

# Workshops

Visit [www.CLAConference.org](http://www.CLAConference.org) to see the full description of each workshop.

These dynamic 1.5 hour workshops offer you access to some of the top minds in Christian non-profit leadership today!

Realize the power of your ideas, messages and ministry through conversations with other like-minded leaders.

Match your interest to the topic-based groups below:

- ▶ Attorneys and Legal Staff
- ▶ Board Members
- ▶ Chief Executive Officers
- ▶ Chief Operating Officers
- ▶ Church Financial Managers/Administrators
- ▶ Church and Parachurch Staff
- ▶ Fundraisers
- ▶ HR Managers
- ▶ Marketing/PR/Branding
- ▶ Mission Agencies
- ▶ Parachurch Financial Managers/Administrators

Choose one Workshop from each of the five time periods.

Executive Leadership 1	Executive Leadership 2	Spiritual and Professional Life	People Management and Care 1	People Management and Care 2	Wednesday, April 11 8:00 a.m. – 9:30 a.m.
<p><b>43. Matters of the Heart Matter Most to Leaders</b></p> <p><i>Don Cousins, President, Team Development Inc.</i></p>	<p><b>48. Emotional Intelligence in Faith Based Leadership</b></p> <p><i>Ken Fincher, Executive Director, Sears Methodist Foundation</i></p>	<p><b>53. Living Redemptively: Establishing a Personal Rule of Life</b></p> <p><i>Steve Macchia, Founder and President, and Rick Anderson, Vice President, Leadership Transformations</i></p>	<p><b>58. Volunteers: The Heartbeat of the Nonprofit Ministry</b></p> <p><i>Ramona Davis, Executive Director, Woman to Woman Pregnancy Resource</i></p>	<p><b>63. The Five Languages of Appreciation in the Workplace</b></p> <p><i>Dr. Paul White, Christian Psychologist, author, speaker and consultant</i></p>	
<p><b>Community Building</b> Wednesday, April 11 1:00 p.m. – 2:30 p.m.</p>					
<p><b>44. Forming Alliances to Thrive in a Tough Economy</b></p> <p><i>Robert T. Frank, CEO, Bible League International and Eric Fellman, President/CEO, World Bible Translation Center</i></p>	<p><b>49. Get Rid of Silos: Strategies to Create a Collaborative Ministry Culture</b></p> <p><i>Jan Dwyer Bang, MBA, CSP, Owner/President, Boundless Results</i></p>	<p><b>54. Maintaining Your Ministry Balance</b></p> <p><i>Terry Williams, Executive Director, Central Texas Life Care/CareNet</i></p>	<p><b>59. Leading Across Generations</b></p> <p><i>Mark Siegrist, Director of Education, Denver Rescue Mission</i></p>	<p><b>64. Leading Operations from Your Core Values</b></p> <p><i>Rebekah Kinard, Leadership Development HR Director, Campus Crusade for Christ</i></p>	<p>Wednesday, April 11 4:00 p.m. – 5:30 p.m.</p>
<p><b>45. Leading with the Next Generation in Mind</b></p> <p><i>John B. Savage, EMBA, Founder &amp; Principal, OneAccord NFP</i></p>	<p><b>50. Leading through Transitions</b></p> <p><i>Laura Clancy, CEO/President, and Susan Caple, CFO, New Mission Systems International.</i></p>	<p><b>55. Ready to Pray</b></p> <p><i>Gail Dudley, VP of Diversity, Stonecroft Ministries</i></p>	<p><b>60. Using Performance Reviews to Develop Good and Faithful Staff Members</b></p> <p><i>Dan Bolin, International Director, Christian Camping International</i></p>	<p><b>65. Where Two or More are Gathered Together... There is Bound to be Conflict</b></p> <p><i>Amy White, HR Director, Christian Care Ministry</i></p>	<p>Thursday, April 12 8:00 a.m. – 9:30 a.m.</p>
<p><b>46. Building Healthy, High Performing Executive Teams</b></p> <p><i>Bill Frisby, CEO and Founder, and Dave Rippey, Senior Partner, Strengthening Leaders L3C</i></p>	<p><b>51. Creating a Stable Culture for Innovation</b></p> <p><i>Al Lackey, President, Kids Alive International</i></p>	<p><b>56. Leaders at Risk</b></p> <p><i>Marc Rutter, U.S. Director of HR and Leadership Development, Campus Crusade for Christ</i></p>	<p><b>61. Leadership by Design: the Art and Science of Building a Leadership Development Culture</b></p> <p><i>Chris Ihrig, CEO, Edge Learning Institute</i></p>	<p><b>66. HR Update on Current Changes in the Field (Panel)</b></p> <p><i>Moderator: Ron Smedley, President, Synergistic Resource Associates; Carolyn B. Thompson, Principal, Training Systems Inc.; Chad Carter, Partner, HR, The Gideons International; Dan Wierenga, VP of Human Resources, RBC Ministries</i></p>	<p>Thursday, April 12 2:00 p.m. – 3:30 p.m.</p>
<p><b>47. 360 Degree Development for CEOs and Senior Leaders</b></p> <p><i>Al Lopus, President, Best Christian Workplaces Institute, and Ken Williams, Executive Vice President, Fellowship of Christian Athletes</i></p>	<p><b>52. Leading from Your Sweet Spot</b></p> <p><i>Shelley Cochran, Principal, OneAccord Partners</i></p>	<p><b>57. Taking Timothy to Work</b></p> <p><i>Donald Moutan, Founder/Executive Director, Equipping Leaders International Inc.</i></p>	<p><b>62. Mentoring in a Multi-Cultural World</b></p> <p><i>Dr. Lester J. Hirst III, Curriculum/Professional Development Manager, Compassion International and Dr. Dee Walker, Global Staff Development Director, Compassion International</i></p>	<p><b>67. Respect: From Diversity to Engagement</b></p> <p><i>Anita Paige, Senior Vice President, Edge Learning Institute</i></p>	<p>Thursday, April 12 4:00 p.m. – 5:30 p.m.</p>

# Workshops continued

The CLA National Conference workshops cover the range of issues that face ministries today, and you will get to interact with ministry leaders from across the U.S. and the world during these interactive learning sessions.

	Financial Management 1	Financial Management 2	Church Leadership	Mission and Strategy	Tax and Legal	Revenue and Stewardship 1
Wednesday, April 11 8:00 a.m. – 9:30 a.m.	<b>68. Retirement Plan Compliance</b> <i>Bethany Palmer, Executive Director and co-Founder, and Bruce Bruinsma, CEO and co-Founder, Envoy Financial</i>	<b>73. Cash Reserves: Why You Need Them and How to Build Them</b> <i>David Lee, Ministry Development Officer, ECCU</i>	<b>78. The Transforming Power of Organic Outreach</b> <i>Kevin Harney, Pastor, Author</i>	<b>84. Strategic Redirection</b> <i>Jim Galvin, President, Galvin and Associates</i>	<b>89. Counting the Legal Costs</b> <i>Nathan Adams, Partner, Holland and Knight LLP</i>	<b>94. The Art of the Ask — a Transformational Process</b> <i>Pat McLaughlin, President, The Timothy Group</i>

Wednesday, April 11  
1:00 p.m. – 2:30 p.m.

## Community Building

Wednesday, April 11 4:00 p.m. – 5:30 p.m.	<b>69. 21st Century Financial Management</b> <i>Gregg Capin, Partner CapinCrouse, LLP, Stuart Lark, Partner, Holme Roberts and Owen LLP, and Dan Busby, President, ECFA</i>	<b>74. Auditing from Both Sides of the Table</b> <i>Vonna Laue, Partner, CapinCrouse LLP, and Barb Boers, CFO, Reformed Church in America</i>	<b>79. Top Three Church Leadership Issues and What to Do About Them</b> <i>Don Cousins, President, Team Development Inc.</i>	<b>85. What Really Makes a Ministry Christ Centered?</b> <i>Wes Willmer, CCNL, Senior Vice President, ECFA, Consultant, Author</i>	<b>90. Telling Donors No!</b> <i>Dan Peddie, Principal, One Accord NFP, and David Middlebrook, Attorney, Anthony and Middlebrook</i>	<b>95. Increase New Income from Your Direct Mail and Online Fundraising Program</b> <i>Billy Vaudry, Creative Director and Ray Pokorny, VP Client Services, Douglas Shaw and Associates</i>
Thursday, April 12 8:00 a.m. – 9:30 a.m.	<b>70. Accounting Update</b> <i>Bill Haller, Partner, CapinCrouse LLP</i>	<b>75. Nonprofit Mergers and Acquisitions: Why and How?</b> <i>Scott Rodin, Managing Partner, One Accord NFP and James Lewis, President &amp; CEO, Long Beach Rescue Mission</i>	<b>81. Creating a High Impact Staff Culture for Your Church</b> <i>Al Lopus, President, Best Christian Workplaces Institute</i>	<b>86. 10 Macro-Trends Affecting Ministries Today</b> <i>Dr. Jim Canning, Professor, Biola University Retired</i>	<b>91. Inside the Mind of a Lawyer</b> <i>Christopher Kopka, Vice President Strategic Development, and Ryan Foss, New Business Development, Thrivent</i>	<b>96. Growing Major Donor Giving</b> <i>William F. High, President and General Counsel, National Christian Foundation - Heartland and David Wills, President, National Christian Foundation</i>
Thursday, April 12 2:00 p.m. – 3:30 p.m.	<b>71. 10 Keys to a Successful Ministry Finance Office</b> <i>Mark Tjernagel, CFO, Campus Crusade for Christ</i>	<b>76. Overview of the Economy, Where Are We Going and How Did We Get Here?</b> <i>Bryan C. Taylor, CFA, Principal, CEO, and Chief Investment Officer, Cornerstone Management</i>	<b>82. Four Sided Stewardship for Churches</b> <i>Brad Dixon, Regional VP, Missouri Baptist Foundation</i>	<b>87. Tools of Process Improvement</b> <i>Dr. Thomas Driver, Professor of the School of Public Service Leadership, Capella University</i>	<b>92. Charitable Gift Planning in the New Environment</b> <i>Al Zimmerman, Executive Director, Northwest Christian Community Foundation</i>	<b>97. A 90/10 Solution</b> <i>Ray Lyne, President, Lifestyle Giving</i>
Thursday, April 12 4:00 p.m. – 5:30 p.m.	<b>72. Budgeting Essentials</b> <i>Jeremy Moore, Ministry Development Officer, ECCU</i>	<b>77. Update on the Commission on Accountability and Policy for Religious Organizations</b> <i>Mark Batts, Commission Chair, and Dan Busby, President, ECFA</i>	<b>83. Gospel Graces: Hospitality, Community, Collaboration: A Model for Church Leaders</b> <i>Arlen Vernava, Senior Consultant, Vernava Consulting and Design Group International</i>	<b>88. Leading Organizational Transformation</b> <i>Larry Johnston, Ph.D., President, McConkey Johnston International</i>	<b>93. Tax and Legal Forum for the Church and Para Church Ministry</b> <i>Chip Watkins, Attorney, Webster, Chamberlain and Bean</i>	<b>98. Thirty Something's and Fundraising</b> <i>Clark Dickerson, President, Dickerson and Associates</i>

Revenue and Stewardship 2	Revenue and Stewardship 3	Revenue and Stewardship 4	Communications and Marketing	Risk Management	Board Governance
<p><b>99. Raising More Money with a Thank You</b>  <i>Lorraine Mazza, Managing Director of Development, Joni and Friends</i></p>	<p><b>104. Tax Economics of Charitable Giving</b>  <i>Jerry Wear, President, Great Commission Foundation, Campus Crusade for Christ</i></p>	<p><b>109. Tension at the Top</b>  <i>Tim Gunsolley, Partner, The Elevation Group</i></p>	<p><b>114. Effective Media Relations</b>  <i>Eric Finley, National Media Writing Director, Alliance Defense Fund</i></p>	<p><b>119. Best Practices in Risk Management</b>  <i>Robert Lipps, JD, CPA, Executive Director, Lockton Alliance for Ministry Protection</i></p>	<p><b>124. Simplifying Effective Board Member Orientation</b>  <i>Michael E. Batts, CPA, President &amp; Managing Shareholder, Batts Morrison Wales &amp; Lee</i></p>

Wednesday, April 11  
 1:00 p.m. – 2:30 p.m.

## Community Building

<p><b>100. Donor Analytics — There's Gold in Them There Files!</b>  <i>Bill Ziercher, Chairman/CEO, Gabriel Group</i></p>	<p><b>105. Fundraising for the Smaller Organization</b>  <i>Michael Liimatta, Principal, and John B. Savage, EMBA, Founder &amp; Principal, OneAccord NFP</i></p>	<p><b>110. Maximizing Mid-level Donors</b>  <i>Joey Pierce, Director of Development, and Spencer Worth, Senior Manager, Donor Advancement, American Bible Society.</i></p>	<p><b>115. Marketing Messages that Motivate Women</b>  <i>Marie Guthrie, Senior Director Ministry Communications, Awana</i></p>	<p><b>120. Church Security and the Law</b>  <i>C. Kay Landwehr, JD, Associate Attorney, Brotherhood Mutual Insurance Company</i></p>	<p><b>125. How Management Can Increase Board Effectiveness</b>  <i>Mark Tjernagel, CFO, Campus Crusade for Christ</i></p>
<p><b>101. Generosity Exercises</b>  <i>Gary Hoag, Founder, Generosity Monk</i></p>	<p><b>106. Show Me the Money</b>  <i>Gail Vertz, CEO, Grant Professionals Association (GPA)</i></p>	<p><b>111. God, Money, Culture, Giving and Asking</b>  <i>Wes Willmer, CCNL, Senior Vice President, ECFA, Consultant, Author</i></p>	<p><b>116. Stop your Disaster Response from Being a Disaster</b>  <i>Carter Wade, Senior Vice President Client Services, Masterworks</i></p>	<p><b>121. Current Trends &amp; Cost-Saving Techniques in Healthcare</b>  <i>Jennifer Sampson, Vice President, Lockton Benefits Group</i></p>	<p><b>126. The Biblical Foundation for Governance</b>  <i>Randal Dick, Senior Consultant, Design for Ministry International</i></p>
<p><b>102. Building Online Donors: A Holistic Approach</b>  <i>Tim Kachuriak, Senior Vice President Innovation and Optimization, Pursuant/KMA</i></p>	<p><b>107. Planned Giving with Limited Resources</b>  <i>Dave Keesling, Founder/Executive Vice President, Philanthrocorp</i></p>	<p><b>112. Major Donor Event Fundraising: Why It's So Critical</b>  <i>Bob Westfall, CEO, and Len Robinson, Vice President Business Development, Westfall Group</i></p>	<p><b>117. Brand Storytelling: The Key to Donor Development</b>  <i>Michael Brown, Vice President Client Services, Stratmark</i></p>	<p><b>122. Strategically Managing Your Ministry's Retirement Plan</b>  <i>Steve Kjar, Vice President, Lockton Retirement Services</i></p>	<p><b>127. Solving Common Board Problems</b>  <i>Dr. Sid Webb, President, Sharpened Focus</i></p>
<p><b>103. Turn Recurring Donors into Major Gift Prospects</b>  <i>Timothy Winkler, Sr. CFRE, CEO, Winkler Group, and Megan Huffman, Development Operations Director, Water Missions International</i></p>	<p><b>108. 21st Century Stewardship: A Merger of Disciplines</b>  <i>Greg Ring and Richard Blackmon, Cofounders, Fulcrum Philanthropy Systems</i></p>	<p><b>113. Donors for Life: Transforming Passive Constituents into Engaged Donors and Advocates</b>  <i>Kn Moy, Senior Vice President, Innovation Strategy, Masterworks</i></p>	<p><b>118. Dynamic Integration of Donor Communications and Fundraising</b>  <i>Tom McCabe, President, Pursuant/KMA</i></p>	<p><b>123. Managing Risk in Missionary Trips</b>  <i>John E. Watson, ARM, CIC, DRM, Executive Director Higher Education Practice and Dana Crowl, ALCM, Senior Area Vice President-Program Manager, Gallagher Charitable International Insurance Services, Arthur J. Gallagher Risk Management Services</i></p>	<p><b>128. Serving as a Board Member</b>  <i>Rev. John Pellowe, CEO, Canadian Council of Christian Charities</i></p>