

LEADING IN COMMUNITY

THE PURSUIT

'17

A CHRISTIAN MINISTRY CONFERENCE | MAY 3-5, 2017
Shaw Conference Centre, Edmonton, AB | www.the-pursuit.ca



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Agenda

PRE-CONFERENCE LEARNING

(May 1 & 2)

MONDAY, MAY 1

8:00 am	Registration Desk Opens
8:30–9:00 am	Coffee Break
9:00 am–4:00 pm	Plan to Protect® Certification for Administrators and Leaders
10:30–10:50 am	Coffee Break
12:15–1:30 pm	Lunch
2:30–2:50 pm	Coffee Break

TUESDAY, MAY 2

8:00 am	Registration Desk Opens
8:30–9:00 am	Coffee Break
9:00 am–4:30 pm	Inter-Generational Workplaces Project Management
9:00 am–4:00 pm	Plan to Protect® Train the Trainer Certification
10:30 am–4:00 pm	Technology for Nonprofits—Software and Soft Skills
10:30–10:50 am	Coffee Break
12:15–1:30 pm	Lunch
1:30–4:30 pm	Ministry Hop
2:30–2:50 pm	Coffee Break
5:30–7:00 pm	Guess Who's Coming for Dinner?

Agenda

THE PURSUIT CONFERENCE

(May 3-5)

WEDNESDAY, MAY 3

8:00 am	Registration Desk Opens and Coffee Available in Exhibit Hall
8:30-8:50 am	Worship
8:50-9:15 am	Devotional
9:15-10:15 am	Keynote Speaker: Gordon Smith
10:15-11:15 am	Exhibit Hall and Coffee Break
11:15 am-12:15 pm	Learning Sessions
12:15-1:30 pm	Exhibit Hall and Lunch
1:30-2:30 pm	Learning Sessions
2:30-3:15 pm	Exhibit Hall and Coffee Break
3:15-4:15 pm	Learning Sessions
4:30-5:00	Jam Sessions
7:00-9:00	Movie Screening – “Over 18”

THURSDAY, MAY 4

8:00 am	Information Desk Opens and Coffee Available in Exhibit Hall
8:30-8:50 am	Worship
8:50-9:15 am	Devotional
9:15-10:15 am	Keynote Speaker: Gary Nelson
10:15-11:15 am	Exhibit Hall and Coffee Break
10:30-11:00 am	Product Demo by Sunergo Systems (in Exhibit Hall)
11:15 am-12:15 pm	Learning Sessions
12:15-1:30 pm	Exhibit Hall and Lunch
1:30-2:30 pm	Learning Sessions
2:30-3:15 pm	Exhibit Hall and Coffee Break
2:30-6:30 pm	Art Exhibit (in foyer outside of breakout rooms)
3:15-4:15 pm	Learning Sessions
4:30-5:00	Jam Sessions
6:30-8:45	Banquet

FRIDAY, MAY 5

8:00 am	Information Desk Opens and Coffee
8:30-9:30 am	Learning Sessions
9:30-10:00	Coffee and Networking
10:00-10:20 am	Worship
10:20-10:45 am	Devotional
10:45-11:45 am	Keynote Speaker: Lee Beach
12:15 pm	Information Desk closes

Special Events

MINISTRY HOP

Are you curious to know what God has been doing in the Edmonton area?

Several ministries in the Edmonton area will be hosting an open house for Pursuit attendees on **Tuesday, May 2, 2017:**

- Calvary Community Church
- L.A.M.P.
- North Pointe Community Church
- RSVP Ministries
- Pregnancy Care Centre

You are welcome to drop by any time between 1:30 pm and 4:30 pm. (This is a free event but transportation is not provided.)

GUESS WHO'S COMING FOR DINNER?

Sign up for a networking dinner when you register for the conference. Remember to join your surprise guests at the restaurant that you selected. The networking dinners will take place on **Tuesday, May 2, 2017 from 5:30 pm to 7:00 pm** (the night before the conference begins). Please check your confirmation email for details. Meal costs are not included in the conference registration fee.

PHOTO CHALLENGE

We'll be hosting a photo challenge during the conference! For every photo challenge that you complete, your name will be entered into a draw for a chance to win an iPad mini!

EXHIBIT HALL AND PRODUCT DEMONSTRATIONS

During the breaks between sessions, you'll have the opportunity to wander through our Exhibit Hall. This is a great opportunity to talk to vendors

and find solutions for your ministry on everything from donor management software to insurance.

Check the online conference schedule (www.the-pursuit.ca/schedule) for "**Product Demos**" — short presentations in which vendors showcase their products and services.

MOVIE NIGHT

You're invited to help Plan to Protect® celebrate their 10th anniversary by attending a light reception and movie screening on **Wednesday, May 3 from 7 pm to 9 pm**. The featured movie is *Over 18*, a documentary about pornography that follows the true story of a boy who became addicted to pornography at the age of nine while playing on his computer in his family's living room. The film has several interviews with experts from around the world as well as people who are still active in the porn industry today.

ART DISPLAY

Enjoy an art exhibit on **Thursday, May 4 from 12:15 pm to 6:45 pm**. The following artists will be showcased: Maureen Donovan, John Labots, Emily Lennea, Rob Longley, Catherine Marchand, Cheryl Muth, Elisa Sterling-Cowan.

There will be an opportunity to meet the artists and even purchase some of the artwork to display at your ministry or in your own home.

BANQUET

Take a break from your learning on Thursday evening and enjoy a banquet meal with your new friends. Entertainment will be provided by Christian comedian Leland Klassen. This event is included with your conference registration.

Worship, Devotional & Keynote Sessions

Location:
Salons 8, 9 & 10

DEVOTIONAL

(Wednesday and Thursday from 8:50 am to 9:15 am
and Friday from 10:20 am to 10:45 am)



WENDY LOWE

Lead Pastor, NEXT Christian Community

Wendy Lowe is currently the Senior Pastor at Next Christian Community in St. Albert, Alberta. Previously, she was Vice President of Advancement at Ambrose University in Calgary and Executive Director at the Calgary Pregnancy Care Centre.

Wendy has extensive experience answering to a board and also serving on a wide variety of boards, both local, national, and international. She consults with non-profits on governance and leadership issues and regularly speaks to both Christian and corporate audiences on leadership and teamwork.

KEYNOTE SPEAKERS



GORDON T. SMITH

President, Ambrose University

Gordon T. Smith is the president of Ambrose University (Calgary, Alberta) where he also serves as Professor of Systematic and Spiritual Theology. He is the author of a number of books, including the forthcoming Institutional

Intelligence: Building an Effective Organization (IVPress, 2017). Gordon is married to Joella, and together they have two grown sons. Gordon is an ordained minister with the Christian & Missionary Alliance in Canada.

> Wednesday, 9:15-10:15 am

Being Christian in a Secular Society Surely one of the unique challenges for the church in our day is to discern what it means to be faithful in such a time as this. One option is that we choose not a “ghetto” mentality or a “culture wars” posture but rather seek to “be in but not of” our world and that we actively “seek the peace of the city” in which God has placed us.

KEYNOTE SPEAKERS *(continued)*



GARY NELSON

President, Tyndale University College & Seminary

Gary Nelson joined Tyndale University College & Seminary as President and Vice Chancellor six years ago after serving in various pastoral roles and most recently as head of an international mission and development organization.

Gary's teaching and speaking have taken him around the world focusing on contemporary issues in the church, urban missiology and leadership.

His writings include a coauthored book entitled Future Faith Churches: The Power of a Reconnected Gospel for the 21st Century (Woodlake Press, 1997), Borderland Churches: A Congregations' Introduction to Missional Living (Chalice Press, 2008), Going Global: A Congregations Introduction to Mission beyond our Borders (Chalice Press, 2011) and Leading in Disorienting Times: Navigating Change in Churches and Organizations (Chalice Press, 2015).

› Thursday, 9:15-10:15 am

Leading in Disorienting Times Seismic shifts are taking place at a rapid pace within society and all its institutions. The usual responses appear inadequate. Christian institutions and churches feel adrift in a sea of change and radical disorientation. One writer describes these disorienting times as “the age of the unthinkable.” What was once foundational and affirmed is now debatable or radically reframed. How do we lead in these times? What do organizations and churches need to know to effectively navigate and negotiate the swirling currents surrounding them?



LEE BEACH

Associate Professor, McMaster Divinity College

Lee is the Associate Professor of Christian Ministry, Garbutt F. Smith Chair in Ministry Formation and Director of Ministry Formation at McMaster Divinity College in Hamilton, Ontario, where he teaches courses on pastoral ministry, the church in culture and Christian spirituality. Lee pastored for 18 years with the Christian and Missionary Alliance in Canada, serving churches in Peterborough, Cobourg, and Scarborough, Ontario. He is

the author of the book, The Church in Exile: Living in Hope after Christendom (IVP).

› Friday, 10:45-11:45 am

Living in Hope After Christendom While the prevailing story of the church in Canada is one of decline and decay, the history of God's people and the creative work of the Holy Spirit offers Christian leaders both direction and hope for their work in these days of challenge and transition.

WORSHIP

*(Wednesday and Thursday from 8:30 am to 8:50 am
and Friday from 10:00 am to 10:20 am)*



GREG RAMSDEN

Worship Pastor, Sherwood Park Alliance Church

"I have been a full-time Worship Pastor since 2005 in the local church. I grew up in Calgary, AB, lived in Kelowna BC for 5 years, and am now in Sherwood Park, AB. I want God to use me in any way He can to help people experience Him in a real way. Right now I do that through worship, creativity, humour, and writing. I want to be a champion for arts and creativity in the church."

Types of Learning Sessions

There are a variety of learning sessions to choose from at *The Pursuit*. Which type suits your learning style? The descriptions below will help you decide!

WORKSHOPS

Workshops at *The Pursuit* have two components: online and in-person. Access the online component by clicking on the workshop title in online community. You will be directed to a course page that contains a 20-min video and other resources (e.g., handouts, PowerPoint slides). ***It's your responsibility to watch the video before the live workshop and print any resources that you'd like to have in hard copy.*** The live workshop will focus on application and group discussion.

KNOWLEDGE PODS

Do you feel more comfortable in a small group? Knowledge Pods allow you to gather together with a small group of attendees to have an informal discussion with one of our content experts. Ask questions, share ideas, and challenge your assumptions!

RAPID FIRE

Let's be honest. Do you get bored easily? Are you constantly flipping through channels when you watch TV? Then Rapid Fire sessions may be for you! This session type switches speakers three times, offering three different insights based around a common theme. Hearing from a variety of experts is sure to keep you engaged.

JAM SESSIONS

Jam Sessions are held at the end of each day and organized by role (e.g., Board Members, CEOs, Fundraisers). Join others in your field to share the best thing you learned during the day from any keynote or learning session. A facilitator will help you to develop a few key themes, and you can discuss how you might implement the new ideas in your ministry. Jam sessions are a great way to re-cap, de-brief, and swap notes with your peers.

REMEMBER: You can change your session preferences and print your personal schedule at any time by logging in to *The Pursuit's* online community (the-pursuit.ca/account/login).

CONTINUING EDUCATION CREDITS

Many learning sessions at *The Pursuit* may qualify for professional development credits as required by your professional association. Each person is responsible for ensuring that he/she complies with the continuing education requirements of the professional association or accreditation body to which they belong. *The Pursuit* will provide a timed agenda and access to course materials (if applicable) for participants to support any continuing education credits claimed. CCCC will not provide confirmation of continuing education credit entitlement that any person has earned by attending *The Pursuit*.

LEARNING SESSION LEGEND

The Learning Sessions in this brochure are organized by time slot, but you can search by topic using this legend:

- Fundraising
- Vulnerable Sector
- Church Management
- Organizational Leadership
- Human Resources
- Legal
- Regulatory
- Stewardship
- Governance
- Strategy
- Technology
- Communication
- Engaging Society

Pre-Conference Session Descriptions

Monday, May 1, 2017

9:00 a.m. – 4:00 p.m.

PLAN TO PROTECT® CERTIFICATION FOR ADMINISTRATORS AND LEADERS ● ●

Melodie Bissell, Plan to Protect®

Learn how to administer, implement, and maintain a strong abuse prevention program with policies, screening, and documentation.

Tuesday, May 2, 2017

9:00 a.m. – 4:00 p.m.

PLAN TO PROTECT® TRAIN THE TRAINER CERTIFICATION ● ●

Melodie Bissell, Plan to Protect®

Learn how to train your volunteers and staff within your abuse prevention program. Receive PowerPoints, teaching notes, student notes, creative methods, and inspiration.

Tuesday, May 2, 2017

9:00 a.m. – 4:30 p.m.

INTER-GENERATIONAL WORKPLACES ●

Duncan Field

Canadian Council of Christian Charities

The leadership of Christian organizations is changing as younger generations take charge in existing workplaces and establish their own churches and charities. Featuring a panel of guests, this session will explore how we think about a truly inter-generational workplace and provide concrete, practical advice that can help your organization develop leaders and further your mission both now and into the future.

Tuesday, May 2, 2017

9:00 a.m. – 4:30 p.m.

PROJECT MANAGEMENT ●

James Metcalf, Canadian Council of Christian Charities

Are you looking for ways to manage projects more successfully that will enhance your ministry? Bring a current/future project. This workshop will provide:

- a comprehensive overview of project management
- tips and tools to manage large and small scale projects
- skills to apply project management principles
- an effective project plan for you to take back to your ministry

Tuesday, May 2, 2017

10:30 a.m. – 4:00 p.m.

TECHNOLOGY FOR NON-PROFITS— SOFTWARE AND SOFT SKILLS ● ●

Brad Olsthoorn, Silent Partner Software

Silent Partner Software presents an interactive day of discussion focusing on the use of technology to advance your mission. Our sessions will highlight the growing role of technology in the non-profit space and how all non-profits can take advantage of it.

Conference Learning Session Descriptions

Learning session times, dates, and descriptions are subject to change.

Please see the online schedule (www.the-pursuit.ca/schedule) for the most up-to-date information

Wednesday, May 3, 2017

11:15 a.m. – 12:15 p.m.

5 KEY FACTORS IN THE BOARD-CEO/ PASTOR RELATIONSHIP (Workshop) ●

John Pellowe, Canadian Council of Christian Charities

A good board-staff relationship is key to a thriving ministry. If this relationship breaks down, the entire ministry suffers. This workshop reviews five key aspects of the relationship from both the board and the senior leader's perspective. Learn how to make the relationship a positive experience for everyone and a witness to the love and harmony made possible by Jesus Christ.

ARE YOU REALLY COVERED? LESSONS LEARNED FROM OVER 10,000 INSURANCE CLAIMS (Workshop) ●

Ken Hall, Robertson Hall Insurance

This workshop provides Christian leaders with a framework for understanding the “nuts and bolts” of effective risk management, loss prevention, and insurance protection for their organization's ministries, operations, programs, and events. We will discuss how to implement sound practices and procedures that avoid unnecessary legal liability actions. Sample case studies will be included for risks such as physical and sexual abuse, sports and recreation, the use of your facilities by outside parties, directors' and officers' fiduciary duties, counseling services, and much more. Each case will identify which organizations are most at risk and the potential type of liability protection available.

CHURCH & SOCIETY (Workshop) ● ●

Rick Hiemstra, Evangelical Fellowship of Canada

Rick Hiemstra, The Evangelical Fellowship of Canada's Director of Research, will explore church and cultural trends using public opinion data and examples from popular culture. He'll also talk about how we can faithfully present the Gospel to a culture that finds it, and us, increasingly strange.

CHURCH GIVING: FROM BASKET TO BEQUESTS (Workshop) ●

Paul Nazareth, CanadaHelps

What is the ecosystem of giving in a church? We'll track the lifecycle of donors through several congregant filters and discuss stewardship conversations, weekly donations, bequests, and planned gifts. This is real-world church office stuff—no fancy expensive marketing or systems will be recommended. Pulpit announcements, bulletins, envelopes, and pre-authorized payments will augment the addition of online, text, and e-transfer giving. Resources from Statistics Canada and other sources will be shared.

DONORS – FOR LIFE (Workshop) ●

Gayle Goosen, Barefoot Creative

Cultivating life-long donors builds healthy, effective charities. This session focuses on honing in on effective cultivation methods, starting with the basics and moving to more sophisticated cultivation methods.

HOT TOPICS IN EMPLOYMENT LAW FOR CHRISTIAN CHARITIES

(Workshop) ● ●

Adrian Miedema, Dentons Canada LLP

Canadian employers are facing a number of recent developments—and risks—in employment law. This session will cover caselaw on legal enforceability of employment contracts; dealing with employees who use medical marijuana; handling the difficult/litigious employee; human rights requirements for accommodating employees' childcare and elder care responsibilities; protecting your intellectual property from departing employees; and prohibiting poaching

of your employees and donors. The goal of this session is for participants to come away equipped to address these developing employment law issues.

HOW TO TELL GOD-STORIES THAT WILL ADVANCE YOUR MINISTRY

(Workshop) ●

Jack Popjes, Wycliffe Canada

A story in which God acts impacts the hearers by itself, without being followed by "this story teaches that we should...". We tend to argue against these statements. But hearing a well-told God-story leaves us to decide for ourselves, and we do not argue against our own conclusion. Participants will learn how to tell the God-stories to draw in recruits, to lead people to Christ, to raise funds, and to thread their way through bureaucracies.

ENGAGING SOCIETY (Knowledge Pod) ●

Gordon Smith, Ambrose University

Grab a cup of coffee and join a small group for a casual discussion on engaging society. Gordon Smith will lead the conversation and answer your questions.

GOVERNANCE (Knowledge Pod) ●

Wendy Lowe, NEXT Christian Community

Grab a cup of coffee and join a small group for a casual discussion on governance. Wendy Lowe will lead the conversation and answer your questions.

HUMAN RESOURCES (Knowledge Pod) ●

Chris Hall, Canadian Council of Christian Charities

Grab a cup of coffee and join a small group for a casual discussion on human resources. Chris Hall will lead the conversation and answer your questions.

PERFORMANCE MANAGEMENT – IS THERE A BETTER WAY?

(Workshop) ●

Misty Ropp, Compassion Canada

Effective performance management is critical to our ministry as we foster excellence and passion to achieve the organizational goals we have designed. In this workshop, we will discuss

how to take the Performance Management review from a cumbersome annual review process to an effective and engaging tool you can use to improve performance at your workplace!

LEADERSHIP *(Rapid Fire Session)* ●

LEADING WITH CONFIDENT HUMILITY -

Tom Berekoff (tpb strategic counsel ltd.)

Serving in a leadership role with organizations involves courage, competency, commitment, chemistry and care. Hear more about the personal challenge many of us face as we lead towards realizing mission and vision.

DEVELOPING SELF-MANAGEMENT SKILLS -

Rick Franklin (Arrow Leadership International Ministries)

Does your “inbox” control you or do you control it? Are you a slave to your calendar or does your calendar serve you? This brief but practical Rapid Fire Session will provide top practical tips for taming the “email monster” and using time efficiently in our increasingly busy and complex world.

THE RULES OF FUNDRAISING

(Workshop) ●

Douglas Shaw, Douglas Shaw & Associates

In this session, attendees will learn the top 10 rules that guide effective fundraising. They’ll take a test to determine their knowledge of the rules and they’ll also identify rules they have found to be effective in their own fundraising.

THE STANDARD OF PROTECTION

(Workshop) ● ●

Victoria Bissell, Plan to Protect®

This workshop will introduce you to the standard of protection that insurance companies require to qualify for abuse coverage. It will also cover the basics of Plan to Protect®. We will look at case studies, policies, and current legislation, which will help ensure that you and your organization will not fall victim to child abuse incidence and accusations. Participants will have the opportunity to assess how their organization is doing, identify areas of strength

and growth, and receive practical tips for enhancing their protection procedures.

TURNING ORGANIZATIONAL FRUSTRATION INTO A STRATEGY FOR GROWTH *(Workshop)* ●

David Blundell, Hungry for Life International

The challenges and frustrations in all of our organizations provide golden information that we need in order to grow our impact and effectiveness. We often avoid or dismiss frustrations thinking that we need to focus on the positive. Fostering and embracing conversations about frustrations engages our people and gives us vital information for strategic planning. In this workshop we will talk about tools and ways to turn conversations about frustrations into actionable growth strategy.

VISION AND CULTURE: THE INSPIRATION TEAMS RUNS ON

(Workshop) ●

Dan Gaynor, Gaynor Consulting

Everyone wants to be led someplace worthwhile, someplace better. The most effective leaders champion vision and culture to build purpose and inspire people to do their best work. Get these two right and performance follows. Learn how to take your vision and culture to a new and powerful level.

Wednesday, May 3, 2017

1:30 p.m. – 2:30 p.m.

2017 PLANNED GIVING TIPS, TRENDS, TACTICS *(Workshop)* ●

Paul Nazareth, CanadaHelps

Planned giving is not just a vital part of the fundraising cycle—it is a fundamental aspect of personal Christian stewardship. We will discuss as a group how we talk about planned giving in our organizations and how we support the other players involved in this process. This workshop will include uniquely Christian strategy, but also vital information on challenging new updates in 2017 planned giving administration.

ARE YOU EFFECTIVE OR JUST BUSY? MOVING FROM ACTIVITY-BASED TO RESULT-BASED ORGANIZATIONS *(Workshop)*

Dave Blundell, Hungry for Life International

Every charity wants to change something. However, most charities end up consumed by their activity and programs. Have you ever asked, “How do we know if we are being effective? How do we know if we are moving toward our vision?” Every charity needs to determine what “success” looks like and then create a culture of results. In this workshop, we will talk about the difference between being activity- or results-focused and how to move toward a culture of results.

COACHING TO BUILD COMMUNITY *(Workshop)*

Ed Temple, Opportunity International Canada

Coaching is widely accepted as a great way to develop and invest in leaders. A coaching culture takes this to a whole new level where leaders are empowered to work with staff, volunteers, and the community in a way that creates connection, increases effectiveness, and accomplishes the organization’s mission.

DOING GOOD BUSINESS BY DOING BUSINESS GOOD; THE WIN-WIN-WIN OF PARTNERSHIP *(Workshop)*

Doris Olafsen, Opportunity International Canada

If you are a charity that wants to find a way to connect your mission in a way that is meaningful and makes sense to a business partner, or if you are a business and want to find a way to strategically engage yourself, your employees, clients/customers to a charity, come to this workshop. We will cover why it is a good idea to connect the calling of business and charity and then examine some very practical applications of how to do that. We have a behind-the-scenes look at businesses and charities that are doing it right and what they have learned along the way.

EXECUTIVE SEARCHES FOR CHARITIES *(Workshop)*

Mark Kraft and Larry Nelson, The Hutchinson Group Inc.

There is an art to finding the right leader for charities. In this workshop, Larry Nelson and Mark Kraft from the Hutchinson Group will share their extensive knowledge on the process they use for helping charities with the most important decision they will make as an organization.

GENDER IDENTITY AND HUMAN RIGHTS *(Workshop)*

Melodie Bissell, Plan to Protect®

This workshop, arranged by Plan to Protect®, will introduce the issues of human rights and gender identity that may arise within organizations that service the vulnerable sector. Melodie Bissell will share recommendations on demonstrating sensitivity and understanding within the context of a safe and welcoming environment. The workshop will cover best practices for screening staff, developing washroom and change room guidelines, and arranging overnight accommodations. We will include recommendations for responding to inquiries, parental concerns, supervisions, and oversight. We will also provide case studies for discussion and learning purposes. Let’s raise the bar on protection!

CHARITY FINANCE *(Knowledge Pod)*

Curtis Towns, Canadian Council of Christian Charities

Grab a cup of coffee and join a small group for a casual discussion on charity finance issues. Curtis Towns will lead the conversation and answer your questions.

FUNDRAISING STRATEGY

(Knowledge Pod)

Christopher Primeau, Ambrose University

Grab a cup of coffee and join a small group for a casual discussion on fundraising strategy. Christopher Primeau will lead the conversation and answer your questions.

EMPLOYMENT LAW *(Knowledge Pod)* ● ●

Adrian Miedema, Dentons Canada LLP

Grab a cup of coffee and join a small group for a casual discussion on employment law. Adrian Miedema will lead the conversation and answer your questions.

LEADING THROUGH STORMY SEAS

(Workshop) ●

Dan Gaynor, Gaynor Consulting

Virtually all teams face stormy seas. These situations test leaders and can build or break teams. Leading through them takes a different approach; it's certainly not business as usual. When teams are well led, these challenges can produce accelerated team development; however, this same period can also break confidence and lead to big setbacks.

COMMUNICATIONS *(Rapid Fire Session)* ●

**INTERACTIVITY, ENGAGEMENT, AND GRAPHICS –
Duncan Field (Canadian Council of Christian Charities)**

Your organization makes a big impact, but how do you communicate your results? Learn how to use interactive elements and social media to communicate your results, engage readers and users, and foster meaningful experiences with your readers and followers. Donors and stakeholders, especially within the younger generations, are receptive to information and stories—learn how and where to reach them.

EMAIL MARKETING IN 2017 –

Anna King (Frontier Marketing)

Learn the ins and outs of email marketing in 2017. What makes an engaging email? How do you compete with dozens of emails in your donors' inboxes? Get quick tips and strategy you can apply to your next email. Have a specific case for troubleshooting? We'll hear you out and provide concrete recommendations.

ENGAGING MILLENNIALS –

Pamela Aramburu (Centre Street Church)

According to canadianbusiness.com, millennials have become the largest generation in the

Canadian workforce. How are you engaging them to be a part of your charity? Let's evaluate the marketing basics and top trends to targeting millennials you can't ignore.

SOCIAL MEDIA FOR CHRISTIAN MINISTRIES: GETTING ONLINE AND KEEPING OUT OF COURT *(Workshop)* ●

Ken Hall, Robertson Hall Insurance

The explosion of social media in our society is not only changing how we communicate with each other—it is radically transforming the way Christian ministries spread the gospel and create relationships within their congregations and communities. This workshop will identify some practical prevention guidelines by instituting an electronic communications policy to assist board members, staff, and volunteers involved in electronic communications.

SURVIVING AND THRIVING THROUGH THE CRA AUDIT *(Workshop)* ●

Robert Hayhoe, Miller Thomson LLP

There was a day when churches and other Christian charities were very unlikely to be subject to a CRA audit and any audit that might happen would not result in any real sanction. Those days are past. CRA audits churches and other religious charities at least as often as other charities, and they are exposed to revocation and the other sanctions in CRA's compliance tool kit.

This session will discuss issues that expose religious charities to audit risk. It will also provide practical tips for assisting the CRA in concluding that all is well with a charity. Finally, approaches to take in responding when the CRA has serious concerns will also be discussed.

WHAT'S HAPPENING IN MISSIONS ENGAGEMENT *(Workshop)* ● ●

Rick Hiemstra, Evangelical Fellowship of Canada

Rick Hiemstra, The Evangelical Fellowship of Canada's Director Research, will present new findings from the Canadian Evangelical Missions Engagement Study. This major multi-phase study

looks at how evangelical affiliates, their pastors, and their churches understand and engage in missions. Rick will explore trends in short-term missions; long-term mission calling, sending, and training; church missions budgets; and missions awareness.

Wednesday, May 3, 2017

3:15 p.m. – 4:15 p.m.

EFFECTIVE ADMINISTRATION, EFFECTIVE MINISTRY: EXPERIENCE AND PRACTICAL TIPS FROM THE FIELD (Workshop) ● ●

Michael Daykin, NCOL

Good administration is key to your ministry running smoothly and with maximum effectiveness. The right information in the right hands at the right time can make all the difference. Breaking down silos between ministries allows you to see the big picture across your church. Systems that work together ensure people are cared for and don't fall through the cracks and leave through the back door. Drawing on over a decade of working with churches across Canada, we have put together some of the best tips and most useful processes we have seen. Whether your ministry's administration is a well-oiled machine or in need of an overhaul, you will be sure to walk away with ideas gleaned from the best.

EFFECTIVE DISCIPLESHIP FOR TODAY'S YOUTH (Workshop) ● ●

Joel Gordon, The Evangelical Fellowship of Canada

We live in a culture that is changing rapidly. What are some key insights that we need to know about today's youth culture as we disciple young people and engage them as disciple-makers? In this workshop, we will explore some insights from the Hemorrhaging Faith study and share effective approaches in discipling youth today.

GENERATIVE GOVERNANCE: HIGH SIGNIFICANCE BOARDWORK (Workshop) ●

John Pellowe, Canadian Council of Christian Charities

Every job has its significant parts, its important

parts, and then the parts which just have to be done. Board work is no different. Fiduciary work is necessary. Working on strategy is important. But lasting significance is found when the board soars high to break out to ask questions that challenge paradigms and suggest radical and revolutionary ways of seeing the ministry and its mission. This is governance that may affect a ministry for decades to come. Make your board meetings events that directors are excited to come to and leave feeling they've invested their time in something with truly significant consequences.

GETTING A HANDLE ON INNOCENT ABSENTEEISM (Workshop) ●

Chris Hall, Canadian Council of Christian Charities

In this session, we will discuss how Christian charities can take a proactive approach to managing staff member absences from work due to non-work related illnesses and injuries.

HOW TO ACQUIRE MORE AND BETTER DONORS (Workshop) ●

Douglas Shaw, Douglas Shaw & Associates

Attendees will test their knowledge of donor acquisition and learn how to determine the number of new donors they need to acquire each year. They will also learn which communication channels will be most effective in acquiring new donors for their ministry.

INTEGRATED MARKETING CAMPAIGNS (Workshop) ● ●

Mariam Ghani and Anna King, Frontier Marketing

In our increasingly connected world, there are so many channels to market your organization both online and offline. Where do you start? Learn about a holistic, integrated approach to non-profit fundraising campaigns that ties it all together: direct mail, direct email, online advertising, SEO, and out-of-home ads. Create a smooth donor experience that will feel cohesive at every touch-point, increasing the value of your organization's brand.

INTERNET AND TECHNOLOGY SAFETY (WORKSHOP) ●●

Victoria Bissell, Plan to Protect®

From the moment children and youth wake up until they go to bed there are things beeping, buzzing, and tweeting at them, trying to get them online. Most young people use technology unsupervised. Are they safe? Let's Plan to Protect®! This workshop will identify the dangers of online communications and provide practical tips for communicating via the internet with youth. We will answer your questions and help you take a more proactive and involved role in young peoples' online behaviour.

LEADERSHIP (Knowledge Pod) ●

Rick Franklin, Arrow Leadership International Ministries

Grab a cup of coffee and join a small group for a casual discussion on leadership. Rick Franklin will lead the conversation and answer your questions.

STRATEGY (Knowledge Pod) ●

Dave Blundell, Hungry for Life International

Grab a cup of coffee and join a small group for a casual discussion on strategy. Dave Blundell will lead the conversation and answer your questions.

FROM 22% TO 60% WOMEN IN LEADERSHIP: DEVELOPING LEADERS AND TRANSFORMING TEAMS (Workshop) ●

Jackie Buhler, Wycliffe Bible Translators

Wycliffe Bible Translators balanced the composition of the top two tiers of leadership between men and women. Senior VP Operations Jackie Buhler will share how they did this and use stories of how God shaped her leadership journey and that of some of her colleagues to inspire and equip you to develop your next leadership team.

MINISTRY ACTION PLANS: FROM STRATEGY TO EXECUTION

(Workshop) ●●

Ed Temple, Opportunity International Canada

Many churches and charities have a strategic plan, or desire to have one, but strategic plans often collect dust on the bookshelf, metaphorically speaking, and may not shape the day-to-day operations of the church or charity. This workshop will look at the three components that keep a strategic plan living and active: 1) Simplicity; 2) Systems; and 3) Cyclical.

CHARITY LAW (Rapid Fire Session) ●

THE LEGAL REVOLUTION AGAINST THE PLACE OF RELIGION – Barry Bussey

(Canadian Council of Christian Charities)

Lawyers and legal academics are questioning whether the law ought to continue to treat religion as special. Barry will highlight what is motivating this movement to take away religious accommodation, what that will mean for the long-term viability of religious organizations, and what can be done about it.

LEGALITIES OF HIRING: PROCESS AND PITFALLS – Philip Milley

(Canadian Council of Christian Charities)

Hiring is one of the most important and least considered parts of the employment relationship. Philip will discuss why charities should care about how they engage with potential employees, how to establish practices that can set their organization up for success, and how to avoid common pitfalls faced by charities.

SOCIAL ENTERPRISE AND THE CHURCH – Robert Hayhoe (Miller Thomson LLP)

Churches and other religious charities are as interested in earning non-donation revenue as any other charity. Robert will outline when charities can and cannot earn business or near business income and how business activities can be used to advanced mission. With a proper structure, almost any business can be operated with partly charitable purposes.

THE TOP 10 LIST OF LIABILITY RISKS FACING CHRISTIAN CHARITIES

(Workshop) ●

Ken Hall, Robertson Hall Insurance

This workshop will provide Christian leaders with a framework for understanding the “nuts and bolts” of effective risk management, loss prevention, and insurance protection for their organization’s ministries, operations, programs, and events. We will discuss how to implement sound practices and procedures that avoid unnecessary legal liability actions. Sample case studies will be included for risks such as physical and sexual abuse, sports and recreation, the use of your facilities by outside parties, directors’ and officers’ fiduciary duties, counseling services, and much more. Each case will identify which organizations are most at risk and the potential type of liability protection available.

Wednesday, May 3, 2017

4:30 p.m. – 5:00 p.m.

BOARD MEMBERS (Jam Session) ●

CHURCH ADMINISTRATORS

(Jam Session) ●

FINANCE/LEGAL/REGULATORY

(Jam Session) ●

FUNDRAISERS (Jam Session) ●

HUMAN RESOURCES (Jam Session) ●

MARKETING/COMMUNICATION

(Jam Session) ●

OTHER MINISTRY STAFF & VOLUNTEERS (Jam Session) ● ●

SENIOR LEADERS (Jam Session) ●

SENIOR TEAM MEMBERS

(Jam Session) ●

Thursday, May 4, 2017

11:15 a.m. – 12:15 p.m.

ARE YOU GOOD TO GO? (Workshop) ●

Ken Hall, Robertson Hall Insurance

A recent accident involving a personally-owned vehicle used to transport teenagers to a youth rally resulted in fatalities, permanent injuries, and a multi-million-dollar lawsuit against a Canadian church. How can such risks be avoided? This workshop focuses on identifying and reducing the risk arising out of the operation of vehicles owned by charities, staff, members, and volunteers used for charitable work. Recommended minimum guidelines and helpful insurance protection tips for the organization and its leaders will be provided.

BRAND MATTERS (Workshop) ●

Gayle Goosen, Barefoot Creative

In today’s cluttered, noisy world brand clears a path for your charity to be heard. Some try to shout louder. Others try gimmicky tricks to get attention. But in the end, strong brand and case for support wins.

CREATING VISION THAT IS BEYOND LEADERSHIP (Workshop) ● ●

Jordan Polson, CrossRoads Church

Clear vision should be compelling and self-directing for both church leaders and the people in the pews. We will discuss how to take a vision and infuse it into the DNA of all those who call your church your home so that it becomes much greater than just what the staff and senior leaders own. We will share a bit of CrossRoads’ story, our learnings, and the things that we have found necessary to keep the vision hot for the people in our church. This workshop will not only benefit churches, but also social agencies and para-church organizations.

ENGAGING YOUR TEAMS: MORALE, MOTIVATION AND MORE! *(Workshop)* ●

Misty Ropp, Compassion Canada

This workshop will discuss why employee engagement and morale is so critical to your ministry's success and what you can do to influence it. As leaders, we are called to care for and engage our staff. As we engage our staff, we will see our employee engagement rise and our ministry improve.

CHURCH ADMINISTRATION

(Knowledge Pod) ●

Curtis Towns, Canadian Council of Christian Charities

Grab a cup of coffee and join a small group for a casual discussion on church administration. Curtis Towns will lead the conversation and answer your questions.

ENGAGING SOCIETY *(Knowledge Pod)* ●

Gary Nelson, Tyndale University College and Seminary

Grab a cup of coffee and join a small group for a casual discussion on how to engage society. Gary Nelson will lead the conversation and answer your questions.

GOVERNANCE *(Knowledge Pod)* ●

Larry Nelson, Hutchinson Group Inc.

Grab a cup of coffee and join a small group for a casual discussion on governance. Larry Nelson will lead the conversation and answer your questions.

LEGAL CONSIDERATIONS FOR MODERNIZING YOUR WORKPLACE

(Workshop) ● ●

Philip Milley, Canadian Council of Christian Charities

Protecting your organization's golden goose with fear-based micro improvements? Want to rethink your processes or integrate technology into your operation? This session will walk you through the legal considerations of innovating your workplace. You will leave this session aware of the legal issues associated with becoming an agile organization so you can move beyond micro improvements and modernize your organization with confidence.

MORE THAN MONEY: CHANGING ATTITUDES ABOUT MINISTRY PARTNERSHIP DEVELOPMENT

(Workshop) ●

Rachel Elyas, Wycliffe Bible Translators of Canada

What would it look like if everyone in your organization had a full team of ministry partners and was passionate about continuing to invite people into partnership? Discover how you can equip and motivate your staff to live out ministry partnership development as God intends.

POLICY AUDITS & INVESTIGATION OF INCIDENTS *(Workshop)* ● ● ●

Melodie Bissell, Plan to Protect®

This workshop, arranged by Plan to Protect®, is designed to help board members, supervisors, senior leadership, and administration take initial steps in conducting internal policy audits to prevent abuse and ensure that your policies are being adhered to. We will also discuss when and how to involve 3rd party investigators if an incident of abuse happens and the implications of internal investigations. Melodie Bissell will provide you with practical tips in reviewing, assessing, and auditing your policies. Let's raise the bar on protection!

FUNDRAISING *(Rapid Fire Session)* ●

FAITH, FINANCE, AND FUNDRAISING: FINDING A BALANCE - Paul Nazareth (CanadaHelps)

Congregants complain about "too much fundraising," but the basket doesn't reflect the level of giving needed to continue to grow the ministry. We ask for funds and then don't provide the financial information (or incentives) to give wisely, efficiently, or effectively as Christians. Where does faith, giving, and fundraising factor into operations, ministry, and administration? How do we find a balance? Please come ready to share examples of how you've seen this done well.

GROWING GENEROUS DONORS – Judy Friesen (Wycliffe Bible Translators)

We all want to find generous donors. We'd especially love to ask a generous donor for a gift! But what

if we purposed each and every day to help grow our contacts into generous donors? What would that mean in our day to day? How would our conversations, our stories, and our proposals change? We'll explore the characteristics of a fundraiser who is successful in growing givers' hearts.

RELATED BUSINESS (Workshop) ● ● **Stella Penner, Calvista LLP**

Charities are allowed under CRA regulations to operate a "related business." This workshop will address how this might be evaluated from year to year and provide steps that the charity might take when and if a related business takes on a life of its own. Can the business be moved outside of the charity? What are the risks the charity and its board take on in owning or controlling a for-profit enterprise?

THE TRUEST THING ABOUT YOU (Workshop) ●

**Rick Franklin, Arrow Leadership
International Ministries**

Who are you? Are you defined by the status on your Facebook page or the title on your business card? What defines you at the core of your being? This interactive and engaging workshop will help you identify the truest thing about you and how you can anchor your identity in Christ.

VIDEO & DIGITAL MEDIA FOR MINISTRIES & CHURCHES

(Workshop) ● ●
Joel Gordon, Evangelical Fellowship of Canada
With video as a leading online communication tool, this workshop will explore how to effectively use video in your church or organization regardless of the budget that might be available to you. We will also explore cost-effective ways of building a high-quality website and best practices for using video and social media together.

WHY YOUR NEW HIRE MAY UNEXPECTEDLY COST YOU \$100,000 OR MORE (Workshop) ● ●

Ray Marshall, MCR West Ltd.

Really? Could a "wrong hire" cost us a \$100,000? Yes! And that doesn't take into account the collateral costs to other staff and stakeholders. So just how do you predict a candidate's 5-year success based on three interviews? The blunt and expensive answer is "You can't." This session will explore Full-cycle Talent Acquisition: how to get 'em, vet 'em, onboard 'em, value 'em, and keep 'em! This session could radically alter your next hiring decision... and maybe save you \$100,000!

Thursday, May 4, 2017

1:30 p.m. – 2:30 p.m.

BE, DO, BECOME - CONNECTING STRATEGY WITH FUNDRAISING & STEWARDSHIP (Workshop) ● ● ●

Tom Berekoff, tpb strategic counsel ltd.

While creativity is very important, our organizations depend on our ability to take action. Building on mission, vision, strategic plans, and priorities, join the conversation about execution and how action gives us legitimacy.

CHURCH GROWTH READINESS

(Workshop) ● ●
Jordan Polson, CrossRoads Church

Church growth readiness is as much about the mindset of your ministry leaders and congregants as it is about your planning and your strategies to create growth. This discussion will consider the many factors that impact and allow growth to occur. We will discuss how to make sure things remain sustainable and fluid in preparation for growth. Our time together will also provide some practical ideas that can be implemented in most settings.

CREATING A LEADERSHIP PATHWAY IN THE DEVELOPMENT OF VOLUNTEERS (Workshop) ●●

Darren Degraaf, Beulah Alliance Church

Many non-profit organizations value the engagement of volunteers. Some have figured out how to do a great job of identifying and recruiting volunteers, but many struggle to identify, equip, empower, and coach volunteers into positions of leadership within the organization. What would it look like if your organization had an intentional pathway to move contributors to leaders, leaders to coaches, and coaches to organizational catalysts? This workshop will focus on the pathway of volunteer leadership development and engagement.

ENTERING AND EXITING WELL: EMPLOYMENT CONTRACTS AND TERMINATIONS (Workshop) ●

Amanda Stewart, Young Life of Canada

We want to set up employees well when they start and help them exit well when it's time to leave. Let's learn together how we can set up an employment relationship that clarifies expectations and avoids legal pitfalls, both when it begins and when it ends.

GOVERNANCE (Knowledge Pod) ●

Suanne Miedema, Miedema's Board Consulting Inc.

This interactive session will explore the top priorities for board chairs and provide an opportunity for attendees to share and discuss what keeps a board chair up at night when they think about their role.

STEWARDSHIP (Knowledge Pod) ●

Judy Friesen, Wycliffe Bible Translators

Grab a cup of coffee and join a small group for a casual discussion on stewardship. Judy Friesen will lead the conversation and answer your questions.

MEDIA MAKES A DIFFERENCE: EXPLORE THE POSSIBILITIES (Workshop) ●

Donna Lamothe (RSVP Ministries) and Karen Schenk (Iconium Media)

The media landscape is changing more rapidly than ever before. In a market saturated with content, it can be difficult to stand out. It's time to create and use media that matters to accelerate your results and achieve results you never could have imagined. Come and learn how you can use media to make an impact.

MOST COMMON GOVERNANCE MISTAKES THAT AUDITORS SEE (Workshop) ●●

Stella Penner, Calvista LLP

Have your auditors asked you questions about your board and committee structure? Have they asked to read your policy manuals, terms of reference, and bylaws? This workshop will briefly explain the context for these questions. More importantly, the speaker, both an auditor and a board trainer, will describe the most common governance weaknesses or deficiencies that auditors identify as part of the audit process and will recommend practical suggestions to close those gaps.

ONLINE: POSSIBILITIES (Workshop) ●

Gayle Goossen, Barefoot Creative

Slowly, year by year, online transactions are growing stronger. But let's think outside the box—just for a moment. How can digital change the way you communicate?

LEADERSHIP (Rapid Fire Session) ●

HOW TO BE A R.E.A.L SUCCESS IN LIFE – Bob Claxton (Robert J. Claxton & Associates)

What are the skills every person needs to be a success in their personal life, in their professional life, and in their ministry life? These four skills were omitted in your education, yet are the keys to being successful in all aspects of life. Discover how you can learn these and move forward.

KEEPING YOUR LEADERSHIP FRESH –

John Pellowe (Canadian Council of Christian Charities)

The key to longevity in leadership is for the leader to stay fresh, constantly growing with the organization. John Pellowe is in his fourteenth year of leading CCCC and is committed to “reinventing” himself every five years. He will share nine practices that keep him in step with the ministry and the world it operates in.

HIGH-IMPACT LOW-COST STAFF RECOGNITION –

Chris Hall (Canadian Council of Christian Charities)

How is your charity doing in the area of staff member recognition? When done well, it can be a great way to enhance staff member engagement and retention. If you are interested in learning more about high-impact low-cost ways to recognize your team members, then this session is for you!

REDUCING THE RISK OF INJURY, HARM AND ABUSE WITH REFUGEES AND NEW IMMIGRANTS (Workshop) ●

Ken Hall, Robertson Hall Insurance

Do you have refugees and/or new immigrants in your community? Is your organization involved in sponsorship programs, ESL classes, or new immigrant support services? This workshop, arranged by Plan to Protect®, will address the risks and liability insurance issues that organizations and their directors face when sponsoring refugees or working with new immigrants. Ken will speak about potential risks, including abuse prevention, vehicle transportation, and rental of residences for refugee families. Let's raise the bar on protection!

SELF-AWARENESS: BLINDSPOTS WILL KILL YOUR LEADERSHIP EFFECTIVENESS. BUT HOW DO YOU SEE WHEN YOU ARE BLIND?

(Workshop) ●

Dan Reinhardt, CREST Leadership Centre

This workshop will help leaders become aware of their blind spots and learn how to minimize them. We will delve into the inner fears and restraints that hinder a leader from being all that God meant them to be. Leaders will become more aware of

their inner life and take away practical steps to get past the hindrances that hobble their leadership effectiveness.

THE UNEXPECTED SPOTLIGHT: NAVIGATING LEGAL AND PRACTICAL ISSUES IN A CRISIS (Workshop) ●●

Barry Bussey, Canadian Council of Christian Charities

Are you ready to deal with sensitive situations that may irreversibly harm your organization's reputation? When faced with a crisis there are few second chances. Dealing with the crisis properly is imperative. Be it a potential lawsuit, a human rights complaint, or an intentional attack on your organization, choosing to act is not an option—it's required. This session will cover the legal and practical considerations faced by organizations and their leadership in times of crisis.

WHY PALLIATIVE CARE MATTERS AND HOW WE CAN SUPPORT IT

(Workshop) ●●

Julia Beazley, Evangelical Fellowship of Canada

Euthanasia and assisted suicide are now legal in Canada. It is already being suggested that “medical assistance in dying” could save Canada millions of dollars a year in health care costs. As Christians, we believe that the compassionate response to those who are suffering or at the end of life is to provide support and encouragement with high-quality palliative care. Yet it is estimated that palliative care is only available to about 30% of Canadians who need it. How can individuals and congregations support and encourage palliative care for all Canadians?

Thursday, May 4, 2017

3:15 p.m. – 4:15 p.m.

BRAINSTORMING SOLUTIONS FOR CREATING SAFE ENVIRONMENTS

(Workshop) ● ●

Ken Hall (Robertson Hall Insurance), Melodie Bissell (Plan to Protect®), and Mel Snyder (Robertson Hall Insurance)

During this workshop, arranged by Plan to Protect®, you will have the opportunity to gain a greater awareness of the risks that relate to the vulnerable sector. We will brainstorm solutions for creating safer environments, covering the topics of mission trips, transportation, screening, and small groups/cell groups. Let's harness our collective knowledge and experience to raise the bar on protection!

FINISHING WELL AS A LEADER

(Workshop) ●

Rick Franklin, Arrow Leadership International Ministries

During the next 5-10 years, over 500,000 leaders in ministry and not-for-profits across Canada and the US will retire. Are you one of them? As a leader, do you know how to finish life and leadership well? This engaging and practical workshop draws upon the collective wisdom of ministry leaders from across Canada to provide wise and helpful steps to maximize the final stretch before the finish line as a leader.

GETTING VALUE OUT OF YOUR REAL ESTATE: TIPS ON REDEVELOPING A CHARITY'S PROPERTY

(Workshop) ● ● ●

David Tang, Miller Thomson LLP

Organizations have different reasons for redeveloping land: to engage in a new ministry, to expand to services, to cooperate with other organizations in joint ministry, to provide housing for either their own members or others, to replace an aging structure, or simply to free up cash. David Tang, a real estate development lawyer who works with charities, will discuss the different options, structures, processes, issues, and the pros and cons of working with both

other charities and for-profit real estate developers to allow you to make better decisions about whether and how to proceed with redeveloping your land.

HOW TO AVOID A GHOMESHI MOMENT: DEALING WITH WORKPLACE SEXUAL HARASSMENT AND INVESTIGATIONS

(Workshop) ●

Philip Milley, Canadian Council of Christian Charities
Complaints of workplace harassment and the associated cost to organizations are on the rise. This session will discuss Bill 208—Alberta's newly proposed sexual harassment legislation—and the legal obligations of employers when faced with workplace harassment. This session will introduce you to workplace investigations and discuss tips to help you navigate and conduct workplace investigations.

ITERATIVE NEGOTIATION: WHAT A HOSTAGE NEGOTIATION TECHNIQUE CAN DO TO SECURE A 6-FIGURE GIFT

(Workshop) ● ●

Ray Marshall, MCR West Ltd.

This workshop is a game-changer. Tired of submitting major gift proposals and then wondering and waiting for an answer? What if you could get a YES before you actually submit your request? Iterative Negotiation (IN) is a new way to radically increase major gift success based on hostage negotiation techniques. IN brings the prospective donor in to the process as a co-negotiator rather than a spectator or proponent. IN uses an iterative process of preparing for a major gift ask, but also works for advocacy, and could even save you hundreds, and possibly thousands of dollars on your next home or car purchase. Intrigued?

OPERATIONAL LEADERSHIP

(Knowledge Pod) ● ●

James Metcalf, Canadian Council of Christian Charities

Grab a cup of coffee and join a small group for a casual discussion on operational leadership. James Metcalf will lead the conversation and answer your questions.

REGULATORY (Knowledge Pod) ●

Tim Flood, Canadian Council of Christian Charities

Grab a cup of coffee and join a small group for a casual discussion on CRA regulations. Tim Flood will lead the conversation and answer your questions.

MY TWO CENTS: A LAWYER'S MONEY-SAVING TIPS FOR HIRING LEGAL COUNSEL (Workshop) ●

Barry Bussey, Canadian Council of Christian Charities

No one likes receiving legal bills. One of the most important relationships an organization can have is with competent legal counsel. In this session, lawyer Barry W. Bussey will discuss how to locate and engage quality counsel for your organization. Barry will discuss simple strategies that you can implement immediately to save money, get better advice, and strengthen your relationship with your lawyer.

ORGANIZE YOUR BOARD (Workshop) ●

Suanne Miedema, Miedema's Board Consulting Inc.

Most boards struggle with keeping track of their many responsibilities, organizing their documents, and transferring knowledge to new CEOs and new board members. A good Board Policy Manual can solve these problems and help a board ensure they are fulfilling their fiduciary duties. This session will provide board members with step-by-step instructions to develop and maintain an effective Board Policy Manual, which will ultimately help them to better organize their board.

PORNOGRAPHY: THE PUBLIC HEALTH CRISIS OF THE DIGITAL AGE

(Workshop) ● ●

Julia Beazley, Evangelical Fellowship of Canada

What is the cost of the widespread use of pornography to our society? Pornography is more graphic and more violent than ever before. It is also more widely accessible than ever before to adults and to children. A growing movement of experts and advocates is calling it the public health crisis of our time, and a growing body of research tells us why. What can we do, as parents, as churches, as

concerned citizens, about the impact of porn on our young people and our society?

HUMAN RESOURCES

(Rapid Fire Session) ●

THE CEO'S FIRST YEAR –

Larry Nelson (The Hutchinson Group Inc.)

A quote from a recent edition of Harvard Business Review indicates that one-third to one-half of CEOs fail in their first 18 months...that's an alarming statistic! The CEO's first year is critical, and this workshop will present some quick tips on how to make that first year a success.

THE WORLD IS FLAT: INTERNATIONAL HIRES –

Leticia Siu (Dentons Canada LLP)

There is a growing need for ministry workers in Canada. Looking outside our borders is one solution that provides more opportunities than you might think! This workshop will discuss Canadian immigration and ways your organization could benefit from it.

PLANNING FOR SUCCESSION: DEVELOPING A LEADERSHIP PIPELINE – Amanda Stewart (Young Life of Canada)

Identifying and developing "high potentials" within your organization is one step in developing a leadership pipeline that helps prepare your organization for sustainable growth. What other best practices comprise an effective succession plan? This workshop will present a broad overview of the succession planning process to help move your organization forward and fill your leadership pipeline.

REVOLUTIONIZING THE DONOR JOURNEY (Workshop) ● ● ●

Nejeed Kassam, Keela

The journey you take with your donors is an important one. But for far too long, it's been the same recipe. Your donors are looking for something different; something more. The right tools will help you deliver on those expectations. Nejeed Kassam, Founder and CEO of Keela, will take you through a new way of looking at donor engagement.

THE IMPACT FUNDRAISING, STEWARDSHIP & GENEROSITY HAVE ON THE STAKEHOLDER CONTINUUM

(Workshop) ● ●

Tom Berekoff, tpb strategic counsel ltd.

Have you heard the adage that “organizations have no needs”? This conversation will review the importance of seeing beyond ourselves. Standard metrics and dashboards are important to sharpen our work, yet unless and until we are accountable to our mission and vision, it will be challenging to take the relationships with our stakeholders to where our promises mean something even greater than what “the numbers” are telling us.

UTILIZING TOOLS FOR MONITORING & EVALUATING CHURCH MINISTRY EFFECTIVENESS (Workshop) ●

Darren Degraaf, Beulah Alliance Church

How can a church implement effective strategies, practices, and systems that encourage staff, prioritize goals, and ensure accountability? This workshop will consider the important strategies that senior leaders can implement to encourage staff health and goal-setting. We will also discuss managerial practices and organizational tools that create a cadence of encouragement and accountability. Handouts and tools that can be adapted to your culture and context will be provided.

Thursday, May 4, 2017

4:30 p.m. – 5:00 p.m.

BOARD MEMBERS (Jam Session) ●

CHURCH ADMINISTRATORS

(Jam Session) ●

FINANCE/LEGAL/REGULATORY

(Jam Session) ●

FUNDRAISERS (Jam Session) ●

HUMAN RESOURCES (Jam Session) ●

MARKETING/COMMUNICATION

(Jam Session) ●

OTHER MINISTRY STAFF

& VOLUNTEERS (Jam Session) ● ●

SENIOR LEADERS (Jam Session) ●

SENIOR TEAM MEMBERS

(Jam Session) ●

Friday, May 5, 2017

8:30 a.m. – 9:30 a.m.

CHURCH STAFFING STRATEGIES:

GETTING IT RIGHT (Workshop) ● ●

Curtis Towns, Canadian Council of Christian Charities

In this session, we will explore creative approaches to church staffing. We will discuss how to determine the appropriate number of staff, compensation levels, structure, and the effective deployment of volunteers.

CRACKS IN THE CEILING: EQUIPPING TO EMPATHIZE WITH SECULARISTS

(Workshop) ●

David Guretzki, Briercrest College & Seminary

Canadian philosopher Charles Taylor argues that modern Christians must first learn to empathize with the “cross-pressures” of secularity before they will be able, with full integrity, to relate to those who are convinced there is nothing outside of the material universe. This workshop will outline crucial markers of what Taylor defines as our “secular age” and push us to acknowledge the unmistakable impact secularity has had upon our own Christian faith and communities. We will then explore ways Christian leaders may intentionally introduce corporate and personal practices that equip congregants, staff, and volunteers to be better prepared truly to empathize with the many in our society who are without faith. As we learn to take this stance, we will be better ready to point secularists to the “cracks in the ceiling” in our secular age.

FUNDRAISING STRATEGY

(Workshop) ●●●

Christopher Primeau, Ambrose University

For many non-profit leaders, the idea of fundraising and creating sustainability is a daunting task. Questions emerge such as, *how can I attract new donors to give to my organization? How can I entice my existing donors to continue to contribute to my organization? How do I make the BIG ask?* The focus of this session is to help participants create a framework that will organize and articulate a fundraising strategy that will be effective for charities in the 21st century.

NAVIGATING YOUR ORGANIZATION THROUGH STORMS (Workshop) ●●

Roy Eyre, Wycliffe Canada

This interactive workshop will discuss controversy and opposition in a social media world and suggest how ministry leaders can prepare for the coming storms.

PROMOTING VOLUNTARY COMPLIANCE WITH CHARITIES

(Workshop) ●●

Tim Flood, Canada Revenue Agency

The most common finding in CRA audits is that charities have minor non-compliance issues that can be fixed. With this in mind, the Charities Directorate is developing new approaches to help educate charities on how to comply with the rules of charitable registration. This presentation will explain how these new approaches will help charities correct common problems and promote voluntary compliance.

THE WORLD IS FLAT: MISSIONARIES, MIGRANTS AND MOBILITY (Workshop) ●

Jeffrey Lowe (Lowe & Company) and Leticia Siu (Dentons Canada LLP)

Understand the Canadian immigration tools to help your organization temporarily (through work permits, exemptions, visas) and permanently bring in the talent it needs to do ministry work in Canada whether it is your volunteer, pastor, marketing executive, chief financial officer, or any team member in between. Learn to recognize the opportunities and risks to get local immigration matters taken care of so you can focus on Kingdom immigration instead. Includes an analysis and discussion on solutions for case studies on common immigration issues faced by Canadian churches, seminaries, outreach ministries, relief organizations, etc.

CHECK OUT OUR EXHIBIT HALL AND CONNECT WITH OUR VENDORS to find a variety of products and services that can help your ministry. The Exhibit Hall will be open from 8 a.m. to 5 p.m. on Wednesday and Thursday.

Scheduled breaks on Wednesday and Thursday

(optimal times to visit Exhibit Hall):

- > 8:00 - 8:30 am
- > 10:15 - 11:15 am
- > 12:15 - 1:30 pm
- > 2:30 - 3:15 pm

All coffee and lunch breaks will take place in the Exhibit Hall.

Exhibit Hall Info

Location: Hall C



Things to Check Out in the Exhibit Hall

LOUNGE AREAS

Visit our lounge areas to relax, chat, or catch up on your emails. Special thanks to our lounge sponsors, Carters, International Fellowship of Christians Jews, and the Canadian Council of Christian Charities.

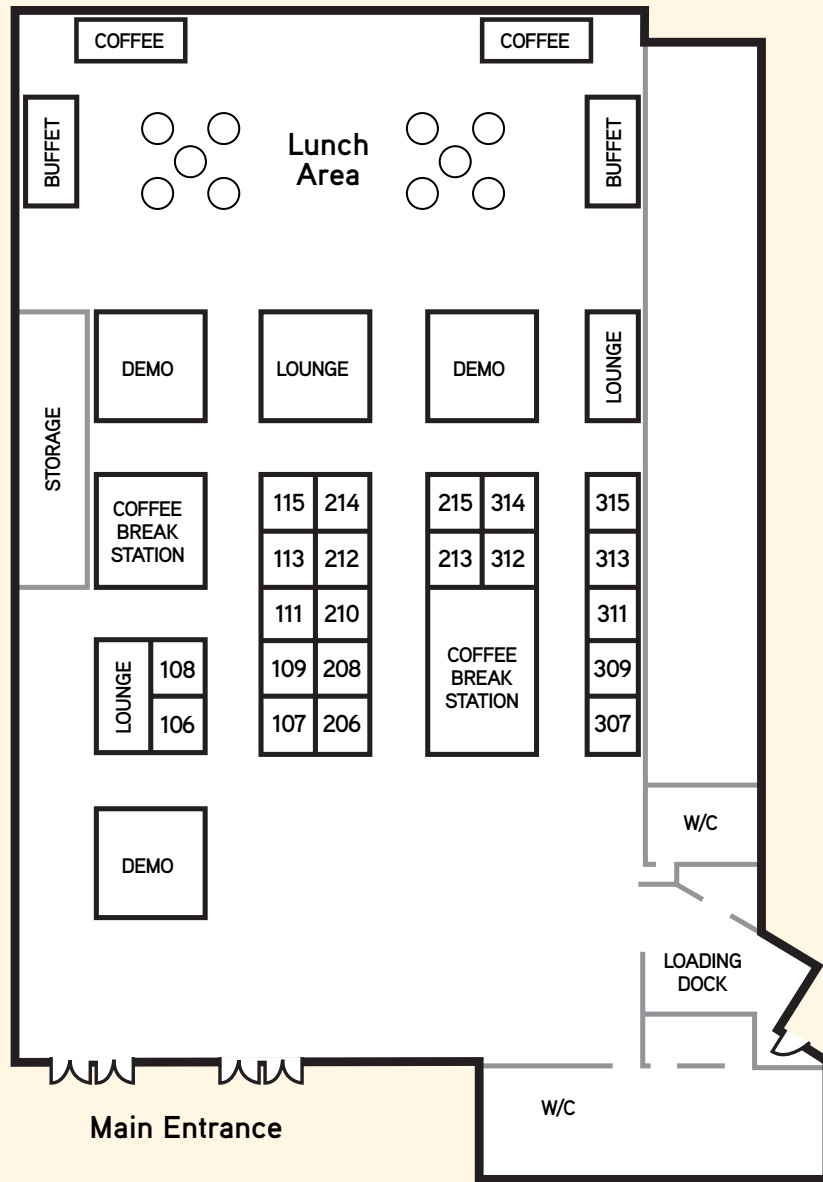
GAMES

Have some fun and challenge a friend to a game of ping pong or foosball!

PRODUCT DEMOS

During breaks on Wednesday and Thursday you'll have the opportunity to watch and listen as some of our exhibitors demonstrate their products in the Exhibit Hall (check the online schedule for the most up-to-date information: www.the-pursuit.ca/schedule).

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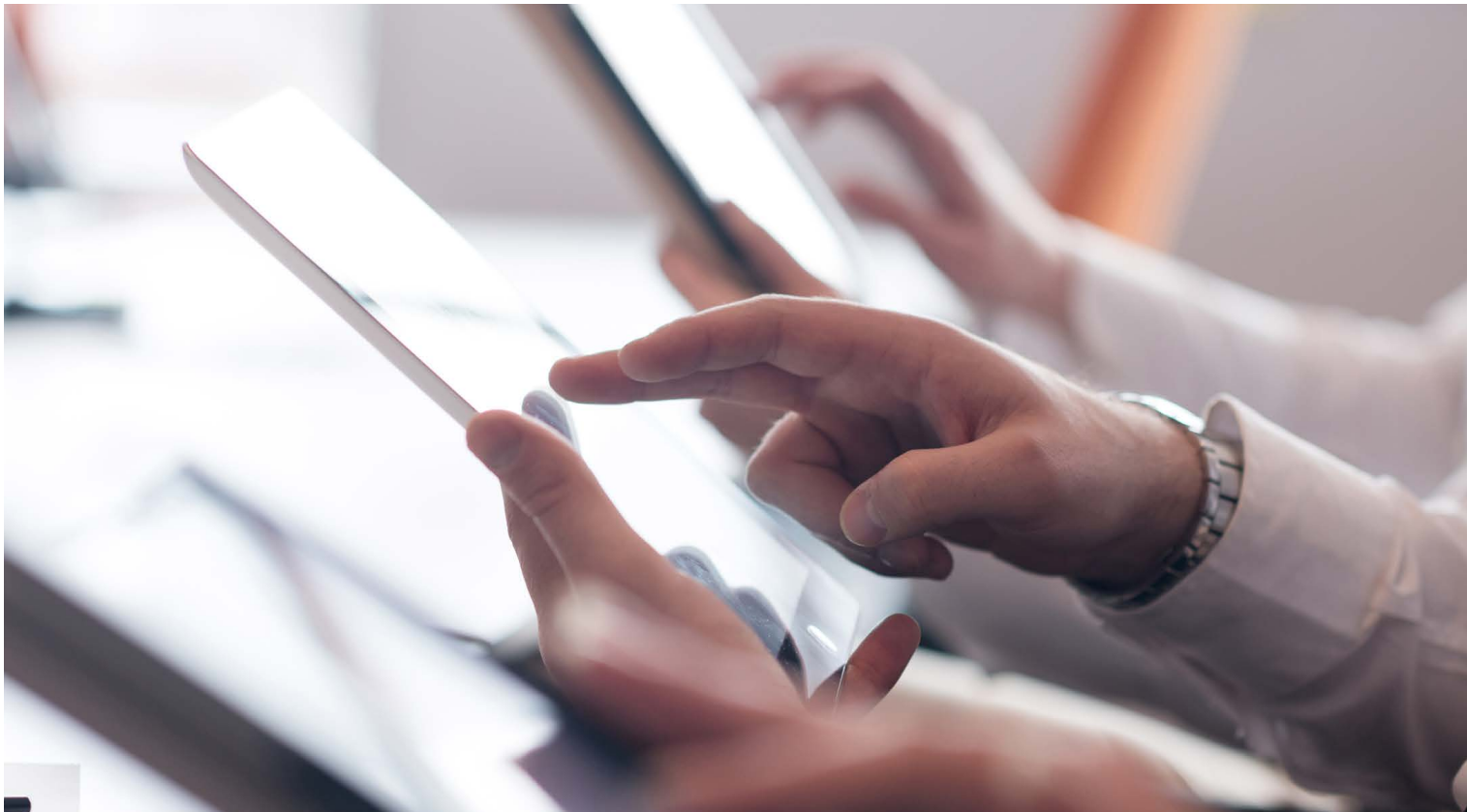


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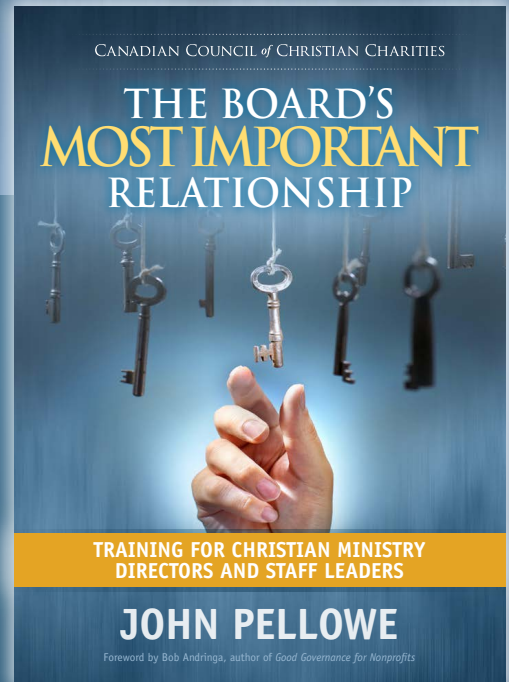
THE BOARD'S MOST IMPORTANT RELATIONSHIP

BY **JOHN PELLOWE**

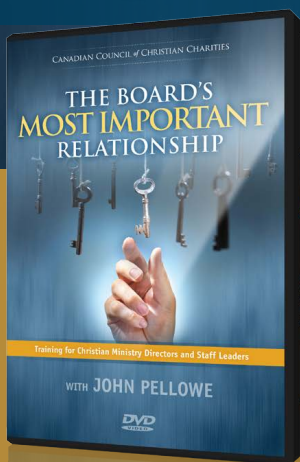


A good board-staff relationship is key to a thriving ministry. In this follow-up to the popular *Serving as a Board Member* book and DVD, John Pellowe walks through the keys to a healthy relationship between boards and their senior leaders. You'll learn practical ways to support both roles, resolve conflict, conduct leadership reviews, and end the relationship well.

Featuring discussion guides and fresh perspectives from six governance consultants and practitioners, this book adds new topics and insights to *The Board's Most Important Relationship DVD*. While the DVD was designed for group training in 15-30-minute segments, the book is designed to provide each director with a more in-depth discussion of the issues. The book and DVD together make a comprehensive board development resource to help directors and senior leaders forge a great working relationship for the sake of their ministry and the cause of Christ.



**SPECIAL CONFERENCE
PRICING: \$15**



ORDER YOURS AT THE INFORMATION DESK!



The Board's Most Important Relationship DVD is perfect for board development and group learning. Modules are approximately 15-30 minutes in length.

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