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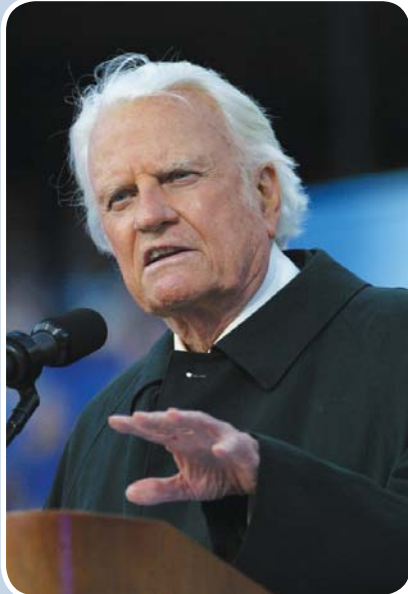
Canada's Annual Christian Leadership & Stewardship Conference

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SEPTEMBER 23-25, 2008  
CALGARY, ALBERTA  
[www.cccc.org/conference](http://www.cccc.org/conference)

# RECOGNITION FOR INTEGRITY IN LIFE AND MINISTRY

We all aspire to finish our ministry careers well. Come join us for an evening of appreciation, as CCCC celebrates two inspiring ministry leaders, Billy Graham and David Mainse, who we believe are representative of those who have led lifetimes of integrity, both personally and in their ministry organizations. Sheila Rowe will interview David Mainse and Will Graham, who will accept the recognition on behalf of his grandfather.



## **REV. BILLY GRAHAM** (Being represented by grandson, **WILL GRAHAM**.)

*Evangelist Billy Graham took Christ literally when He said in Mark 16:15, "Go ye into all the world and preach the Gospel to every creature."*

*Dr. Graham has preached the Gospel to more people in live audiences than anyone else in history—nearly 215 million people in more than 185 countries and territories—through various meetings, including Mission World and Global Mission. Hundreds of millions more have been reached through television, video, film, and webcasts.*

*He founded the Billy Graham Evangelistic Association (BGEA) in 1950. Dr. Graham's counsel has been sought by presidents, and his appeal in both the secular and religious arenas is evidenced by the wide range of groups that have honoured him. Mr. Graham is regularly listed by the Gallup organization as one of the "Ten Most Admired Men in the World."*

Photos compliments of Billy Graham Evangelistic Association

## **REV. DAVID MAINSE**

*David and his wife Norma-Jean are founders of Crossroads Christian Communications Inc. Rev. David Mainse has been ministering to Canadians in all corners of the country for over 40 years.*

*David stepped down as President of Crossroads and host of 100 Huntley Street in the summer of 2003 and is currently very busy behind the scenes as a "Spiritual Statesman for Canada." David continues to serve as President of Crossroads Christian Communications Inc. (U.S.A.)*

*David will never retire, but referred to his age in 2005 as the same as Winston Churchill's when he took on Adolph Hitler and the Nazi threat. He has a vision for the cause of Christ which is bigger than ever.*



## **SHEILA ROWE**

*Join us for the banquet on Wednesday evening as Sheila Rowe, former co-host of CBC radio's "The Calgary Eyeopener" and former Senior Producer and Host of "Top Story" for the Crossroads Television System in Alberta, interviews David Mainse and Will Graham, Billy Graham's grandson, on the occasion of their recognition for Integrity in Life and Ministry.*

*Banquet — Wednesday Evening, 6:30 pm to 9:00 pm*

# CONFERENCE AGENDA

## WORKSHOP LEVELS

- **AWARENESS** level topics tend to assume little or no prior knowledge on the topic and tend to provide a general or high level overview of the topic.
- **ADVANCED** level topics assume a general level of knowledge about the topic. The scope of the Advanced level content tends to be narrow but with more depth than the awareness level.

### MONDAY

- 4:00-8:00 Registration Desk Open
- 8:00-10:00 Coffee House (A casual time of fellowship, networking & refreshments)

### TUESDAY

- 7:30-5:15 Registration Desk Open
- 8:30-8:50 Mike Schuster - Worship
- 8:50-9:30 Steve McMillan - Spiritual Challenge
- 9:30-10:15 Thomas Jeavons - Plenary Session
- 10:15-10:30 Anne Charron - Plenary Session
- 10:30-11:00 Break
- 11:00-12:15 Workshops
- 12:15-1:30 Lunch
- 1:30-2:45 Workshops
- 2:45-3:15 Break
- 3:15-4:30 Workshops
- 4:30 Free Time

### WEDNESDAY

- 7:30-5:15 Registration Desk Open
- 8:30-8:50 Mike Schuster - Worship
- 8:50-9:30 Steve McMillan - Spiritual Challenge
- 9:30-10:30 Will Graham - Plenary Session
- 10:30-11:00 Break
- 11:00-12:15 Workshops
- 12:15-1:30 Lunch
- 1:30-2:45 Workshops
- 2:45-3:15 Break
- 3:15-4:30 Workshops
- 4:30-6:30 Free Time
- 6:30-9:00 Banquet - Recognition for Integrity in Life & Ministry for Billy Graham and David Mainse

### THURSDAY

- 7:30-11:00 Registration Desk Open
- 8:30-8:50 Mike Schuster - Worship
- 8:50-9:30 Steve McMillan - Spiritual Challenge
- 9:30-10:30 David Mainse - Plenary Session

# PLENARY SPEAKERS



## STEVE MCMILLAN

SENIOR PASTOR, OAK PARK CHURCH OF CHRIST

*Steve has served as a minister with churches in Regina, Thunder Bay, and for ten years in Yellowknife, Northwest Territories before joining Oak Park in April 2005. Steve loves helping people see how God is at work in their lives and has given his life to communicating the message of the cross.*

**Spiritual Challenge – Tuesday, 8:50 am to 9:30 am, Wednesday, 8:50 am to 9:30 am, Thursday, 8:50 am to 9:30 am**



## THOMAS JEAVONS

EXECUTIVE DIRECTOR, ARNOVA

*Thomas Jeavons is the Executive Director of ARNOVA, the Association for Research on Nonprofit Organizations and Voluntary Action, the leading national and international association of researchers focused in nonprofit organizations, civil society, philanthropy and voluntarism. It is based in Indianapolis, Indiana, where Dr. Jeavons is also a visiting faculty member of the Indiana University Center on Philanthropy. He served from 1996 until July of 2006 as General Secretary (chief executive) of Philadelphia Yearly Meeting of the Religious Society of Friends, the largest Quaker judicatory in the United States.*

**Plenary Session – True Ministry in Word and Deed Tuesday, 9:30 am to 10:15 am**

In speaking of the challenges of faith, some speak of the need to "walk the walk as well as talk the talk." This address will be an occasion to reflect together on how the behavior in and of our organizations can more consistently reflect our commitments as Christians to "love our neighbours" – and co-workers, clients, and donors; all those others – "as ourselves."

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## ANNE CHARRON

ACTING MANAGER, KNOWLEDGE MANAGEMENT AND PROJECTS SECTION OF THE POLICY, PLANNING AND LEGISLATION DIVISION, CANADA REVENUE AGENCY, CHARITIES DIRECTORATE

*Anne Charron has been a CRA Charities Directorate employee since 1995. In April 2008, she became the acting manager of the Knowledge Management and Projects Section of the Policy, Planning and Legislation Division. This new section has been tasked with implementing the T3010B project, along with a range of information and knowledge management initiatives. Ms. Charron has B.C.L. and LL.B. degrees from McGill University.*

**Plenary Session – Overview of the New T3010B Tuesday, 10:15 am to 10:30 am**

The new T3010B Annual Charity Information Return will be implemented January 1, 2009. Every registered charity in Canada is affected by the significant changes. Anne Charron of Canada Revenue Agency led development and implementation of the T3010B. She will provide an overview of the changes. For complete details plan to attend her workshop *Introducing the New T3010B: What Will Change for Your Charity?*



Photo compliments of Billy Graham Evangelistic Association

### WILL GRAHAM

ASSISTANT DIRECTOR, BILLY GRAHAM TRAINING CENTER AT THE COVE;  
ASSOCIATE EVANGELIST, BILLY GRAHAM EVANGELISTIC ASSOCIATION

*William Franklin Graham IV (Will) is the third generation of Grahams to proclaim the Gospel of Jesus Christ under the banner of the Billy Graham Evangelistic Association. Will is the grandson of Billy Graham and the oldest son of Franklin Graham. Since beginning his North American evangelistic ministry in April 2006, he has spoken to more than 50,000 people during his Will Graham Celebrations in the United States and Canada.*

We gratefully acknowledge sponsorship of this session by

Plenary Session –

Wednesday, 9:30 am to 10:30 am



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### DAVID MAINSE

FOUNDER, CROSSROADS CHRISTIAN COMMUNICATIONS INC.

*Rev. David Mainse has been ministering to Canadians in all corners of the country for over 40 years and David's wife Norma-Jean has been his ministry companion since the beginning. While the ministry has grown to reach many corners of the globe, David's goal remains the same: to share his deep faith in Jesus Christ with others and to see God relate in a very real way to each individual's life.*

Plenary Session – Salt

Thursday, 9:30 am to 10:30 am

Rev. Mainse will be discussing how Jesus modelled His 'Salt' message and exploring how we as followers of Jesus - 'Salt' - can permeate the world around us without losing our saltiness.

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## BANQUET

**SHEILA ROWE**  
JOURNALIST



*Sheila Rowe has worked in radio, television and print media. In 2007/08 she acted as Senior Producer and Host of "Top Story" for the Crossroads Television System in Alberta. In the 1970's and 80's, Sheila's career with the Canadian Broadcasting Corporation in Manitoba, Ontario and Alberta spanned roles as host, producer, and reporter/researcher in both radio and television.*

Banquet – Wednesday Evening, 6:30 pm to 9:00 pm

## WORSHIP

**MIKE SCHUSTER**  
PASTOR OF WORSHIP AND ARTS  
BOW VALLEY CHRISTIAN  
CHURCH



*Mike is the Pastor of Worship & Arts at Bow Valley Christian Church in Calgary. Mike's background is in public education, where he served for 17 years as a high school band director and guidance counselor before joining the staff of BVCC full-time. Mike released his debut worship CD "Together" in December 2006, and his songs are currently being used in churches throughout North America and beyond calling for unity in the body of Christ.*

Worship Leader – Tuesday, Wednesday & Thursday Mornings

# CONFERENCE SPONSORS

## COFFEE HOUSE



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### TUESDAY LUNCHEON

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# TUESDAY WORKSHOPS

Workshop Tracks	11:00am - 12:15pm	1:30pm - 2:45pm	3:15pm - 4:30pm
<b>Charity Leadership</b>	1 Leadership Versus Management –Barbara Mikus	2 Developing Workshops that Develop Ideas . . . and Teams –Doug Dietz	3 & 9 Charity Law 101 –Teresa Douma
<b>Governance</b>	7 Board Rehearsals –John Pellowe	8 Integrity at the Board Level –Les Stahlke	
<b>CEO</b>	13 Sacred Deeds and Secular Dollars –Del Bannerman and Irene Pfeiffer	14 Critical Characteristics for Christian Leadership –Thomas Jeavons	15 Being Mentored: Tips for Success –Darren DeGraff
<b>Church/Denomination</b>	19 The Executive Pastor: Balancing Management and Pastoral Responsibilities –Kervin Raugust	20 Facility Security - Can Ministry Success and Security Realities Coexist? –Terry Busch	21 & 27 REVEAL - Understanding the Journey of Transformation –Brian Bylsma
<b>Mission Support</b>	25 Country Risk Assessment –Jack Newton	26 Supporting an Empowered Laity –Heather Card	
<b>Public Profile</b>	31 Survey Says . . . –Mary Ann Charters	32 Media Releases That Work –Doug Koop	33 Social Media 101: Facebook, YouTube & Blogs - Oh My! –Mike Todd
<b>Human Resources</b>	37 Somebody Poked Me: Facebook and its Many Challenges for Charities –Adrian Miedema	38 Conflict Resolution in a Multi-Cultural Environment –Barbara Mikus	39 Volunteers as Unpaid Staff: Implications for Employers –Barbara Wallace
<b>Legal Issues</b>	43 Strategies for Protecting Charitable Assets Through Multiple Corporate Structures –Terrance Carter	44 Employee Dispute Resolution in a Christian Context –Bob Kuhn	45 The World is Flat: Mobile Missionaries in the 21st Century –Jeffrey Lowe
<b>Finance</b>	49 Administration Costs: How Much is Appropriate? –Gilbert Langerak	50 Top 10 Compliance Issues: What Your Charity Should Know –Anne Charron	51 Introducing the New T3010B - What Will Change for Your Charity? –Anne Charron
<b>Stewardship (Track I)</b>	55 Fundraising for a Family of Related Charities –Rose-Marie Goodwin	56 When Age Fails to Protect: Ethical Stewardship and the Aging Donor –Barry Bussey	57 How to Effectively Deliver Planned Giving Workshops –Rose-Marie Goodwin
<b>Stewardship (Track II)</b>	61 The Gift of Land: The Benefits and Pitfalls and How to Deal with Them –Bob Kuhn	62 Beyond the Basics: Gifts of Public Securities –Malcolm Burrows	63 Measuring Fundraising Effectiveness –Malcolm Burrows

 **AWARENESS** level topics tend to assume little or no prior knowledge on the topic and tend to provide a general or high level overview of the topic.

# WEDNESDAY WORKSHOPS

Workshop Tracks	11:00am - 12:15pm	1:30pm - 2:45pm	3:15pm - 4:30pm
<b>Charity Leadership</b>	<p>4 Building a Great Organizational Culture —Al Lopus</p>	<p>5 Mentoring Your Staff —Darren DeGraff</p>	<p>6 Who's Paddling Your Canoe? —Barbara Mikus</p>
<b>Governance</b>	<p>10 &amp; 16 Board - CEO Relations: Tackling the Tough Issues —Les Stahlke</p>	<p>11 Annual Planning Cycle for Boards —John Pellowe</p>	<p>12 Panel: The Makings of a Great Board —Larry Nelson and Michael Packer</p>
<b>CEO</b>		<p>17 Building Your Leadership Team Within Generational Differences —Bruce Gordon</p>	<p>18 Ministry Partnerships, Mergers and Acquisitions —Stephen Wile</p>
<b>Church/Denomination</b>	<p>22 Healthy Church Debt? —David Holten</p>	<p>23 Pastor-Board Relations: Strengthening the Bond, Part 1 —Bill Mains &amp; John Prociuk</p>	<p>24 Pastor-Board Relations: Strengthening the Bond, Part 2 —Bill Mains &amp; John Prociuk</p>
<b>Mission Support</b>	<p>28 Church-to-Church Projects —Heather Card</p>	<p>29 Short Term Mission Code of Best Practice —Charles Cook</p>	<p>30 Missionary Care: Overseas and On Return —Benjamin Reed</p>
<b>Public Profile</b>	<p>34 Get Your Articles Into Print! —Gail Reid</p>	<p>35 Sparking Imagination for Impacting a Community —David Macfarlane</p>	<p>36 Influence Public Discussion Using Your Website —Gail Reid</p>
<b>Human Resources</b>	<p>40 Strategies on Not Shooting the Wounded —Debbie Berg</p>	<p>41 Do You Hear What I Hear? Workplace Communication —Debbie Berg</p>	<p>42 A Framework for Effective Volunteer Ministry Management —Greg Johnson &amp; Kim Gordon</p>
<b>Legal Issues</b>	<p>46 Special Events-From Golf to Gala-Know the Rules and How to Protect Your Charity —Susan Manwaring</p>	<p>47 Legal Update —Teresa Douma</p>	<p>48 Canadian and US Ministries Working Together —Robert Hayhoe &amp; Stuart Lark</p>
<b>Finance</b>	<p>52 Accounting Standards: What's New for Charities? —Betty Thompson</p>	<p>53 Why Christians Should Care about Socially Responsible Investing —Gary Sawatzky &amp; Gary Hawton</p>	<p>54 Clergy Residence Deduction: Recent Trends —Gilbert Langerak</p>
<b>Stewardship (Track I)</b>	<p>58 Fundraising Solo: Being a Mean, Lean Individual Revenue-Generating Machine —Stephen Hertzog</p>	<p>59 Where There's a Will, There's a Way! —Milly Siderius and Barbara Wallace</p>	<p>60 Growing Givers' Hearts —Thomas Jeavons</p>
<b>Stewardship (Track II)</b>	<p>64 Gift Acceptance and Valuation Policies —Milly Siderius</p>	<p>65 CRA Announces New Fundraising Expenditure Guidelines —Susan Manwaring</p>	<p>66 I'm Too Young. No Will for Me, Thanks! —Barry Bussey</p>

**ADVANCED** level topics assume a general level of knowledge about the topic. The scope of the Advanced level content tends to be narrow but with more depth than the awareness level.

# CHARITY LEADERSHIP



1

## LEADERSHIP VERSUS MANAGEMENT

(Tuesday 11:00 AM - 12:15 PM)

### BARBARA MIKUS

Director, Canadian Operations  
Lifeline Malawi Association

So now you are in management. That means you have a big job ahead of you. One that requires sound decisions to be made based upon fact and not emotions. You will require effective communication, coaching skills and an aptitude for mentoring. Managers play an important role in most organizations - they plan, organize, control, coordinate work and lead and develop staff. What does becoming a manager involve? What skills are needed to be a good one and what will others expect of you? This workshop will illustrate the differences between leadership and management and how previously learned leadership skills can help you to become an effective manager.

2

## DEVELOPING WORKSHOPS THAT DEVELOP IDEAS . . . AND TEAMS

(Tuesday 1:30 PM - 2:45 PM)

### DOUG DIETZ

Educator, Stratsys Consulting

This workshop is predicated upon the idea that God always resources His people for the outcomes He intends them to achieve. This includes ideational resources as well as capital, skills and other resources. How does a leader draw out these ideational resources and form effective teams? This workshop will draw from systems theory, workshop design and other leadership concepts to provide leaders with some tools and concepts to raise ideational performance of their teams.

3

## CHARITY LAW 101

(Tuesday 3:15 PM - 4:30 PM)

### TERESA DOUMA

Senior Director, Legal Affairs,  
CCCC

Charities are a special type of organization with unique rights and obligations. This high-level overview will equip new (and seasoned) charity leaders with the things they really must know about legal and regulatory requirements of charity leadership.

## What people are saying about CCCC Conferences . . .

*"What a great conference it was! I am so glad I was able to be there. Thanks so much for all the hard work that all the staff put into it. Well done!"*

4

## BUILDING A GREAT ORGANIZATIONAL CULTURE

(Wednesday 11:00 AM - 12:15 PM)

### AL LOPUS

President, Best Christian Workplaces Institute

What's the secret to building an excellent organization? How do you build a Christian culture of commitment and performance to achieve your mission? In this session you will hear answers based on the research from Christian organizations in Canada, from ministry CEO's and Al Lopus, President of the Best Christian Workplaces Institute.

5

## MENTORING YOUR STAFF

(Wednesday 1:30 PM - 2:45 PM)

### DARREN DEGRAFF

Director of Leadership, Arrow Leadership International Ministries

How can we maximize the key relationships within our office and organization? Seasoned leaders have a responsibility to mentor and coach others within their organization, and to give attention to the health, competency and success of those they lead. This workshop will explore significant factors that are present within healthy systems as leaders mentor their staff.

6

## WHO'S PADDLING YOUR CANOE?

(Wednesday 3:15 PM - 4:30 PM)

### BARBARA MIKUS

Director, Canadian Operations Lifeline Malawi Association

The journey through our Christian life can be compared to a canoe expedition down a river. During this voyage, we are each passengers with Jesus guiding the vessel. The canoe leaving the shore illustrates salvation. Learning to paddle in the rapids illustrates perseverance. Various stops along the shore illustrate discipleship, forgiveness and trust. The successful surrender of the paddles at various times indicates who is in control as we learn about other Christian attributes such as patience, honour, love, joy and hope. Add to this the need for relationships and the desire to be involved in ministry and the leader will have an exciting journey. Different events along the voyage represent specific stages in our lives when we need to make choices. The results are based upon who is paddling the canoe. The journey can take as long as required or not be completed at all. This workshop will discuss three (3) different postures during your "Canoe" journey.

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# GOVERNANCE



7

## BOARD REHEARSALS

(Tuesday 11:00 AM - 12:15 PM)

### JOHN PELLOWE

Chief Executive Officer, CCCC

Athletes train for competition. Musicians practice for performance. What does your board do to be ready to work? Is there clarity about what your board policies really mean and how they would cover various situations? Regardless of which governance style your church or agency uses, this workshop shows you how to give your board the equivalent of a workout at the gym, so that it is ready to perform at its best.

8

## INTEGRITY AT THE BOARD LEVEL

(Tuesday 1:30 PM - 2:45 PM)

### LES STAHLKE

President,  
GovernanceMatters.com Inc.

This workshop sets the course for a board that governs effectively. Expect to understand how to enjoy doing these things in your ministry:

- Develop an effective relationship with the members who elected you - a brief exciting look at Bylaws
- Define the roles and responsibilities of the chair, board members and CEO
- Being proactive and reactive in strategic planning. Getting the balance right
- Govern the CEO without getting into management
- Deal with conflict and conflicts of interest
- Monitor risk and measure results

9

## CHARITY LAW 101

(Tuesday 3:15 PM - 4:30 PM)

### TERESA DOUMA

Senior Director, Legal Affairs,  
CCCC

Charities are a special type of organization with unique rights and obligations. This high-level overview will equip new (and seasoned) charity leaders with the things they really must know about legal and regulatory requirements of charity leadership.

### What people are saying about CCCC Conferences . . .

*"My soul has been fed, my spirit renewed, my commitment to God's work strengthened. Thank you. I have gained knowledge so I can better service my organization. Thank you."*

10

## BOARD-CEO RELATIONS: TACKLING THE TOUGH ISSUES

(Wednesday 11:00 AM - 12:15 PM)

### LES STAHLKE

President, GovernanceMatters.com Inc.

This workshop deals with the problems in this relationship that are so vexing that some boards and CEOs choose not to deal with them. Expect to learn and harness the effectiveness of fair accountability in the critical relationship between the board and the CEO. The tough issues may include:

- The Founder who has to go
- The CEO only the staff really knows
- CEO: "A Board is a necessary evil."
- The CEO who can't delegate
- The CEO-Board Chair tug-of-war
- The micro-managing board that doesn't understand governance
- The struggle for the strategic plan

11

## ANNUAL PLANNING CYCLE FOR BOARDS

(Wednesday 1:30 PM - 2:45 PM)

### JOHN PELLOWE

Chief Executive Officer, CCCC

Wouldn't it be great to have a proactive board that knows what it wants to achieve in the next year? If you knew the themes and purposes a year in advance? If the board had its own governance goals? Regardless of which governance model you use, this workshop will provide suggestions and guidelines to help your board make good progress every year.

12

## PANEL: THE MAKINGS OF A GREAT BOARD

(Wednesday 3:15 PM - 4:30 PM)

### LARRY NELSON

former CEO,  
Baptist Housing Ministries

### MICHAEL PACKER

Partners with Nationals  
Assist, Wycliffe Bible Translators

Great practical tips for both experienced and new board members from two enthusiastic board participants. Your ministry can reach its full potential with a good board-staff relationship. Understand your role in making your board exciting and worthwhile.

We gratefully acknowledge sponsorship of this track by:

## NETHERCOTT & COMPANY CHARTERED ACCOUNTANTS

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Paul W. Nethercott, CA

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# CEO



13

## SACRED DEEDS AND SECULAR DOLLARS

(Tuesday 11:00 AM - 12:15 PM)

### DEL BANNERMAN

Executive Advisor,  
The Mustard Seed Street Ministry

### IRENE PFEIFFER

Volunteer,  
The Mustard Seed Street Ministry

Del Bannerman and Irene Pfeiffer will lead a workshop discussion on mobilizing and working with the church and community. They will discuss how a Christian organization can overcome the barriers or stereotypes that may block funding coming to your ministry.

Topics covered will include:

- Definition of a "secular community"
- How are we the same and how do we differ
- How can we dance together: speaking a common language
- What we have done at The Seed: what works and what doesn't
- It takes a whole village: partnerships and recognition
- Questions and discussion

### What people are saying about CCCC Conferences . . .

*"Our Executive Director was very complementary to CCCC's conference for its many and useful, practical seminars. He had a great deal of trouble deciding which to attend and never was disappointed. The time was much more helpful to him than other US conferences he has attended. He will not miss CCCC conferences in the future, if it is at all possible to attend."*

14

## CRITICAL CHARACTERISTICS FOR CHRISTIAN LEADERSHIP

(Tuesday 1:30 PM - 2:45 PM)

### THOMAS JEAVONS

Executive Director, ARNOVA

Leadership in any organizational setting is challenging. In the Church and its institutions this work can be both a great blessing and a serious burden. Christian leaders are often expected to be dynamic and gentle, entrepreneurial and collaborative, task-focused and sensitive to process, pastoral and prophetic - ideally, all at the same time. This workshop will have a large experiential component. In it participants will be invited to reflect on what the presenter/facilitator suggests are four characteristics essential for leaders in faith communities, suggesting a framework for thinking about priorities for personal and professional development that supports and enables effective leadership in these settings.

15

## BEING MENTORED: TIPS FOR SUCCESS

(Tuesday 3:15 PM - 4:30 PM)

### DARREN DEGRAFF

Director of Leadership, Arrow  
Leadership International Ministries

Experienced leaders in every field within the marketplace and ministry will attribute the access to and success within mentoring as one of the key factors in increasing levels of responsibility and impact. There are specific actions that a mentee can take to ensure effectiveness within the mentoring relationship. This workshop will provide a number of significant tips that will enhance the mentoring relationship from the perspective of the mentee.

16

## BOARD-CEO RELATIONS: TACKLING THE TOUGH ISSUES

(Wednesday 11:00 AM - 12:15 PM)

### LES STAHLKE

President, [GovernanceMatters.com](http://GovernanceMatters.com) Inc.

This workshop deals with the problems in this relationship that are so vexing that some boards and CEOs choose not to deal with them. Expect to learn and harness the effectiveness of fair accountability in the critical relationship between the board and the CEO. The Tough Issues may include:

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- The CEO-Board Chair tug-of-war
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- The struggle for the strategic plan

17

## BUILDING YOUR LEADERSHIP TEAM WITHIN GENERATIONAL DIFFERENCES

(Wednesday 1:30 PM - 2:45 PM)

### BRUCE GORDON

Senior Advisor to President, Power to Change Ministries

Generational differences have leaders increasingly wondering how they can build a team, when the perspectives appear so different. This becomes especially true for the Baby Boomers who are having to recruit, motivate and retain a younger workforce called Generation Y & X.

Dr. Bruce Gordon presents the unique characteristics of these two generations, including specific behaviour statistics, which he has compiled from Birkman International. You will learn how to recruit, motivate and retain this valuable workforce as well as learn how to work effectively together.

18

## MINISTRY PARTNERSHIPS, MERGERS AND ACQUISITIONS

(Wednesday 3:15 PM - 4:30 PM)

### STEPHEN WILE

Deputy Executive Director, Billy Graham Evangelistic Association of Canada

In order to be successful in today's diverse Christian world we need to recognize the power and the necessity of strong partnerships to accomplish our strategic ministry goals. This workshop will focus on the creation and nurturing of these partnerships as well as identify some of the synergies that need to be present to move from a partnering relationship to an acquisition of another ministry. We will answer questions like; how do you find the right partners? What makes a strong partnership relationship? How do you create win-wins for ministry partnership? When does it make sense to acquire another ministry? What does "due diligence" look like for a ministry acquisition?

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# CHURCH/ DENOMINATION



19

## THE EXECUTIVE PASTOR: BALANCING MANAGEMENT AND PASTORAL RESPONSIBILITIES

(Tuesday 11:00 AM - 12:15 PM)

### KERVIN RAUGUST

Executive Pastor,  
Centre Street Church

The Executive Pastor function is equivalent to that of an elastic band, it is of no use unless under tension. This tension is keenly felt between management and ministry realities in the church. You can feel the tension in the language we use - business and planning OR ministry and praying. The truth is it cannot be either/or, it must be both/and! Because Executive Pastors are charged by God to "stand at the helm" (Biblical term: administrate) ensuring that vision is executed and the tension is balanced, you will find this workshop Biblically sound, informative and practical in nature.

20

## FACILITY SECURITY - CAN MINISTRY SUCCESS AND SECURITY REALITIES COEXIST?

(Tuesday 1:30 PM - 2:45 PM)

### TERRY BUSCH

Associate Pastor/Finance,  
Centre Street Church

Churches desire to be sanctuaries where the sick, hurting and broken can come for healing. This is a mandate that we must never abandon. However, some people also bring with them issues which can compromise the safety of others. In this seminar we will look at the principles of both ministry and security that have real life impacts on churches across Canada. The size of your church is not the issue, the question is "Is my church a safe place for everyone?"

21

## REVEAL - UNDERSTANDING THE JOURNEY OF TRANSFORMATION

(Tuesday 3:15 PM - 4:30 PM)

### BRIAN BYLSMA

Vice President, The Leadership  
Centre Willow Creek Canada

Jesus said, "Come, Follow Me..." but what does that mean? Join us as we discuss some of the challenges our local churches are facing as we continue to face a culture that is increasingly far from Christ. Last year the book REVEAL was released with the results making quite a splash in church leader circles across the country. Engage in the latest research data as we explore the dynamics of moving people on a journey to leading a Christ-centred life.

### What people are saying about CCCC Conferences . . .

*"I am always amazed - CCCC conferences are better each year. Just when I think the last one was the best! Keep doing what you are doing - very much appreciated."*

22

## HEALTHY CHURCH DEBT?

(Wednesday 11:00 AM - 12:15 PM)

### DAVID HOLTEN

Director, Admin & Finance,  
Baptist Union of Western Canada

As churches grow, there comes a point where they need to have property/facilities that will meet their current and future needs. But how much debt may they incur without negatively impacting their ministry and how do they determine how much debt is the right amount, and still remain a financially healthy congregation?

23

## PASTOR - BOARD RELATIONS: STRENGTHENING THE BOND - PART I

(Wednesday 1:30 PM - 2:45 PM)

### WILLIAM MAINS

Sr Consultant-Church Resources, Baptist Union of Western Canada

### JOHN PROCIUK

Canada Director of Ministries, Baptist Union of Western Canada

These workshops will be of interest to Pastors and Church Board members. A critical factor in churches accomplishing God's mission is that Pastors and Lay Leaders mutually appreciate and endorse the role each plays in exercising power, authority, responsibility and leadership in the ministry, governance and management of the church. These workshops will look at topics such as power and authority in church leadership, causes of conflict in churches, the "Call" of Pastor and Lay Leaders, managerial and leadership styles, and addressing the private challenges that face clergy and lay leaders. These workshops are very participant-oriented with those attending expected to actively engage in group discussion as the topics are addressed.

24

## PASTOR - BOARD RELATIONS: STRENGTHENING THE BOND - PART II

(Wednesday 3:15 PM - 4:30 PM)

We gratefully acknowledge sponsorship of this track by:



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# MISSION SUPPORT



25

## COUNTRY RISK ASSESSMENT

(Tuesday 11:00 AM - 12:15 PM)

### JACK NEWTON

Senior Consultant,  
Wycliffe Bible Translators

What? You are going to send that young family to that country? Don't you know it is unsafe?

We will look at the criteria used to assess the workability of staying and leaving a country in the midst of instability.

Stories of God's work in tense circumstances revealing the purpose and protection of God will give you confidence to walk on with God even when travel is deemed inadvisable for tourists.

26

## SUPPORTING AN EMPOWERED LAITY

(Tuesday 1:30 PM - 2:45 PM)

### HEATHER CARD

Vice President Member Services,  
CCCC

Lay people are increasingly engaging in the mission of the church with a desire to pursue different ministries under the church's umbrella. These new ministries can be entrepreneurial and incarnational, though not necessarily direct programs of the church in the traditional sense. In this workshop we will examine various models that can be used to facilitate this type of ministry.

27

## REVEAL - UNDERSTANDING THE JOURNEY OF TRANSFORMATION

(Tuesday 3:15 PM - 4:30 PM)

### BRIAN BYLSMA

Vice President, The Leadership  
Centre Willow Creek Canada

Jesus said, "Come, Follow Me...", but what does that mean? Join us as we discuss some of the challenges our local churches are facing as we continue to face a culture that is increasingly far from Christ. Last year the book REVEAL was released with the results making quite a splash in church leader circles across the country. Engage in the latest research data as we explore the dynamics of moving people on a journey to leading a Christ Centred life.

### What people are saying about CCCC Conferences . . .

*"Please thank the presenters for excellent and helpful detail - superb! Thank you for another great educational and inspiring conference! I also loved the great young people who gave amazing insights into their dynamic ministries and commitment to Jesus!"*

28

## CHURCH-TO-CHURCH PROJECTS

(Wednesday 11:00 AM - 12:15 PM)

### HEATHER CARD

Vice President Member Services, CCCC

There is a growing trend among local churches to engage directly in missions work with churches outside Canada. This workshop will examine the special nuances of church-to-church support and other direct overseas projects.

29

## SHORT TERM MISSION CODE OF BEST PRACTICE

(Wednesday 1:30 PM - 2:45 PM)

### CHARLES COOK

Professor of Global Studies & Missions, Ambrose University College

Missions have always been dangerous. Last year's capture and release of a group of short-term mission participants in Afghanistan highlights the potential danger inherent in any short-term missions (STM) encounter. This incident is a stark reminder of the importance of having clearly developed policies regarding organizational liability and risk management.

Local church inattention to potential litigation associated with short-term mission activities was highlighted in a 2006 study by Ambrose Seminary students. Using the findings of the Ambrose study as a catalyst, this seminar examines the salient issues intrinsic in both of these areas and suggests a variety of policies that may minimize a church's potential exposure to legal and/or regulatory legislation.

30

## MISSIONARY CARE: OVERSEAS AND ON RETURN

(Wednesday 3:15 PM - 4:30 PM)

### BENJAMIN REED

Placement Manager, Frontiers Christian Ministries Inc.

Frontiers Christian Ministries Inc. continues to send people to the Muslim world to places where English is not spoken, where there are no Tim Horton's and where other aspects of our North American lifestyle are absent. Living and serving God overseas has many challenges.

The presenter will share stories and principles learned about caring for those who "pour out their lives" for others. Helping people to thrive in the midst of various transitions is a God-sized task. Everyone in missionary care is a learner, so come, let's learn together.

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# PUBLIC PROFILE



31

## SURVEY SAYS...

(Tuesday 11:00 AM - 12:15 PM)

### MARY ANN CHARTERS

Principal, Advanis

Do you fully understand the needs and demographic characteristics of the people your organization serves? Is your organization satisfying the varying needs of the different groups your organization serves? Are you considering branching into a new area of service? Come discover how market research can help your organization better fulfill its mandate.

32

## MEDIA RELEASES THAT WORK

(Tuesday 1:30 PM - 2:45 PM)

### DOUG KOOP

Editorial Director, ChristianWeek

A seasoned newspaper editor will explain how to design media releases that are more likely to get you the public exposure you want. You will learn how to get noticed by the media, grab their interest and encourage them to use your press release.

33

## SOCIAL MEDIA 101: FACEBOOK, YOUTUBE & BLOGS - OH MY!

(Tuesday 3:15 PM - 4:30 PM)

### MIKE TODD

Executive Director,  
Linwood House Ministries

Everyone seems to be talking about "social media," but no one is saying how or even if these tools will help your organization. Come out for an enjoyable primer on "Web 2.0," and a frank discussion on how these tools might enhance your ability to tell your story and reach your audience. No experience necessary!

## What people are saying about CCCC Conferences . . .

*"I wanted to thank you for providing a great conference. It was well planned, very well organized and very beneficial to those that attended. Your staff made everything run smoothly. Well done!"*

34

## GET YOUR ARTICLES INTO PRINT!

(Wednesday 11:00 AM - 12:15 PM)

### GAIL REID

Managing Editor, Faith Today & Director, Communications, Evangelical Fellowship of Canada

Getting published is more than having something valuable to say – it takes knowing what is expected by publishers and being willing to adjust your message to fit the magazine or newspaper publication. Discover insider tips that will get your foot in the door and maybe even keep it open!

35

## SPARKING IMAGINATION FOR IMPACTING A COMMUNITY

(Wednesday 1:30 PM - 2:45 PM)

### DAVID MACFARLANE

Director, National Initiatives, Evangelical Fellowship of Canada

Drawing on his experience encouraging churches across Canada to get involved with their communities, David will look at the Creative process and share ideas for outreach that are being used effectively in Canada today.

36

## INFLUENCE PUBLIC DISCUSSION USING YOUR WEBSITE

(Wednesday 3:15 PM - 4:30 PM)

### GAIL REID

Managing Editor, Faith Today & Director, Communications, Evangelical Fellowship of Canada

Advance your purpose and point of view by using your website as a tool to influence the community. Using Christianity.ca as our source, we will look at ways to expand your reach and create a buzz that will effect change.

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# HUMAN RESOURCES



37

## SOMEBODY POKED ME: FACEBOOK AND ITS MANY CHALLENGES FOR CHARITIES

(Tuesday 11:00 AM - 12:15 PM)

### ADRIAN MIEDEMA

Partner, Fraser Milner Casgrain,  
Barristers and Solicitors

Facebook and social networking sites pose serious problems for employers including privacy issues, reputational issues and wasting employee time. Some employers have banned Facebook use outright during working hours while other employers consider it an effective marketing tool. In this seminar, participants will learn about legal risks posed by Facebook, court and tribunal decisions involving Facebook, and strategies for managing risk associated with social networking sites and electronic media. Using an anonymous wireless voting system, participants will also learn how other participants manage Facebook use.

38

## CONFLICT RESOLUTION IN A MULTI-CULTURAL ENVIRONMENT

(Tuesday 1:30 PM - 2:45 PM)

### BARBARA MIKUS

Director, Canadian Operations  
Lifeline Malawi Association

Your point of view affects virtually every aspect of your life, including your level of success in your work environment. As a result of not understanding another person's point of view, which is often based upon a cultural belief system, conflicts can occur. By learning how to change our perspective and consider the values and belief systems of those we work with, we will be better able to communicate effectively and avoid conflict. However, conflict is a fact of life. Learning to effectively deal with conflict will improve both your personal and business relationships. There are many practical tools that will develop and maintain a positive point of view. This workshop will discuss various strategies for resolving conflict in your multi-cultural environment.

39

## VOLUNTEERS AS UNPAID STAFF: IMPLICATIONS FOR EMPLOYERS

(Tuesday 3:15 PM - 4:30 PM)

### BARBARA WALLACE

Director, Legal Affairs, CCCC

Charities need volunteers. After you have them, how do you handle them? What responsibilities do officers and directors have for their volunteers? Are employment standards involved? What about health and safety issues? Do charities have obligations to ensure protection of their beneficiaries from their volunteers? Can charities incur liability through volunteers? These considerations will be examined from a legal perspective.

### What people are saying about CCCC Conferences . . .

*"I was unable to attend the entire conference but made it for the day on Tuesday. The experience ranks amongst the best events I have attended both from an organizational point of view and in terms of the content. Congratulations to everyone at CCCC!"*

40

## STRATEGIES ON NOT SHOOTING THE WOUNDED

(Wednesday 11:00 AM - 12:15 PM)

### DEBBIE BERG

Human Resources Manager,  
Hope Mission Family Centre

Too often we inadvertently wound each other rather than desiring to bring out the best in each other. Through personal stories and teaching, Debbie Berg will offer a philosophy of people management that works towards drawing people together in a whole-body experience as encouraged by the Apostle Paul and seen in a vision by Ezekiel. This holistic rather than hierarchical approach will include ideas for doing Performance Appraisals and how to more effectively "sit with" those we work with and for.

41

## DO YOU HEAR WHAT I HEAR? WORKPLACE COMMUNICATION

(Wednesday 1:30 PM - 2:45 PM)

### DEBBIE BERG

Human Resources Manager,  
Hope Mission Family Centre

Communication: an oft talked about subject that most of us believe we've figured out and think we do well. Come find out how you're doing with your communication skills and through interactive exercises develop second-order change in practicing better communication skills.

42

## A FRAMEWORK FOR EFFECTIVE VOLUNTEER MINISTRY MANAGEMENT

(Wednesday 3:15 PM - 4:30 PM)

### GREG JOHNSON

Director,  
Operation Christmas Child,  
Samaritan's Purse - Canada

### KIM GORDON

Assistant Director,  
Operation Christmas Child,  
Samaritan's Purse - Canada

Financial Stewardship is uppermost in all of our minds as we look to effectively manage our ministries. But what about Human Stewardship? How much of our focus is spent on effectively managing the people and volunteers that the Lord has brought our way? Come and hear more as we probe into the area of Effective Volunteer Ministry Management.

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# LEGAL



43

## STRATEGIES FOR PROTECTING CHARITABLE ASSETS THROUGH MULTIPLE CORPORATE STRUCTURES

(Tuesday 11:00 AM - 12:15 PM)

### TERRANCE CARTER

Lawyer,  
Carters Professional Corporation

This presentation provides brief highlights of the following:

- The Need to Protect Charitable Assets
- Vicarious and Cross-over Liability Issues
- Different Types of Multiple Charitable Corporations
- Documenting Multiple Corporate Relationships
- Issues to Consider in Transferring Assets Between Corporate Entities
- Income Tax Considerations in Multiple Corporate Structures

44

## EMPLOYEE DISPUTE RESOLUTION IN A CHRISTIAN CONTEXT

(Tuesday 1:30 PM - 2:45 PM)

### BOB KUHN

Partner, Kuhn & Company

Disputes are inevitable. Unresolved or poorly resolved disputes can create a toxic work environment. So the question is simply (or not so simply) a matter of how they are resolved. How do we ensure that disputes in the Christian workplace are dealt with both legally and biblically? This session will canvass how to be proactive in designing dispute resolution for your work environment, as well as providing guidelines for the best responses when disputes arise.

45

## THE WORLD IS FLAT: MOBILE MISSIONARIES IN THE 21ST CENTURY

(Tuesday 3:15 PM - 4:30 PM)

### JEFFREY LOWE

Barrister & Solicitor, Lowe & Company, Barristers & Solicitors

Today, Canada needs hundreds of thousands of workers. And ministries are no exception; across the country, there are vacancies for pastors, worship leaders, counselors, administrative staff, and many other positions, which sometimes go unfilled for years! In today's "Flat world," people move across borders to live and work, and ministries no longer have to confine their search to Canada, or even North America. In this workshop, Immigration lawyer Jeffrey S. Lowe will explain different strategies for organizations to bring in foreign workers, whether in religious positions or not, and consider options for people from different countries.

### What people are saying about CCCC Conferences . . .

*"I want to say that I appreciated being at the CCCC Conference in September. I found the workshops helpful, and part of it, of course, is the networking that can take place in those situations."*

46

## SPECIAL EVENTS- FROM GOLF TO GALA- KNOW THE RULES AND HOW TO PROTECT YOUR CHARITY

(Wednesday 11:00 AM - 12:15 PM)

### SUSAN MANWARING

Partner, Miller Thomson LLP

This session will review the special rules applicable to special events and how a charity can ensure it limits its liability when running one. Preparation for the event is critical and this workshop will review what can be done to ensure you have thought of the what ifs?

47

## LEGAL UPDATE

(Wednesday 1:30 PM - 2:45 PM)

### TERESA DOUMA

Senior Director, Legal Affairs,  
CCCC

Teresa will provide an overview of the changes in legislation and developments in case-law since September 2007 as they relate to charities.

48

## CANADIAN AND US MINISTRIES WORKING TOGETHER

(Wednesday 3:15 PM - 4:30 PM)

### ROBERT HAYHOE

Partner, Miller Thomson LLP

### STUART LARK

Partner, Holme Roberts & Owen LLP

This workshop will cover:

- Tax rules for Canadian charities funding activities outside of Canada;
- Common international ministry structures;
- Canada / US contractual arrangements;
- Implementation Issues;
  - conflict resolution;
  - intellectual property;
  - privacy.

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# FINANCE



49

## ADMINISTRATION COSTS: HOW MUCH IS APPROPRIATE?

(Tuesday 11:00 AM - 12:15 PM)

**GILBERT LANGERAK**

Manager, Member Support, CCCC

This workshop will provide an overview on the dynamic tension between keeping administrative costs at an appropriate level for the proper running of your charity, dealing with supporters' and funders' feelings of what's reasonable and the government's regulatory expectations. The focus will be on essential administration levels to remain viable, dealing with public perceptions and what the law currently expects (e.g. the Disbursement Quota, etc.).

50

## TOP 10 COMPLIANCE ISSUES: WHAT YOUR CHARITY SHOULD KNOW

(Tuesday 1:30 PM - 2:45 PM)

**ANNE CHARRON**

Acting Manager, Knowledge Management and Projects Section, Policy, Planning and Legislation Division, Charities Directorate, Canada Revenue Agency

It is within the Charities Directorate mandate to enhance compliance with provisions of the Income Tax Act administered by the Canada Revenue Agency, and to encourage and assist charities to comply with legislative requirements through a balanced program of education, service and responsible enforcement. This workshop will highlight current areas of concern, and equip charities to recognize and resolve compliance issues.

51

## INTRODUCING THE NEW T3010B – WHAT WILL CHANGE FOR YOUR CHARITY?

(Tuesday 3:15 PM - 4:30 PM)

**ANNE CHARRON**

Acting Manager, Knowledge Management and Projects Section, Policy, Planning and Legislation Division, Charities Directorate, Canada Revenue Agency

The Charities Directorate will implement a substantially revised annual return in 2009. This workshop will provide an overview of the changes and the rationale behind them. It will also explain how the changes may affect your charity.

### What people are saying about CCCC Conferences . . .

*"The spiritual encouragement at (the conference) was much appreciated. The speaker and the ministry in music were well chosen. Congratulations on a well planned conference!"*

52

## ACCOUNTING STANDARDS: WHAT'S NEW FOR CHARITIES?

(Wednesday 11:00 AM - 12:15 PM)

### BETTY THOMPSON

Auditor, Lo Porter Hetu

Accounting standards for not-for-profit organizations have not been updated since first implemented in 1997. The Accounting Standards Board has put forward several changes that may take effect in 2009. This session will look at the new standards from a policy and presentation perspective. We will also discuss problem areas in the current standards.

53

## WHY CHRISTIANS SHOULD CARE ABOUT SOCIALLY RESPONSIBLE INVESTING

(Wednesday 1:30 PM - 2:45 PM)

### GARY SAWATZKY

Stewardship Consultant,  
Mennonite Foundation of Canada

### GARY HAWTON

Chief Executive Officer,  
Meritas Financial Inc.

Donors and investors are beginning to ask how an investment manager is evaluating the risks associated with climate change, international human rights, corporate governance and other non-traditional issues within their investment portfolio. This workshop will help to answer some of the questions about SRI including:

- What does the Bible say about investing?
- Is SRI legal?
- What about performance?
- Are there any perfect companies?

Join us to gain a better understanding of the world of SRI and the challenges and opportunities that it presents.

54

## CLERGY RESIDENCE DEDUCTION: RECENT TRENDS

(Wednesday 3:15 PM - 4:30 PM)

### GILBERT LANGERAK

Manager, Member Support, CCCC

This workshop will cover the approach taken by the Canada Revenue Agency (CRA) in its recent inquiry letters and audit events pertaining to religious orders and the Clergy Residence Deduction (CRD). The focus will be on good religious order structure and having demonstrable evidence to successfully answer to CRA's inquiries. Other topics covered will be situations potentially impacting CRD claimants such as: sick leave, maternity/parental leave, secondments and other unique situations.

*We gratefully acknowledge sponsorship of this track by:*

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# STEWARDSHIP I



55

## FUNDRAISING FOR A FAMILY OF RELATED CHARITIES

(Tuesday 11:00 AM - 12:15 PM)

### ROSE-MARIE GOODWIN

VP Planned Giving, Baptist Union Development Foundation

Whether large family, or small, how can you reach your donors in the deluge of 'must act messages' they receive every week? What consensus will help interrelated teams identify essential messages and streams? Who pays, and how? Learn from our 'case study,' where a family of related charities ultimately agree on unique messages in a broad and collaborative communications/ fundraising initiative. Q & A to conclude session.

56

## WHEN AGE FAILS TO PROTECT: ETHICAL STEWARDSHIP AND THE AGING DONOR

(Tuesday 1:30 PM - 2:45 PM)

### BARRY BUSSEY

Legal & Trust Director, Seventh Day Adventist Church in Canada

The current aging population is by far the richest group of elderly people in the history of the world. Yet that brings with age the real possibility of them being taken advantage of by unscrupulous individuals who want to line their pockets from the weakness of the elderly. As Christians we have a responsibility to protect the vulnerable in our midst - you will not want to miss this discussion of what to look for and how the courts are awakening to this very serious problem.

57

## HOW TO EFFECTIVELY DELIVER PLANNED GIVING WORKSHOPS

(Tuesday 3:15 PM - 4:30 PM)

### ROSE-MARIE GOODWIN

VP Planned Giving, Baptist Union Development Foundation

Effective Delivery? It is all about your workshop's participant: "If you can meet their need, you will hold their attention, build their trust and impart a conviction to act." Learn context, tools, content, and numerous other criteria for your next 'best ever' Planned Giving Workshop.

### What people are saying about CCCC Conferences . . .

"Congratulations on a well run conference. The CCCC team did an outstanding job!"

58

## FUNDRAISING SOLO: BEING A MEAN, LEAN, INDIVIDUAL REVENUE-GENERATING MACHINE

(Wednesday 11:00 AM - 12:15 PM)

### STEPHEN HERTZOG

President, Vanguard College

Can your Development Department meet in a phone booth? This workshop is designed for people who face the challenge of institutional fundraising essentially by themselves. Discussion will focus on assessing the strengths and weaknesses of various fundraising techniques/strategies from the perspective of those with very limited resources. Emphasis will be on methodologies that generate the "biggest bang for your buck," or maximize returns on your investment of time, money and energy.

59

## WHERE THERE'S A WILL, THERE'S A WAY!

(Wednesday 1:30 PM - 2:45 PM)

### MILLY SIDERIUS

Manager, Stewardship Services, CCCC

### BARBARA WALLACE

Director, Legal Affairs, CCCC

This workshop will provide an overview of Wills and Estates for those involved in planned charitable giving. Learn about effective Will instructions, testator responsibilities, obligations of charities named as beneficiaries and how to minimize disputes with other beneficiaries. Milly and Barbara will also present ideas for increasing the number of bequests to your charity.

60

## GROWING GIVERS' HEARTS

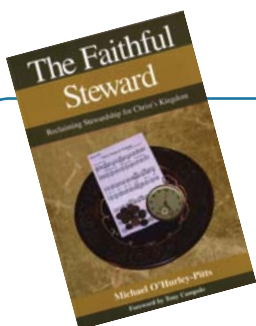
(Wednesday 3:15 PM - 4:30 PM)

### THOMAS JEAVONS

Executive Director, ARNOVA

This workshop will explore some basic principles for the work of fundraising in a Christian context, beginning with the assumption that fundraising can be a ministry in its own right, and can be as effective in nurturing people in their faith as in developing resources needed for our other ministries. Drawing from Jeavons' book of the same name, those principles will be examined; and participants will be asked to engage in active exploration of and conversation about how they might apply in their own work. The goal is to have participants leave with a new framework and some additional tools for integrating faith and work in the practice of fundraising.

*These books are available at the CCCC Registration Desk:*

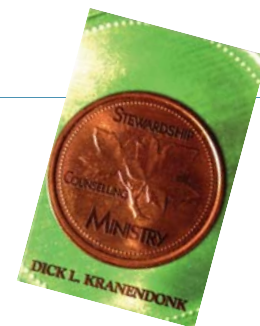


### The Faithful Steward: Reclaiming Stewardship for Christ's Kingdom

A forthright and critical review of the assumptions and practices of secular philanthropy as adopted and applied by the Christian Church.

### Stewardship Counselling Ministry

An exploration of stewardship and stewardship counselling as an integral part of an organization's mission ministry.



# STEWARDSHIP II



61

## THE GIFT OF LAND: THE BENEFITS AND PITFALLS AND HOW TO DEAL WITH THEM

(Tuesday 11:00 AM - 12:15 PM)

**BOB KUHN**

Partner, Kuhn & Company

In this day of rampant price increases and fluctuating real estate markets, the gift of land can have tremendous benefits to a donor, but give a throbbing headache to a charity. This session will review how to make gifts of land effective, as well as how to deal with the complexity and the problems related to such gifts.

62

## BEYOND THE BASICS: GIFTS OF PUBLIC SECURITIES

(Tuesday 1:30 PM - 2:45 PM)

**MALCOLM BURROWS**

Head, Philanthropic Advisory,  
Scotia Private Client Group

Public securities are the most tax-effective method of making a straightforward gift to charity, but increasingly these gifts are becoming more complex as donors figure out the advantages. This session looks at a variety of types of public securities and different ways to integrate them into a giving plan.

63

## MEASURING FUNDRAISING EFFECTIVENESS

(Tuesday 3:15 PM - 4:30 PM)

**MALCOLM BURROWS**

Head, Philanthropic Advisory,  
Scotia Private Client Group

Is your charity efficient at fundraising? What could you do to become more productive? This interactive session explores the importance of making strategic choices in your development programs - choices that balance industry best practices with the culture of your charity to produce impressive results.

### What people are saying about CCCC Conferences . . .

*"Thank you for the excellent CCCC Conference . . . all your conferences are excellent, but this one was especially helpful in providing information to share with our local church treasurers. It is a real blessing having CCCC as an "interpreter" for government charity information."*

64

## GIFT ACCEPTANCE AND VALUATION POLICIES

(Wednesday 11:00 AM - 12:15 PM)

### MILLY SIDERIUS

Manager, Stewardship Services, CCCC

Is your church or charity ready to accept or decline non-cash gifts and donor-restricted gifts? A gift acceptance and valuation policy is essential for any ministry, whether small or large. It protects you from gifts you may not want and shows you how to handle the unusual gifts you do want. This practical workshop will help you discover the benefits of having a policy, define its key elements, and give you a process and best practices to follow.

65

## CRA ANNOUNCES NEW FUNDRAISING EXPENDITURE GUIDELINES

(Wednesday 1:30 PM - 2:45 PM)

### SUSAN MANWARING

Partner, Miller Thomson LLP

The policy released by the Charities Directorate earlier this year sets out CRA's view on whether expenditures a charity incurs should be treated as expenditures on charitable activity or as fundraising expenditures. This session will review these guidelines and provide tips on how to ensure you allocate expenditures properly.

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## I'M TOO YOUNG. NO WILL FOR ME, THANKS!

(Wednesday 3:15 PM - 4:30 PM)

### BARRY BUSSEY

Legal & Trust Director, Seventh Day Adventist Church in Canada

How can you encourage young adults to recognize their need for getting their estates in order - by obtaining a property estate plan? You will appreciate what Barry has to share about his experiences with encouraging people of all ages to prepare a will and power of attorney documents. He presents strategies in reaching your constituency about the importance of having their house in order.

We gratefully acknowledge sponsorship of this track by:



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*provides assistance to churches and para-church organizations in the design and implementation of successful capital fund campaigns.*

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# BEST CHRISTIAN PLACES TO WORK IN CANADA SURVEY

We believe that Christian workplaces should be the best places to work. That's why the Canadian Council of Christian Charities sponsors the Best Christian Places to Work in Canada Survey.



Detailed feedback report.

Benchmarking data comparing your ministry with similar Canadian ministries.

Confidential.

Complete online.

Easy to administer.

## Registration Eligibility and Timing

To maintain confidentiality, the survey is open to organizations with 10 employees or more.

## Fall Survey

Registration from July 1, 2008 to November 1, 2008; Survey completion from October 1, 2008 to November 30, 2008

## Cost

The cost for the survey is \$495 plus \$1.50 per employee (U.S. dollars)

(Receive a 20% discount if you register by September 1, 2008. To receive discount you must enter the code 'CCCC')

*Survey administered by Best Christian Workplace Institute.*

**To view a sample report, find out more information or to register, go to  
[www.cccc.org/workplace](http://www.cccc.org/workplace)**

# ARE YOU UP FOR THE CHALLENGE?

DONORS ARE DEMANDING MORE.  
THE PUBLIC IS DEMANDING MORE.

We've all read the headlines. There is a public call for greater scrutiny and oversight of charities because of the lack of integrity of a few.  
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### The Standards:

- statement of Christian faith
- active governing board
- financial audit and statements
- financial transparency
- audit review committee
- pursuit of integrity
- stewardship policy
- organizational effectiveness and efficiency
- ethical fundraising



**Get Certified:** CCCC has been certifying charities since 1984. For information on CCCC standards and to apply for the seal of accountability go to [www.cccc.org/seal](http://www.cccc.org/seal)

ADVANCING MINISTRY TOGETHER

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# EXHIBITORS

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# CONFERENCE CD'S

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**THE CONFERENCE RUNS FROM TUESDAY, SEPTEMBER 23 TO THURSDAY, SEPTEMBER 25, 2008 AT THE COAST PLAZA HOTEL, 1316-33RD STREET NE, CALGARY, ALBERTA.**

#### **ACCOMMODATION**

Registrants are responsible for booking their own accommodation. A block of discounted rooms has been reserved at the Coast Plaza Hotel at a special rate of \$124 plus taxes (single or double). To take advantage of this rate **book before Saturday, August 23, 2008** and mention the CCCC Annual Conference when booking your room. To make your reservations please call: 403-248-8888 or toll free: 800-663-1144.

#### **AIRPORT SHUTTLE**

Complimentary Airport Shuttle Service between the Coast Plaza Hotel and the Calgary International Airport is provided. The shuttle bus is located at Port 10 - right outside the front doors of the terminal. It comes every half hour or you can call for pick up using the courtesy phone there.

# WORTHY OF RESPECT AND TRUST



#### **REGISTRATION**

Save money by registering before August 22. See back cover for full registration details. Please make cheques payable to CCCC, or pay by VISA, MasterCard, American Express, or online at [www.cccc.org/conference](http://www.cccc.org/conference).

#### **SPOUSES OF REGISTRANTS**

We have a special rate for spouses of registrants. Early registration is \$150 (up to August 22) or \$200 for registrations received after August 22. This fee covers attendance at all sessions and meals.

#### **REFUND POLICY**

Full refunds up to and including August 22; 50% up to and including September 12; No refunds after September 12.

#### **CONFERENCE CHECK-IN & INFORMATION DESK HOURS OF OPERATION**

Monday, September 22 from 4 - 8 pm and throughout the conference (opening at 7:30 am each morning).

# CONFERENCE REGISTRATION

(To register online go to [www.cccc.org/conference](http://www.cccc.org/conference))

RETURN UNDELIVERABLE CANADIAN ADDRESSES TO  
Canadian Council of Christian Charities  
1 - 21 Howard Avenue  
Elmira, ON N3B 2C9

ORGANIZATION

ADDRESS

( )

PHONE

( )

FAX

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NAME

POSITION

(Please use a separate registration form for each registrant.)

## REGISTRATION FEES (unchanged since 2003)

### Full Registration

Payment  
ON or BEFORE Aug. 22

Payment  
AFTER Aug. 22

CCCC Member	\$ 545	\$ 645	\$ _____
Non-Member	\$ 645	\$ 745	\$ _____
Spouse <i>(please insert spouse name above)</i>	\$ 150	\$ 200	\$ _____

### Daily Registration

Tues

Wed

CCCC Member	<input type="checkbox"/>	<input type="checkbox"/>	\$ 285/day	\$ 335/day	\$ _____
Non-Member	<input type="checkbox"/>	<input type="checkbox"/>	\$ 335/day	\$ 385/day	\$ _____
Additional Banquet Tickets <i>(please complete name(s) below)</i>			\$ 50 each	\$ 60 each	\$ _____

**Subtotal** \$ \_\_\_\_\_

## Certified Member Discount - \$100 per person

If three or more from the same organization register for full conference

(Please send all registrations together to ensure discount is applied.)

Less \$ \_\_\_\_\_

**Total Registration Fee** \$ \_\_\_\_\_

## PAYMENT OPTIONS

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## Please send your completed registration form to:

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