

40TH ANNIVERSARY CCCC LEADERSHIP & STEWARDSHIP CONFERENCE

kainós >fresh opportunity

kainós: adj. (kahee-nos') fresh, new, unused, novel, new in quality (innovation), fresh in development or opportunity.

SEPTEMBER 25-27, 2012

RICHMOND, BRITISH COLUMBIA

WWW.CCCC.ORG/CONFERENCE



CANADIAN COUNCIL *of* CHRISTIAN CHARITIES
ADVANCING MINISTRY TOGETHER

FRESH OPPORTUNITY TO CONNECT!

KAINOS NETWORKING DINNERS – MONDAY, SEPTEMBER 24, 2012

We have heard many stories of new ministries and collaborative projects that had their start at the CCCC conference. Why not take advantage of a fresh opportunity to connect with other ministry leaders at the Kainos Networking Dinners on the Monday evening prior to the conference?

Sign up when you register for the conference. We'll send you an email with a list of restaurants to choose from. Then we'll assign you to a reserved table of 6-8 people at the restaurant of your choice. We'll confirm your choice of restaurant and include a reminder of your choice in your registration package.

(This event is not included in the conference registration fee; therefore, each person will be responsible for their own meal costs at the dinner.)

TIME: 7:00 – 9:00 P.M.

Location: Area restaurants near the conference hotel

Space is limited. Sign up when registering for the conference.

KAINOS RECEPTION & DINNER – WEDNESDAY, SEPTEMBER 26, 2012

Join us Wednesday evening for a lively gathering of Christian ministry leaders. There will be no official program or speaker, but many opportunities to meet new people or connect with others you already know.

Reception: 6:00 p.m

Dinner: 6:30 p.m

Reception and dinner included in full conference registration package.

For other conference details on accommodation and registration, please see pgs 30-31.

Conference AGENDA

kainos
>fresh opportunity

40TH ANNIVERSARY CCCC LEADERSHIP & STEWARDSHIP CONFERENCE

MONDAY

4:00-8:00 Registration Desk Open
7:00-9:00 Kainos Networking Dinners

TUESDAY

7:30-5:15 Registration Desk Open
8:30-8:50 Worship - Jeremy Johnson
8:50-9:30 Spiritual Challenge -
Brian Cooper
9:30-10:30 Plenary Session -
John Stackhouse
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
7:15-8:15 CEO Breakfast (by invitation),
Speaker - Don Simmonds
8:30-8:50 Worship - Jeremy Johnson
8:50-9:30 Spiritual Challenge -
Brian Cooper
9:30-10:30 Plenary Session -
Don Simmonds
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
4:30-6:00 Free Time
6:00-9:00 Kainos Reception & Dinner

THURSDAY

7:30-11:00 Registration Desk Open
8:30-8:50 Worship - Jeremy Johnson
8:50-9:30 Spiritual Challenge -
Brian Cooper
9:30-10:30 Plenary Session - Jerry White

Spiritual CHALLENGE]



BRIAN COOPER

Associate Dean
Mennonite Brethren Seminary Canada

Talk about creation and renewal are near to Brian Cooper's heart. As Associate Dean with Mennonite Brethren Seminary Canada, which itself is less than two years old, he knows well the joys and challenges of helping to build a new organization from the ground up. Before coming to the seminary, Brian served as youth pastor, chaplain, and seminary support staff person, and believes that his present ministry in the seminary is a continuation of the work he did in the church. He is committed to academic work that is grounded in the realities of life, and which serves church mission. Brian is actively involved in church denominational leadership as the chair of the Canadian MB Conference Board of Faith and Life.

- > Tuesday, 8:50 am to 9:30 am
God of Creation and Re-creation
- > Wednesday, 8:50 am to 9:30 am
God of Renewal
- > Thursday, 8:50 am to 9:30 am
God of Surprises



DON SIMMONDS

Chairman & Chief Executive Officer
Crossroads Christian Communications

As Chairman and CEO of Crossroads Christian Communications, Don brings a blend of experiences in both business and ministry. In a media dominated society he believes strongly that God's love for people needs to be presented in a relevant way through the power of today's media technology.

Wednesday, 9:30 am to 10:30 am

Organizational Change

In rapidly changing environments, discerning the need to change, overcoming resistance to change, and implementing change effectively will become your legacy! Let's chat....

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Plenary SPEAKERS]



JOHN STACKHOUSE

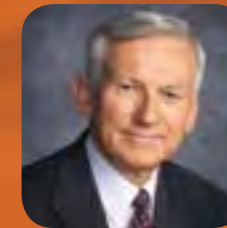
Sangwoo Youtong Chee Chair of Theology & Culture
Regent College

John Stackhouse holds the Sangwoo Youtong Chee Chair of Theology and Culture at Regent College, Vancouver. He studied history and theology at Queen's University, Wheaton College Graduate School, and the University of Chicago, and previously taught at Wheaton, Northwestern College, and the University of Manitoba. He is the author of seven books, editor of four more, and author of more than 500 articles ranging over history, theology, philosophy, ethics, comparative religion, and sociology.

> Tuesday, 9:30 am to 10:30 am

Renewed and Ever Renewing

The Church of Jesus Christ has a long career of being shaped by, and shaping in turn, the contexts and challenges it encounters. As CCCO organizations face a range of fresh challenges, this talk will inspire and instruct leaders by referring to stories of creative problem-solving and innovative expansion drawn from the history of the Church.



JERRY WHITE

International President Emeritus & Chairman Emeritus of the U.S. Board of Directors of The Navigators

Dr. White first came into contact with The Navigators as a student at the University of Washington. He was appointed Western Region Director in 1973 and remained with the Navigators in various capacities until January 1, 2005 when he stepped out of the office of International President. Jerry and his wife, Mary, have written thirteen books on practical topics such as work, ethics, and parenting adult children. His latest books are *Rules to Live By* (NavPress, 2010) and *The Joseph Road* (NavPress, 2009).

> Thursday, 9:30 am to 10:30 am

The Elusiveness and Power of Calling and the Personal Renewal That Keeps Us Going

Calling brings us into any ministry or organization. We believe in God's calling as well as the vision of the organization to which we are called. But then time and trials, or even success, begin to corrode our drive and enthusiasm. We need something more to keep us engaged and vital.

We gratefully acknowledge the sponsorship of this session by:



David Amy, BA, LLB

372 Erb Street West, Waterloo, Ontario
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WORSHIP]



JEREMY JOHNSON

Worship Arts Leader
South Delta Baptist Church

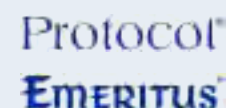
Jeremy Johnson is a writer and recording artist from Tsawwassen, British Columbia. His 2008 album, "Form The Words," and the song "Together" each received nominations by the Gospel Music Association of Canada for combining themes of social justice with modern worship. Today, Jeremy spends his time developing young musicians and leading worship as the Worship Arts Leader at South Delta Baptist Church.

We gratefully acknowledge the sponsorship of this session by:



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TUESDAY LUNCHEON

Conference CDs]

WEDNESDAY LUNCHEON



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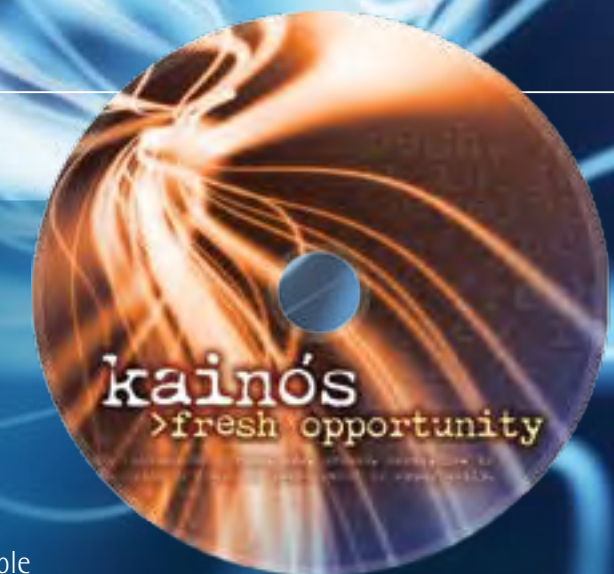
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Please note: An asterisk next to a workshop title indicates a session that will NOT be available for purchase.

All other sessions may be purchased and picked up at the conference.



Tuesday WORKSHOPS

Workshop Tracks	11:00 am - 12:15 pm	1:30 pm - 2:45 pm	3:15 pm - 4:30 pm
CEO	1 Personal Readiness to Lead Change —Steve Brown	2 Organizational Assessments - How They Improve Performance, Part 1 —R. Leng & L. Nelson	3 Organizational Assessments - How They Improve Performance, Part 2 —R. Leng & L. Nelson
Charity Leadership	7 Building Healthy Church-Agency Relationships —John Pellowe	8 Elements of a High Performance Senior Leadership Team, Part 1 —Darrell Peregrym	9 Elements of a High Performance Senior Leadership Team, Part 2 —Darrell Peregrym
Governance	13 Top 10 "Mistakes to Avoid" List for Charity Boards —Ken Volkenant	14 Moving Your Board From Good to Great, Part 1 —Vic Murray	15 Moving Your Board From Good to Great, Part 2 —Vic Murray
Church	19 Building Healthy Church-Agency Relationships —John Pellowe	20 Choosing a Data Management Solution For Your Church or Ministry —Ian Daniel	21 The Value of Good Impressions —R. Martens & L. Schroeder
Media & Technology	25 Technology Planner's Toolkit * —Holly Ross	26 Best Affordable Tools for Charities —Darian Kovacs & Panel	27 Optimizing Your Website for Mobile Devices * —Tierney Smith
Human Resources	31 Caring for Overseas Staff —Jan Kincaid	32 Keeping It Honest, Part 1 —Doreen Harvey	33 Keeping It Honest, Part 2 —Doreen Harvey
Legal Issues	37 Legal Update —Barry Bussey	38 Mission Drift and Corporate Objects —B. Bussey & T. Carter	39 Immigration and Work Permit Options for Ministries —Jeffrey Lowe
Finance	43 Foreign Activities: How to Get Ready for a CRA Audit —Terrance Carter	44 Management Reporting for Your External Audiences, Part 1 —John Pellowe	45 Management Reporting for Your External Audiences, Part 2 —John Pellowe
Stewardship (Track I)	49 Giving Strategies in Turbulent Times —Darren Pries-Klassen	50 Email Fundraising Bootcamp, Part 1 * —Holly Ross	51 Email Fundraising Bootcamp, Part 2 * —Holly Ross
Stewardship (Track II)	55 The Hitchhiker's Guide to the Future of Fundraising —Owen Charters	56 How to Attain Sustainable, Diversified Operating Revenue, Part 1 —Genesa Greening	57 How to Attain Sustainable, Diversified Operating Revenue, Part 2 —Genesa Greening

* Indicates a session that will NOT be recorded for purchase.

Wednesday WORKSHOPS

Workshop Tracks	11:00 am - 12:15 pm	1:30 pm - 2:45 pm	3:15 pm - 4:30 pm
CEO	4 The Guardrails on the Path of Success: The Private Life of a Leader —Jerry White	5 New Perspectives on Strategic Planning, Part 1 —James Galvin	6 New Perspectives on Strategic Planning, Part 2 —James Galvin
Charity Leadership	10 Leaders at Risk - Recognizing the Risk Factors —Bruce Gordon	11 Entropy - The Silent Killer —John Reed	12 Intercepting Entropy —John Reed
Governance	16 Chairing the Non-Profit Board - Cultivating the Art * —Larry Perkins	17 New Perspectives on Strategic Planning, Part 1 —James Galvin	18 New Perspectives on Strategic Planning, Part 2 —James Galvin
Church	22 Chairing the Non-Profit Board - Cultivating the Art * —Larry Perkins	23 There's Money on the Table: Revenue Sources You've Overlooked, Part 1 —Wayne Kroeker	24 There's Money on the Table: Revenue Sources You've Overlooked, Part 2 —Wayne Kroeker
Media & Technology	28 Supporting Technology Through Innovation * —Teina Petropoulos	29 Guerrilla Video, Part 1 —Darian Kovacs & Panel	30 Guerrilla Video, Part 2 —Darian Kovacs & Panel
Human Resources	34 Clergy Residence Deduction - Job Descriptions —Gilbert Langerak	35 Employment Terminations: A Step-by-Step Guide, Part 1 —Adrian Miedema	36 Employment Terminations: A Step-by-Step Guide, Part 2 —Adrian Miedema
Legal Issues	40 For Love or Lucre: Structuring Charities and Nonprofits for the Future —R. Kuhn & I. Moes	41 Continuance Under the CNCA, Part 1 —Robert Hayhoe	42 Continuance Under the CNCA, Part 2 —Robert Hayhoe
Finance	46 Social Benefits for Missionaries —Derek Ross	47 Social Enterprise '101': Understanding it and moving forward —Stacey Corriveau	48 Venture Selection: Choosing the best social enterprise idea —Stacey Corriveau
Stewardship (Track I)	52 Fundraising Software —Darian Kovacs & Panel	53 Gifts in Kind: Tales from the Trenches —S. Grosz & K. Davidson	54 What's New in Planned Giving —Lorne Jackson
Stewardship (Track II)	58 Lessons Learned From Past Fundraising Mistakes: A Look at the Cases —Charles De Jager	59 The Bizarro Donor Strategy —D. Olafsen & R. Taylor	60 The Art of Listening: Connecting With Donors' Minds, Hearts, and Souls —Eric Frans

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1

PERSONAL READINESS TO LEAD CHANGE

(Tuesday 11:00 am - 12:15 pm)

STEVE BROWN

President, Arrow Canada

Change. Do you dread this word? Are you excited by it? Either way, in today's chaotic world, leaders need to be able to lead their organization through change. But leaders need to first be personally ready for change themselves – and sometimes the impact of change on the leader can be greater than it first appears. In addition to helping CEOs reflect on their own readiness, this workshop will provide key strategies and best practices to personally prepare the CEO to lead change.

2

ORGANIZATIONAL ASSESSMENTS – HOW THEY IMPROVE PERFORMANCE PART 1

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

RACHEL LENG

Principal Consultant,
Refine Consulting Ltd.

LARRY NELSON

Senior Associate,
Hutchinson Group Inc.

So many executives get caught up in day to day processes and do not take time to ask themselves, "Are we doing the right things and are we doing them most effectively and efficiently?"

Join us as we explore some key reasons why your organization should be using organizational assessments to make sure it is operating at optimum performance. This workshop will explain this highly effective tool and will provide some great "take away" suggestions!

3

ORGANIZATIONAL ASSESSMENTS – HOW THEY IMPROVE PERFORMANCE PART 2

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

RACHEL LENG

Principal Consultant,
Refine Consulting Ltd.

LARRY NELSON

Senior Associate,
Hutchinson Group Inc.

4

THE GUARDRAILS ON THE PATH OF SUCCESS: THE PRIVATE LIFE OF A LEADER

(Wednesday 11:00 am - 12:15 pm)

JERRY WHITE

International President Emeritus
The Navigators

Success is perilous. The more we have, the more we risk running off the road. Then when success is marred by reality, the dangers increase. We will address ways to keep us from self-destructing and ways to keep vital in our personal lives. The answers are more than just spiritual activities.

5

NEW PERSPECTIVES ON STRATEGIC PLANNING, PART 1

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

JAMES GALVIN

Organizational Consultant &
Facilitator, Galvin & Associates

Recent research shows that people are wired to plan their life and work with one of four main planning styles, which influences how they tend to approach strategic planning. This workshop will explore new developments in strategic planning and execution. As a result of this session, you will

- > Identify your primary and secondary planning style;
- > Combine strategy formation with disciplined execution;
- > Engage your team more effectively in planning sessions.

6

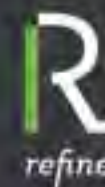
NEW PERSPECTIVES ON STRATEGIC PLANNING, PART 2

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

JAMES GALVIN

Organizational Consultant &
Facilitator, Galvin & Associates

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rachel@refineconsulting.ca
604 307 5552

Michael Loewen, CA
michael@refineconsulting.ca
604 323 4448

Charity LEADERSHIP



7

BUILDING HEALTHY CHURCH-AGENCY RELATIONSHIPS

(Tuesday 11:00 am - 12:15 pm)

JOHN PELLOWE

CEO, CCCC

Both churches and agencies have much they can offer to the other, yet their relationships have had a fairly tumultuous history. Participants will learn the specific principles and practices that have led to successful church-agency relations. This workshop applies the extensive primary research documented in the new CCCC publication *The Church At Work*.

8

ELEMENTS OF A HIGH PERFORMANCE SENIOR LEADERSHIP TEAM, PART 1

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

DARRELL PEREGRYM

President,
Integrity Etc. Leadership

Ever feel like your organization and/or team is stagnant or "hitting the wall"? Do you feel blocked as the leader? High performance leadership is not accidental, it is intentional! Success, be it in an organization, with a Team, or as an Individual never just happens; it is sown and nurtured. The first segment of this double session will consider the key elements in building, nurturing, and leading a successful High Performance Team, starting with you, the leader. The second segment will focus on doing a snap-shot SWOT analysis of yourself, your team, and organization, and then guide you in beginning to build an intentional strategic plan for moving forward to becoming the high Performance Leader and Team you have always envisioned.

9

ELEMENTS OF A HIGH PERFORMANCE SENIOR LEADERSHIP TEAM, PART 2

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

DARRELL PEREGRYM

President,
Integrity Etc. Leadership

10

LEADERS AT RISK - RECOGNIZING THE RISK FACTORS WE FACE IN LEADERSHIP

(Wednesday 11:00 am - 12:15 pm)

BRUCE GORDON

Director,
Mentor Matrix Services Inc.
Transitional Lead Pastor,
Central Heights Church, Abbotsford

This session addresses three key questions which need to be answered and understood if we are to finish strong and well:

1. What are my blind spots and what boundaries do I need to put in place?
2. How does transition and change impact my role?
3. How can I recognize and effectively address risk factors?

11

ENTROPY - THE SILENT KILLER

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

JOHN REED

Owner & Manager
Reposition Pty. Ltd.

"Only entropy comes easy." ~ Anton Chekhov

Webster's Online Dictionary offers a definition of entropy as "a process of degradation or running down or a trend to disorder". Max Du Pree in his book *Leadership is an Art* urges leaders of organizations to do all things necessary to "intercept entropy".

Is this counsel relevant for leaders of churches, charities, and Christian organizations? Do we have a fight on our hands to avoid degradation in our organizations? What do we learn from observing other organizations? Do the Scriptures speak to us about intercepting entropy?

This workshop helps delegates recognize the symptoms of entropy, better understand the causes of organizational entropy, and also commit to initiatives to intercept entropy in order to flourish as a vital ministry.

12

INTERCEPTING ENTROPY

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

JOHN REED

Owner & Manager
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GOVERNANCE]



13

TOP 10 “MISTAKES TO AVOID” LIST FOR CHARITY BOARDS

(Tuesday 11:00 am - 12:15 pm)

KEN VOLKENANT

Partner
De Jager Volkenant & Company

As lawyers who work with many charitable organizations (and who have served on more than a few boards ourselves), we have over the years observed the good, the bad, and the ugly of board dynamics and decision making. The legal and compliance requirements that apply to non-profit corporations and charities have increased in number and complexity, so now more than ever it is important to avoid costly mistakes that distract the board and management from effectively pursuing the primary mission and vision of the organization. The aim of this workshop is to be practical (challenging, but not impossible for lawyers) and to offer participants a few takeaways that will immediately add value to their organizations. As always, questions will be welcomed.

14

MOVING YOUR BOARD FROM GOOD TO GREAT: 9 CRITICAL ELEMENTS OF BOARD EFFECTIVENESS, PART 1

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

VICTOR MURRAY

Adjunct Professor
School of Public Administration
University of Victoria

Most nonprofit organization boards of directors want to do the most they can to help the organization they govern be as successful as possible. But sometimes, without even being aware of it, they slip into practices that drastically reduce their effectiveness. This session will show you how to recognize challenges to good governance in your organization and how to implement changes to overcome them.

15

MOVING YOUR BOARD FROM GOOD TO GREAT: 9 CRITICAL ELEMENTS OF BOARD EFFECTIVENESS, PART 2

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

VICTOR MURRAY

Adjunct Professor
School of Public Administration
University of Victoria

16

CHAIRING THE NON-PROFIT BOARD – CULTIVATING THE ART

(Wednesday 11:00 am - 12:15 pm)

LARRY PERKINS

Professor of Biblical Studies
President Emeritus, Northwest
Baptist Seminary
InTrust Governance Mentor

The role of the faith-based board chair has potential to add significant value to any non-profit's strategic advancement. In this workshop we will consider seven core elements that define the work of a non-profit board. We will then consider how these seven principles influence the chairperson in facilitating a board's development, operations, and worship. The goal is to identify the chairperson's key responsibilities that will enable the board to accomplish its primary work. Some group work will be built into the workshop.

* Session recording not available for purchase.

17

NEW PERSPECTIVES ON STRATEGIC PLANNING, PART 1

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JAMES GALVIN

Organizational Consultant &
Facilitator, Galvin & Associates

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- > Identify your primary and secondary planning style;
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18

NEW PERSPECTIVES ON STRATEGIC PLANNING, PART 2

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

JAMES GALVIN

Organizational Consultant &
Facilitator, Galvin & Associates

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Paul W. Nethercott, CA paul@nethercott.ca

CHURCH]



19

BUILDING HEALTHY CHURCH-AGENCY RELATIONSHIPS

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JOHN PELLOWE

CEO, CCCC

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20

CHOOSING A DATA MANAGEMENT SOLUTION FOR YOUR CHURCH OR MINISTRY

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

IAN DANIEL

President & Founder
New Creation Consulting and
NCOL Ministries

Finding the best solution to build community, manage information, empower ministry, and receive donations securely is no simple task. What works well in one context may not fit another. Consideration must be given to features, accessibility, support, safety, and privacy, while balancing current needs against future goals. Where to begin?

This workshop will help you choose an Information Management solution to fit your unique ministry needs. You'll gain a clear understanding of the necessary considerations and leave with a detailed worksheet and many helpful tips.

21

THE VALUE OF GOOD IMPRESSIONS

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

RON MARTENS

Managing Partner
Keystone Architecture &
Planning Ltd.

LEON SCHROEDER

Associate & Senior Technologist
Keystone Architecture &
Planning Ltd.

To build or not to build (or to buy or not to buy) these are the questions. Asking these questions is relevant when church building "needs" change or become an obstacle to ministry. This seminar will provide an informative walk through the development process of a successful church and ministry support facilities building or renovation project from needs assessment to dedication.

22

CHAIRING THE NON-PROFIT BOARD – CULTIVATING THE ART

(Wednesday 11:00 am - 12:15 pm)

LARRY PERKINS

Professor of Biblical Studies
President Emeritus, Northwest
Baptist Seminary
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* Session recording not available for purchase.

23

THERE'S MONEY ON THE TABLE: REVENUE SOURCES YOU'VE OVERLOOKED, PART 1

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

WAYNE KROEKER

Manager, Member Support, CCCC

Few churches have staff or volunteers who actively cultivate alternative sources of giving beyond the offering plate and fundraising dinners. In doing so, they have potentially overlooked significant sources of revenue. In this double workshop participants will become familiar with different types of gifts including publicly traded securities, life insurance, RRSP/RRIF, annuities, real estate, and charitable bequests.

24

THERE'S MONEY ON THE TABLE: REVENUE SOURCES YOU'VE OVERLOOKED, PART 2

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

WAYNE KROEKER

Manager, Member Support, CCCC

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Media & TECHNOLOGY



25

TECHNOLOGY PLANNER'S TOOLKIT

(Tuesday 11:00 am - 12:15 pm)

HOLLY ROSS

Executive Director, NTEN
Adjunct Expert, Idealware

Like most nonprofits, you're probably aware that the right technology can streamline your processes and help fulfill your mission more effectively. But with tight staffing and budgets, it's hard to devote the time necessary to keep up with new technologies and find the right tools. How can you know which technology project will provide your organization with the best bang-for-the-buck? A tactical technology plan can help! In this session you'll learn best practices for pain-free technology planning. We'll explore the benefits of planning, strategies to perform a self-evaluation of your existing systems, ways to prioritize current technology needs at your organization, and how to create a plan for action. Join us to begin creating a tactical technology plan to maximize your organization's effectiveness without breaking your budgets.

* Session recording not available for purchase.

26

BEST, AFFORDABLE TOOLS FOR CHARITIES

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

DARIAN KOVACS & PANEL

Community Manager, Love Global

With so many great resources and tools out there, it can be difficult to figure out which one is best for your organization to implement. This seminar will discuss:

- > The best and most affordable technology tools available for charities today
- > The best practices for using such tools as smart phones, Facebook, and Twitter
- > A process for deciding which tools are best for you and your organization/Church

27

OPTIMIZING YOUR WEBSITE FOR MOBILE DEVICES

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

TIERNEY SMITH

Manager of Learning & Special Projects, TechSoup Canada

Do the members of your church or supporters of your organization want to be able to access your website on the go? Over 30% of Canadians own smartphones, so there's a good chance the answer is yes. The good news is that there's a range of ways to make your site mobile-friendly depending on your needs - from simple changes to an entirely separate site. This session will provide a high-level overview of this topic from a non-techie perspective.

Questions we will cover:

- > Should you optimize your website for mobile?
- > What are the main approaches to creating a mobile-optimized site (or part of your site)?
- > Case study of CCCC's experience creating a mobile site

* Session recording not available for purchase.

28

SUPPORTING TECHNOLOGY THROUGH INNOVATION

(Wednesday 11:00 am - 12:15 pm)

TEINA PETROPOULOS

Director of the Strategic Technology Investment Department
World Vision Canada

Innovation is not only about generating radical new ideas but is also about improving existing programs, products or processes. The workshop will focus on how through innovation challenges IT can be involved in helping to not only identify opportunities but be part of building the solution rather than just being the implementer. IT can be proactive in influencing, informing and educating the business and how the use of innovation proposals can help achieve this by bringing creative ideas to life.

* Session recording not available for purchase.

29

GUERRILLA VIDEO, PART 1

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

DARIAN KOVACS & PANEL

Community Manager, Love Global

You keep hearing that video is the way of the future for charity and church communication. This seminar will cover the overall basics of making video and give you some take-away principles that you can apply for your organization. This seminar will also take some time to actually

- > Shoot a video for your organization
- > Learn how to do quick edits
- > Learn how to upload a video straight to Youtube

You will leave this seminar with a video you and your organization can use to communicate your organization's story.

If you are attending this workshop, you will be emailed some prep homework to complete before you arrive in Richmond, BC.

30

GUERRILLA VIDEO, PART 2

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

DARIAN KOVACS & PANEL

Community Manager, Love Global

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Human RESOURCES]



31

CARING FOR OVERSEAS STAFF

(Tuesday 11:00 am - 12:15 pm)

JAN KINCAID

Operations and Organizational Development, People & Culture
World Vision

This session will cover the complexities in providing care and support for staff who are deployed overseas to perform missions project work. You will hear thoughts and ideas that you can consider for your overseas staff while abroad and after they return home.

32

KEEPING IT HONEST, PART 1

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

DOREEN HARVEY

Human Resources Consultant

While most companies value integrity and honesty, living it out can sometimes be difficult – especially in Christian organizations. Why are honest conversations so difficult? The truth is, avoiding meaningful, honest conversations can be toxic to an organization, creating a foundation of dishonesty in working relationships and in how leaders manage their staff. Honest conversations can be difficult, but they can transform people, relationships, and organizations. In this double-length session, you will learn more about the critical need for truth and honesty in your workplace, and explore a practical approach to having honest, critical conversations.

33

KEEPING IT HONEST, PART 2

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

DOREEN HARVEY

Human Resources Consultant

34

CLERGY RESIDENCE DEDUCTIONS – JOB DESCRIPTIONS

(Wednesday 11:00 am - 12:15 pm)

GILBERT LANGERAK

Manager, Member Support, CCCC

The clergy residence deduction is a long-standing tax relief measure that provides significant benefit to many ministries and their workers.

Recently, there have been revisions to the T1223 Clergy Residence Deduction claim form which require the employer to include a detailed job description for the employee. The Canada Revenue Agency's expectations for taxpayers seeking tax relief at source for the CRD have also been modified.

This workshop will provide an update on these recent changes, review good administrative practices, and outline key factors to consider when creating employee job descriptions to go with the T1223.

35

EMPLOYMENT TERMINATIONS: A STEP-BY-STEP GUIDE, PART 1

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

ADRIAN MIEDEMA

Partner, Fraser Milner Casgrain LLP

This double-length session will provide a practical, step-by-step guide to the thorny area of termination of employment. We will first discuss how by using a proper employment contract/hiring letter at the time of hiring, employers can avoid many of the risks arising from employee terminations. We will then review a checklist of issues and legal risks (such as disability-discrimination allegations) to consider before making the decision to terminate. Participants will learn how to assess the amount of notice or severance to be offered, whether to offer a lump sum or salary continuation package, and when to require a release of claims. We will step through a template employment termination letter, which will be provided to each participant along with the checklist. A case-study will be handed out and reviewed. Lastly, we will discuss what to anticipate if the employee challenges the termination or the package offered.

36

EMPLOYMENT TERMINATIONS: A STEP-BY-STEP GUIDE, PART 2

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

ADRIAN MIEDEMA

Partner, Fraser Milner Casgrain LLP

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37

LEGAL UPDATE

(Tuesday 11:00 am - 12:15 pm)

BARRY BUSSEY

Vice President, Legal Affairs, CCCC

It has been a busy year in charity law. You will not want to miss the latest developments in the law that affect your charity. This review will include the changes implemented by the 2012 federal budget and CRA. We will also highlight the new court rulings in the area since we last met in 2011.

38

MISSION DRIFT AND CORPORATE OBJECTS

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

BARRY BUSSEY

Vice President, Legal Affairs, CCCC

TERRANCE CARTER

Managing Partner
Carters Professional Corporation

It is a common experience for ministry emphasis to change over time from what was originally planned. This is a gradual process. If you have been in ministry for 10 years or more, then chances are your original articles are in need of fine tuning. Join us as we discuss mission drift of your organization and what you can do about it.

39

IMMIGRATION AND WORK PERMIT OPTIONS FOR MINISTRIES

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

JEFFREY LOWE

Principal, Lowe & Company

Before the 20th century, missions was "From the West to the Rest." During the 20th Century, we saw the growth of the indigenous churches in Asia, Africa, South America and other places; the Gospel went "From the Rest to the Rest". In the 21st Century, we are now seeing that God is doing a new thing: "From the Rest to the West"! What does this mean for Canadian ministries and how can you use Canada's immigration programs to bring in missionaries, ministry people, and others on short-term or long-term basis?

In this workshop, immigration lawyer Jeffrey S. Lowe will discuss different options to bring in foreign ministry workers, including:

- > youth participating in working holiday programs;
- > clergy workers doing preaching, teaching, and spiritual counselling;
- > administration staff transferred from overseas affiliates;
- > other religious or charitable workers;
- > immigration (Permanent Residence) options.

40

FOR LOVE OR LUCRE: STRUCTURING CHARITIES AND NONPROFITS FOR THE FUTURE

(Wednesday 11:00 am - 12:15 pm)

ROBERT KUHN

Partner, Kuhn LLP

IAN MOES

Associate, Kuhn LLP

There are various legal barriers affecting the scope of permitted activities for nonprofits. As donations dry up, charities are looking to do "business as mission" in order to carry out their activities. Charity lawyers, Bob Kuhn and Ian Moes, of Kuhn LLP will help you navigate this complex area to ensure that your organization stays on-side. We will discuss how charities and nonprofits can structure business activities, including through the "related business" exemption and the proposed Community Contribution Companies.

We gratefully acknowledge sponsorship of this track by:



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41

CONTINUANCE UNDER THE CNCA, PART 1

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

ROBERT HAYHOE

Partner, Miller Thomson LLP

This pair of sessions will describe the ins and outs of the Canada Not-For-Profit Corporations Act (CNCA), including a practical discussion of continuance issues.

42

CONTINUANCE UNDER THE CNCA, PART 2

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

ROBERT HAYHOE

Partner, Miller Thomson LLP



43

FOREIGN ACTIVITIES: HOW TO GET READY FOR A CRA AUDIT

(Tuesday 11:00 am - 12:15 pm)

TERRANCE CARTER

Managing Partner
Carters Professional Corporation

CRA audits of foreign activities can be a challenging process for a charity. As such, charities that are engaged in foreign activities should be proactive in conducting a pre-audit compliance review before CRA comes to call. This session will cover how a registered charity can ensure compliance with CRA requirements for charities engaged in foreign activities, as well as explain the steps a charity can take to carry out its own internal compliance review.

44

MANAGEMENT REPORTING FOR YOUR EXTERNAL AUDIENCES, PART 1

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

JOHN PELLOWE

CEO, CCCC

Both donors and the public are calling for better accountability reports from charities with an emphasis on the question: "How much goes to good works and how much do you pay your executive director?" Charities should take this opportunity to provide better quality reports that help external audiences assess charities based on the criteria that really matter (including strategy and evaluation). Bring your financial statements, annual report, and strategic plan for this "roll-up-the-sleeves" working session and walk out with the elements of an outline for your new management report.

45

MANAGEMENT REPORTING FOR YOUR EXTERNAL AUDIENCES, PART 2

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

JOHN PELLOWE

CEO, CCCC

46

SOCIAL BENEFITS FOR MISSIONARIES

(Wednesday 11:00 am - 12:15 pm)

DEREK ROSS

Director Legal Affairs, CCCC

Many Canadian missionaries work in foreign countries far from home, but they still maintain rights and responsibilities as Canadian citizens. Missionaries, and their employers, should be aware of the various benefits available to them in Canada, and how to qualify for them. This workshop provides an overview of various social benefits available in Canada, including Old Age Security, Canada Pension Plan, and other tax benefits, focussing on issues specific to foreign missionaries. Topics covered will also include health coverage issues, eligibility requirements for certain tax advantages, and various legal considerations for missionaries working outside of Canada.

47

SOCIAL ENTERPRISE 101: UNDERSTANDING IT AND MOVING FORWARD

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

STACEY CORRIVEAU

Executive Director,
BC Centre for Social Enterprise

Social enterprise is a growing practice in Canada, and represents a way for a charity to generate revenues so that it can undertake even more of its mission-related work. Social enterprises are also launched in order to provide training and/or employment for people traditionally excluded from the mainstream economy, and even to fill a market gap that traditional businesses may not be serving.

Stacey Corriveau will guide you through common pitfalls and interesting best practices with respect to social enterprise, including vital information for social enterprise development, some sobering statistics, and next steps for your charity.

48

VENTURE SELECTION: CHOOSING THE BEST SOCIAL ENTERPRISE IDEA FOR YOUR CHARITY

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

STACEY CORRIVEAU

Executive Director,
BC Centre for Social Enterprise

So your charity is interested in starting a social enterprise: operating a business which can generate profits, create employment, or fill a market need. Stacey Corriveau will demonstrate a venture selection method that shaves time and money from the process. This workshop will help charities that may be stumped about what enterprise idea is best for their own organization by aligning their goals and values with the business idea itself.

This session will have optimal impact if two or more people from the same charity attend – the purpose is to promote interaction and engagement with the material, so that you can start your own venture selection pathway at the session itself.

We gratefully acknowledge sponsorship of this track by:



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49

GIVING STRATEGIES IN TURBULENT TIMES: GETTING ATTENTION THAT FURTHERS YOUR MISSION

(Tuesday 11:00 am - 12:15 pm)

DARREN PRIES-KLASSEN

Executive Director
Mennonite Foundation of Canada

The competition for charitable dollars continues to get tighter. More charities, economic uncertainty, and discerning donors means you need to be clear and compassionate about your cause or you'll be doing more with less. What strategies can you implement to make sure you get the attention of donors and potential supporters? A charity needs clarity of purpose and a call to action if it wants the dollars to flow its way. We'll look at good and bad examples of each and discuss strategies your staff, board, and volunteers can use to help your cause get positive attention.

50

EMAIL FUNDRAISING BOOTCAMP, PART 1

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

HOLLY ROSS

Executive Director, NTEN
Adjunct Expert, Idealware

Email campaigns are a fundraising tool within the reach of even the smallest organizations. An effective way to communicate with donors and raise money without much expense, they're an opportunity to provide reasons and reminders for constituents to give. Campaigns are affordable, and not particularly complicated, but a number of guidelines and best practices can help ensure successful delivery and donor-engagement.

This seminar will walk organizations through the soup-to-nuts process of creating such campaigns. Based on Idealware's technology expertise, this series demystifies each step involved—from strategy to success. Fundraising via email requires an understanding of a number of different elements - designing an email campaign, writing an email, avoiding spam filters, broadcast email tools, online donation tools, and more. We'll walk through what you'll need to know to design your own email fundraising campaign.

* Session recording not available for purchase.

51

EMAIL FUNDRAISING BOOTCAMP, PART 2

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

HOLLY ROSS

Executive Director, NTEN
Adjunct Expert, Idealware

52

FUNDRAISING SOFTWARE

(Wednesday 11:00 am - 12:15 pm)

DARIAN KOVACS & PANEL

Community Manager, Love Global

We are given lots of choices when it comes to online fundraising. This seminar will allow you, the critical thinker, to hear first-hand accounts not from the companies, but from actual users of various online fundraising tools. If your organization was ever considering doing online fundraising or taking donations online, this is the seminar for you.

Companies we will cover:

- > Paypal
- > CanadaHelps
- > ChimpFund
- > Convio & Blackbaud
- > Artez
- > Global Currents
- > others

53

GIFTS IN KIND: TALES FROM THE TRENCHES

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

SHERRI GROSZ

Stewardship Consultant
Mennonite Foundation of Canada

KEVIN DAVIDSON

Stewardship Consultant
Mennonite Foundation of Canada

Donations other than cash can be more complex and cause donor relations headaches for charities and professional advisors. What are some of the common gift problems encountered? What can a church or charity do to ensure that they are protecting their reputations with donors and the public? Who can help if you run into problems? Designed for anyone who talks to donors about gifts, including advancement, development, and fundraising staff at all experience levels; treasurers; accountants; board & finance committee members; and everyone who enjoys hearing good stories.

54

WHAT'S NEW IN PLANNED GIVING: WHAT WORKS WITH DONORS & HOW TO GET DONORS TO THINK ABOUT WILLED GIFTS

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

LORNE JACKSON

President, Canadian National Christian Foundation

This session will cover some of the most recent stats on planned giving patterns in Canada and how you can take advantage of this growing development across the country. It will include information on how to help donors understand that Planned Giving can help them with end of life stewardship decisions. We will also discuss the default position many donors are choosing without knowing due to lack of pre-planning their estates. This session will also include examples of planned giving ideas and ways Directors and Staff can approach the subject with their donors.

STEWARDSHIP HANDBOOK FOR CHRISTIAN MINISTRIES - VOLUME 1

The Stewardship Handbook for Christian Ministries provides a holistic, biblical perspective on stewardship, a comprehensive foundation in Canadian charity law, and practical application. Whether you are a church considering a building fund campaign or a larger ministry with development staff, this handbook is an essential, accessible resource. (Revised)



Stewardship II



55

THE HITCHHIKER'S GUIDE TO THE FUTURE OF FUNDRAISING: ENGAGING NEW FORMS OF STORYTELLING

(Tuesday 11:00 am - 12:15 pm)

OWEN CHARTERS

President & CEO, CanadaHelps

Many fundraisers are told time and again to be more powerful storytellers. In the age of social media, this advice is only half the battle. To be better at fundraising the online space, we need to be better marketers and engage in new forms of storytelling. Learn how to create better impact with donors through real marketing strategies, and find out why storytelling on its own has limited appeal. Who are your donors and how are you engaging them?

56

HOW TO ATTAIN SUSTAINABLE, DIVERSIFIED OPERATING REVENUE, FROM REVIEW TO IMPLEMENTATION PART 1

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

GENESA GREENING

Director of Resource Development
Union Gospel Mission, Vancouver

Colleagues, clients, and organizations often ask me, "How can we raise more money?" Over my fifteen years working in the not for profit sector, I have learned that the more important question to ask is "How do we become proficient and excel at what we do so that it becomes effortless to engage people financially and otherwise?" We need to marry the work of programs and services with that of marketing and development, resulting in significant contributions and sustainable revenue.

57

HOW TO ATTAIN SUSTAINABLE, DIVERSIFIED OPERATING REVENUE, FROM REVIEW TO IMPLEMENTATION PART 2

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

GENESA GREENING

Director of Resource Development
Union Gospel Mission, Vancouver

58

LESSONS LEARNED FROM PAST FUNDRAISING MISTAKES: A LOOK AT THE CASES

(Wednesday 11:00 am - 12:15 pm)

T. CHARLES DE JAGER

Partner
De Jager Volkenant & Company

Fundraising is an increasingly important activity for many charities in Canada. It is also an activity that has come under increased scrutiny by CRA. In April of this year CRA issued CG-013, its latest guidance on fundraising by charities. The new guidance refers to many of the key legal cases in the area. This workshop will provide an overview of the new guidance and use real life examples from the cases to help participants avoid past mistakes and comply with CRA's new guidance.

59

THE BIZARRO DONOR STRATEGY

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

DORIS OLAFSEN

Executive Vice President,
Opportunity International Canada

RICHARD TAYLOR

Executive Director,
The Wellspring Foundation

Get ready for some much-needed fundraising crazy talk from non-profit leaders Richard Taylor and Doris Olafsen that we guarantee you did not learn in Fundraising 101!

This workshop is designed to convince you that sharing donors and partnering on fundraising initiatives with other agencies is not only possible, but strategic. Engage with two organizations (The Wellspring Foundation and Opportunity International Canada) who have successfully worked together in fundraising and strongly advocate an open hands approach. Wrestle with the Bizarro Donor Strategy paradigm and principles, hear practical perspectives, and learn how to avoid potential pitfalls in this counterintuitive session.

60

THE ART OF LISTENING: CONNECTING WITH DONORS' MINDS, HEARTS, AND SOULS

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

ERIC FRANS

National Director of Fund
Development, World Relief Canada

We are all familiar with the amazing work that our ministry is involved with. We have been trained to prepare anything from a 40-minute sermon to a 30-second elevator pitch (just in case we share one with Bill Gates from the lobby to the 3rd floor in a hotel). In fact, we are expert evangelists in sharing the good news of our work, because people need to know.

But do they want to know? What is it that your donors truly care about? Do you actually know why they give to you, and more importantly – do they really know?

Eric Frans will lead you through a case study of how World Relief Canada changed its approach (and its revenue). This potentially paradigm-changing approach will teach you what Eric calls "The Art of Listening"...his momma calls it "learning to shut up."

We gratefully acknowledge sponsorship of this track by:



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Additional CONFERENCE INFO

ACCOMMODATION

Registrants are responsible for booking their own accommodation. A block of discounted rooms has been reserved at the Sheraton Vancouver Airport Hotel at a special rate of \$129 plus taxes. To take advantage of this rate, **book before Tuesday, August 28, 2012** and mention the CCCC Annual Conference when booking your room. To make your reservations, please call: 604-273-7878 or toll free: 800-325-3535.

AIRPORT SHUTTLE

There is a regular shuttle service from the main terminal at Vancouver International Airport starting at 5:00 am with the last shuttle leaving the hotel at midnight. For Vancouver airport shuttle service between midnight and 5:00 am, the front desk will arrange your departure time. International and Domestic pick-up areas on the arrivals level of the airport are marked as hotel shuttle pick up areas. If you need shuttle service from the airport, call the hotel from the display board in baggage claim areas of the airport or call 800-663-0299 or 604-273-7878 and request a pick up.

REGISTRATION

Save money by registering before August 28. 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.

SPOUSES OF REGISTRANTS

We have a special rate for spouses of registrants. Early registration is \$175 (up to August 28) or \$225 for registrations received after August 28. This fee covers attendance at all sessions and meals.

REFUND POLICY

Full refunds up to and including August 28; 50% up to and including September 10; No refunds after September 10.

CONFERENCE CHECK-IN & DESK HOURS OF OPERATION

Monday, September 24 from 4 - 8 pm and throughout the conference (opening at 7:30 am each morning).

THINGS TO BRING:

Bring business cards - the conference provides an excellent opportunity for networking.

Bring your friends and colleagues - the conference program has something for everyone and is specifically designed for the entire leadership team. Individuals may register online at www.cccc.org/conference.

WHAT TO WEAR:

Most conference guests wear "business casual" during the conference, except for the Wednesday evening Kainos Reception & Dinner, when many guests "dress up" more (i.e., coat and tie for men and business dress for women). You may want to bring along a sweater for workshop rooms that are cooler than you prefer!

WORKSHOP CHANGES:

Due to unforeseen circumstances, sometimes workshop titles and/or presenters change from the publication of this conference brochure. Any changes will be reflected on our website (www.cccc.org/conference), in the onsite conference program, and during the morning plenary session announcements.

WORKSHOP INFORMATION:

This year, some workshops will involve preparation before the conference begins. Please ensure that you indicate your workshop preferences during registration so that we may contact you with any preconference instructions.

While we carefully analyze workshop attendance patterns each year, sometimes you surprise us! If a workshop is full when you arrive, we're very sorry. Please arrive early for the workshops you really need to attend!

PARKING:

For guests who are staying at the conference hotel, please register your license plate with the hotel when you check-in and you will be able to park anywhere on the hotel property without requiring a parking pass. For guests who are commuting, there will be a link included in the Information & Fact Sheet sent to you upon registration where you can register your license plate in advance. This will allow you to park anywhere on the property without requiring a pass.

NEARBY RESTAURANTS:

There is a restaurant in the Sheraton Vancouver Airport Hotel called Harold's Bistro. McDonalds, White Spot Restaurant, Starbucks, Boston Pizza, 4 Stones Vegetarian Cuisine, Mui Garden Restaurant, and several other restaurants are all within a short walk from the hotel.

AUDIO RECORDINGS OF CONFERENCE SESSIONS:

Audio recordings of most of the sessions may be purchased at the conference from Kennedy Recordings. You may also place orders after the conference via their website www.kennedyrecordings.com or by calling 1-888-486-1335.

Conference REGISTRATION]

(To register online go to www.cccc.org/conference)

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I wish to participate in the Kainos Networking Dinner Monday evening
 (This event is **NOT** included in the conference registration fee. See inside front cover for details.)

WORKSHOP PREFERENCES (Please indicate your workshop preferences below. Some workshops will have preparation work before the conference begins and this will allow us to contact you with any preconference instructions.)

Tuesday Wednesday (see page 31 for further workshop information)

REGISTRATION FEES

Full Registration

	Payment ON or BEFORE Aug. 28	Payment AFTER Aug. 28
CCCC Member	\$ 545	\$ 645
Non-Member	\$ 645	\$ 745
Spouse _____ (please insert spouse name above)	\$ 175	\$ 225

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 (please complete name(s) below)			\$ 60 each	\$ 70 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.)

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