allyship in the Ministry Workplace**

**Dr. Rob Dixon**, Senior Fellow, InterVarsity Institute  
W – 74 (PMC) Carter

### **Fraud's Inevitable, Are You Ready?**

**Krista Besselman**, Global Finance Coordinator, SIL International  
W – 75 (FM) Developers

### **Safeguarding Youth and the Vulnerable**

**Peter Persuitti**, Global Managing Director, Religious Practice, Gallagher  
W – 76 (LRM) Austin

## **Thursday, May 1**

**10:30 am – 12:00 pm**

### **Workshops**

#### **Spiritual Attunement for Difficult Times**

**Tracy Mathews**, Executive Director, Attune, and **Scott Wennermark**, Founder, Wennermarketing  
W – 77 (PL) San Antonio

#### **Priorities: Your Best Next "Yes"**

**Mike Lenda**, Chief Services Officer, 5by5 Agency  
W – 78 (PL) Dallas

#### **Creating a Culture of Worthiness**

**Bryan Taylor**, CEO, Cornerstone Management  
W – 79 (EL) Jonsson

#### **Walking With Next Generation Leaders**

**Dr. Bruce McNicol**, Founding Partner & President Emeritus, and **Brittany Sawrey-Coulson**, Director of Content, Trueface  
W – 80 (EL) Grapevine

#### **Board Practices that Protect Ministries**

**Kevin Trotter**, CCNL, Advisory Board Member, Evangelical Council for Abuse Prevention (ECAP), and **Dee Dee Mayer**, Director, Boone Center for the Family at Pepperdine University  
W – 81 (BG) Harvesters

### **Sustained Giving Masterclass**

**Kim Richardson**, AVP Client Strategy, Allegiance Group + Pursuant, and **Meg Crowley**, Executive Director, Stand to Reason

W – 82 (RD)

Wildcatters

### **Building Blocks for Planned Giving**

**James Bakke**, Executive Director, and **Kurt Knoll**, Director of Member Relations, Barnabas Foundation

W – 83 (RD)

Lonestar 1

### **The Multicultural Majority**

**Ivan Leon**, Chief Strategist, Kerux Group, and **Dr. Gene Getz**, President Renewal Ministries | Pastor Emeritus COC, Renewal Ministries

W – 84 (RD)

Glasscock

### **Grow Your Organization through Comedic Advertising**

**Allen Thornburgh**, Chief Experience Officer, Historic, and **Mollie Yoder**, Associate Vice President of Marketing and Communications, Trevecca Nazarene University

W – 85 (MC)

Cattle Barons

### **Tech Clarity Now: Align Your Strategy**

**Andre South**, Principal Consultant, South Software Solutions

W – 86 (IT)

Hobby

### **Succession Planning and Steward Leadership**

**Dr. Brian Simmons**, Head of School, King's Ridge Christian School, and **Bill Allan**, President, Associated Gospel Churches (AGC)

W – 87 (PMC)

Carter

### **Analyzing and Influencing Performance**

**Jay Bransford**, President and CEO, Best Christian Workplaces

W – 88 (PMC)

Houston

### **Today's Economy and Your Ministry**

**Richard Todd**, CEO, Principal & Co-Founder, and **Sarah Newman**, Principal, Innovest Portfolio Solutions, LLC

W – 89 (FM)

Developers

### **Recent Developments from Washington and Beyond**

**Jake Lapp**, Vice President, Member Accountability, and **Aaron Mercer**, Senior Writer & Communications Strategist, ECFA

W – 90 (LRM)

Fort Worth

## Thursday, May 1

2:00 pm – 3:30 pm

### Workshops

#### No More Excuses: Scripture Memory that Works

Jeremy Kluth, Founder, Scripture Alive

W – 91 (PL)

San Antonio

#### Are You Maximizing Your Gift?

Alicia (AC) Dunlap, Development Director for RESET, 4Kids, Inc.

W – 92 (PL)

Dallas

#### Culture Matters: Build an Unstoppable Team

Jenni Catron, CEO, 4Sight Group

W – 93 (EL)

Grapevine

#### Quest for Quality & Excellence

Kirk Kriegel, Executive Vice President, Children At Heart Ministries (Maestro-level leaders cohort facilitator)

W – 94 (EL)

Fort Worth

#### A Board Prayer

Dr. Dan Bolin, President, Refueling in Flight Ministries

W – 95 (BG)

Harvesters

#### Fundraising is Relationships

Steen Hudson, Founder, and Keith Kelly, CEO, True Riches Global

W – 96 (RD)

Lonestar 1

#### 90 Fundraising Ideas in 90 Minutes

Todd Baker, Vice President and Senior Strategist, MDM Fundraising

W – 97 (RD)

Glasscock

#### Inspire and Activate Donors with Video

David Coonradt, CEO, Fieldwork Media

W – 98 (MC)

Wildcatters

#### Brand for Impact

Justin Eklund, Founder and CEO, Grove9 Marketing

W – 99 (MC)

Cattle Barons

**Empowering Decisions Through Data**

**Lindsey Whinnery**, Partner, and **Cecilia Jakovljevic**, Senior Data Analyst, CapinCrouse

W – 100 (IT)

Hobby

**Navigating Employee Complaints Successfully**

**Joelle Peelgren**, Principal / Consultant, DeGenaro Peelgren Associates

W – 101 (PMC)

Carter

**Unlocking Leadership Potential**

**Lauren Vanaman**, CCNL, Executive Director, Aspire Leadership LLC

W – 102 (PMC)

Houston

**Agility for Financial Decision-Making**

**Melodi Bunting**, Senior Manager, Wegner CPAs

W – 103 (FM)

Developers

**Tax and Legal Forum**

**Chip Watkins**, Attorney, Webster, Chamberlain & Bean, LLP, and **David Powers**, Partner, Powers Compliance, PLLC

W – 104 (LRM)

Jonsson

###