



IMN 2017 Annual Conference Keynote and Workshops Scheduled

June 19, 2017

2:30 to 5:30 pm

Pre Conference Workshop

Re-visioning Ministry

Staccato Powell

Given the shifting context of church and society, this seminar is intended to assist and facilitate your work as you refine your vision for excellence in ministry. As a foundation for the basis of your reflection, the seminar calls for daily readings from the Bible, the life and thought of the church throughout its history, biographies and autobiographies, trends in theological articulation, and works on various practices of ministry. An important element of this seminar is an emphasis on your personal devotions, theological orientation to ministry, and analysis of your individual settings of ministry. Topics will include:

- The Nature of the Church
- The Nature and Tasks of the Ordained Ministry
- The Cultural Context of Your Practice of Ministry
- Your Vision and Strategy for Ministry

Staccato Powell has 35 years of experience, including evangelism, exposure and ecumenism, Staccato undeniably understands the desires and needs of the African Methodist Episcopal Zion Church. He was elected a Bishop of the African Methodist Episcopal Zion Church in July of 2016, as the 102nd Bishop in the line of succession. He is currently serving as the Presiding Prelate of the Western Episcopal District of the African Methodist Episcopal Zion Church.

Staccato has exemplified his commitment to human service in various capacities. He was previously appointed as President and Chief Executive Officer of Opportunities Industrialization Centers (OIC) of America and as Deputy General Secretary of the National Council of Churches. He is also a former member of the National Board of the Interfaith Alliance, Balm in Gilead Religious Advisory Board, the National Conference of Community and Justice, and the World Methodist Council. He is currently a Central Committee member of the World Council of Churches as the AME Zion representative. In 2010, Staccato served as coordinator for the historic Great Gathering of the AME Zion, AME and CME denominations held in Columbia, SC. The Gathering's main focus was "the state and condition of the African-American male" known as The Male Investment Plan (MIP). Its purpose is to keep young African American males out of the prison system by facilitating Saturday Academies that edify educational, health, economic and spiritual enrichment to young men ages 5-25. Staccato holds a Bachelor's degree in political science from the University of North Carolina at Charlotte, a M.Div. from Duke University, and Doctorate of Jurisprudence degree from North Carolina Central University. He is currently an Adjunct Professor in the Doctorate of Ministry Program at Hood Theological Seminary.

June 20, 2017

9:30 am to 12:45 pm

Plenary Session

Checking Old Assumptions, Assuming New Postures

Jeffrey D. Jones

This keynote address will provide a brief overview of the past three decades of congregational renewal and transformation efforts in order to obtain a common perspective for the session.

Looking specifically at the underlying purpose of these efforts, the presentation will explore why so many churches are still struggling to survive, let alone thrive. It will explore the notion that this failure results from Christendom assumptions of affluence, influence and success on which the efforts have been based and suggest an alternative approach. While acknowledging that at this point no one has a clear understanding of what the church of the future will be like or how it will function, the keynote will explore several postures that might enable greater openness to seeing and responding to both current realities and new realities as they emerge. It will also look at the spiritual grounding that is essential for leaders in this time of disruption and uncertainty, when old answers no longer work and new ones are not yet to be found.

Jeffrey D. Jones is the former Associate Professor for Ministerial Leadership and Director of Ministry Studies at Andover Newton theological School, where he taught in the areas of ministerial leadership and congregational life. He has been the pastor of the First Baptist Church in Plymouth, Massachusetts, and served as a pastor and interim pastor in New Jersey and New York. He has also been a national staff member of the American Baptist Churches, USA, where he focused on youth ministry and discipleship. In addition to his most recent book, *Facing Decline, Finding Hope: New Possibilities for Faithful Churches*, he has also written *Traveling Together: A Guide for Disciple-Forming Congregations* and *Heart, Mind and Strength: Theory and Practice for Congregational Leadership*.

June 20, 2017

2:15 to 3:45 pm

Concurrent Workshop

Living the Questions

Jeffrey Jones

If we don't ask the right questions, we'll never get the answers we need. Questions shape the way we look for possible answers. If framed correctly they provide invitations to creativity and change. The old questions congregations typically ask, although valid at one time, have outlived their usefulness. New questions are needed. This workshop will explore questions that can help a congregation gain a new perspective on its purpose and on the way it functions. It will provide an opportunity to think together about the best ways to introduce the questions and begin to live into the answers.

June 20, 2017

2:15 to 3:45 pm

Concurrent Workshops

Assessing Congregation Vitality through the Lens of Stewardship

Rose Ann Vita and Bill Cruse

This workshop will introduce participants to *Holy Currencies* and the Cycle of Blessings (drawing upon the curriculum designed by The Rev. Dr. Eric H. F. Law and the Kaleidoscope Institute) that enables an innovative approach to stewardship. This approach empowers local congregations to expand their vision of stewardship beyond money to include the currencies of relationship, truth, wellness, gracious leadership, time and place. When used in congregations in transition, through asset mapping and gracious leadership development, it enables a congregation to discern where it is now and discover a missional and sustainable vision for its future.

Rose Ann Vita is an intentional interim minister with the United Church of Canada. She has been a coach for the *Holy Currencies* program sponsored by Emmanuel College, Toronto, and for the Canadian congregations in the Stewardship 365 program. Vita obtained her M.Div. at Gettysburg Lutheran Seminary and was ordained by the ELCA. She has served settled congregations in New York and, since 2008, has ministered with United Church of Canada congregations around transition issues of amalgamation, closure, conflict resolution, start-up ministries, and governance structures.

Bill Cruse is an episcopal priest and Sr. Associate with the Kaleidoscope Institute. He worked with Dr. Eric Law as the *Holy Currencies* book and workshops were being developed. He has planned, facilitated, and co-facilitated workshops in the United States and Canada for individual congregations and for large multi-congregation groups of adults and teens. He earned his M.Div. at Episcopal Divinity School, Cambridge, MA and holds the Certificate in International Ecumenism and Mission from the Boston Theological Institute. In 2014, he studied at the Divinity School of Chung Chi College, Chinese University of Hong Kong.

June 20, 2017

2:15 to 3:45 pm

Concurrent Workshops

Spiritual Discernment in the Congregation

Harry Disher

Participants will explore some spiritual practices that are helpful in enabling a congregation to name its core values, determine a motivating vision and explore where God might be calling them in mission. We will explore Spiritual Orientation Profiling and the use of spiritual practices like guided meditation and adaptations of lectio divina biblical reflections. Spiritual exercises are an effective means of enabling congregations to listen to the voice of God's Spirit as they seek to move on into the future God has in mind for them. There will be opportunity to share practices and exercises you have used effectively.

Harry Disher has been an ordained minister of the United Church of Canada for 40 years. He has served five pastoral charges in both rural and urban settings as a full-time minister. He has served three congregations as an interim, including his current setting following a minister of 20 years. He

is a qualified Spiritual Director and is also a trained Educational Supervisor for candidates for ministry. revharryd@gmail.com

June 20, 2017

2:15 to 3:45 pm

Concurrent Workshop

Oh No! Now What?

Arlen G. Vernava

What happens when a congregation, or board, or staff, or volunteer leadership discover “their agreement” no longer expresses what is true? What happens when your agreement with a congregation, or board, or staff, or volunteer leadership no longer squares? What happens when a congregation, or board, or staff, or volunteer leader’s agreement with you does not match with your understanding? This session explores the intersection and implication for interim-time leadership and congregational process when role renegotiation becomes necessary. Participants will consider one model of role renegotiation, taught in IMN’s class, *The Fundamentals of Transitional Ministry: The Work of the Congregation*, and will work with *The Kraybill Conflict Style Inventory*. If you ever begin to lose your head and lose your way or wish to better help others to keep their head and find their way when expectations change and emotions rise, negotiate your way to this session for help.

Arlen Vernava is an American Baptist minister whose work in congregational ministry has focused on organizational transition and change. He holds the IMN Professional Transition Specialist designation and serves as the Education Team Lead for IMN. He is a member of the IMN faculty and serves as a coach for clergy, especially those serving their first interim. He helps Interim Practitioners who feel anxious or overwhelmed as they face the challenges of interim ministry and helps congregations and their leaders live into their vocation. Arlen’s specialties are vision/mission/core values, organizational systems, congregational/organizational assessment and evaluation, practical theology, interfaith/ecumenical collaboration, intentional interim ministry, coaching interim ministers new to this vocation.

Arlen service as the Education Team Lead for the IMN and a member of the current Fundamental of Transitional Ministry faculty.

June 21, 2017

8:45 AM to 12:15 PM

Plenary Session

Leading in a Liminal Season

Susan Beaumont

We are living in liminal times, an era which finds us betwixt and between a known past and an uncertain future. In a liminal season a different kind of leadership presence is required; a presence that connects the soul of leaders with the soul of the institution.

The soul of the institution is the divine spark within the organization that inspires ministry and invites transformation. The soul of the institution is the authentic and truest self of the institution, the source of divine calling, and the protector of institutional integrity.

This workshop will explore the unique challenges of connecting the soul of the institution with its mission, vision and values. During this workshop, participants will:

- Enter a three-way conversation engaging God, the soul of the leader, and the soul of the institution.
- Examine the inherent leadership challenges and opportunities in liminal seasons.
- Explore three fundamental shifts in orientation that invite a more soulful leadership presence. (From knowing to unknowing, from advocating to attending, from striving to surrender.)
- Learn five basic bodies of work for connecting mission, vision and values with the soul of the organization: cultivating collective wisdom, clarifying vocation, tending institutional memory, deepening discernment and fostering innovation.

Susan Beaumont is a consultant, author, coach, and spiritual director. She has consulted with over one hundred congregations and denominational bodies across the United States and in Canada. She is known for her ground-breaking work in the leadership dynamics of large congregations. Before establishing her own practice, Susan worked for nine years as a Senior Consultant with the Alban Institute. She has also served on the faculty of two business schools, teaching graduate level courses in leadership, management and organizational behavior; and she consulted with nonprofit organizations and corporate clients in leadership development and change management. An ordained minister within the American Baptist Churches, USA, she holds an MBA from Northwestern University and a M.Div. from McCormick Theological Seminary. In addition, she is a graduate of the Shalem Institute Spiritual Guidance program.

June 21, 2017

3:15 to 4:45 pm

Concurrent Workshops

Leading with Core Values

Susan Beaumont

The core values of a congregation are those principles and beliefs which shape the foundation of our work and ministry. We operate with an entire universe of values, but some of them are so primary, so important to us that throughout changes in leadership and environment they remain core touchstones of our identity. In this workshop, participants will:

- Learn the hallmarks of an impactful core value statement.
- Explore three methods for discerning and claiming core values in organizational settings.
- Acquire basic skills for engaging a congregation's core values in daily decision making.

Susan Beaumont is a consultant, author, coach, and spiritual director. She has consulted with over one hundred congregations and denominational bodies across the United States and in Canada. She is known for her ground-breaking work in the leadership dynamics of large congregations. Before establishing her own practice, Susan worked for nine years as a Senior Consultant with the Alban Institute. She has also served on the faculty of two business schools, teaching graduate level courses in leadership, management and organizational behavior; and she consulted with nonprofit organizations and corporate clients in leadership development and change management. An ordained minister within the American Baptist Churches, USA, she holds an MBA from Northwestern University and a M.Div. from McCormick Theological Seminary. In addition, she is a graduate of the Shalem Institute Spiritual Guidance program.

June 21, 2017
3:15 to 4:45 pm
Concurrent Workshop

Narrative Theology (or The Use of Story) in Interim Ministry

Gabriele L. Parks

The use of a story approach can make the most of the specific interim tasks, can make it more interest and fun for the congregation and for you, the clergy leader. The approach is also significantly more interesting for the younger generation. In all areas of ministry, the use of story often achieves the same or better results than traditional methods of fact-gathering, intervention and day-to-day ministry. You will discover useful tools that are especially helpful when dealing with traumatized or “difficult” congregations. Use of Narrative Theology is useful in many arenas from pastoral care to congregational leadership and clergy self-care among others.

Gabriele L. Parks came to the United States in 1991 and joined a Unitarian Universalist congregation in 1997 and responded to the call to ministry in the early 2000’s. She received a M.Div. from Lancaster Theological Seminary in 2005 and was ordained in 2006. She received her DMin from Wesley Theological Seminary in Washington, D.C., in May of 2015. She has served five congregations, three of them as an intentional interim minister. reverendgabi@gmail.com

June 21, 2017
3:15 to 4:45 pm
Concurrent Workshop

Hope Beginning, Hope Sustaining, and Hope Ending an Interim Position

John F. Helgeson

Hope is the theological basis of an interim. An interim, by the grace of God, provides hope for the congregation. What makes it possible for the people to see hope at the beginning of an interim? During the time of the interim, how can such hope become embedded into the process and amid the congregation to sustain the people? Hope needs to be in and maintain the process and become a sign of God’s grace for the congregation yet to be. Finally as the term ends, how can that hope be made real and ongoing in the ending of the interim relationship and the beginning of another? This workshop will explore and find helpful answers for the various stages of an interim. See how to make hope live and work for you and your personal interim situations.

John F. Helgeson has served installed pastorates in New York, New Jersey, Pennsylvania, and Ohio and has served interims in five states from Oklahoma to Pennsylvania. He is the author of *Freedom and Interim Ministry: 12 Freedoms of the Interim*. His ministry approach is engrained with hope for the congregation, collectively and individually. revhelgeson@yahoo.com

June 21, 2017
3:15 to 4:45 pm
Concurrent Workshop

The Eyechart = The Missional Identity of a Church in Transition

Johannes G. Janse van Rensburg

Using the optical world as point of reference, the eyechart symbolizes the missional identity of the local church. Intentional interim ministry is as much Missiology as Practical Theology. The process is Practical Theology and the purpose is Missiology. Although the two fields of study can be

distinguished, we cannot completely divide them. The interim leader can now focus on the missional vocation of the church in transition. This session will encourage and equip interims to help churches in transition to clearly see their Divine Calling.

Johannes G. Janse van Rensburg has been a student of interim ministry for the past eleven years. He lectures at The African Institute for Missiology, The University of Pretoria, The Centre for Contextual Theology, and the Nervormde College of Theology. He is a final year student working on a Ph.D. at the Northwest University Department Missiology. He mentors and facilitates leadership in congregations, schools and the private sectors. He advises church groups on transitional and interim ministry matters and is actively part of finding and growing the process in South Africa. He serves as a Director for the Network for Interim Ministry in South Africa.
Jgvr1@gmail.com

June 22, 2017

8:30 to 10:00 am
Concurrent Workshop

Teaching Fish to Walk: Church Systems and Adaptive Challenge

Peter L. Steinke

The primary focus is looking at adaptive challenges in emotional systems and how to use change and conflict for learning. The session will include a review of systems concepts, brain functioning, learning theory, and working through anxiety. Participants in the workshop will be able to share the learning with others and will learn how not to give technical answers to adaptive challenges and how to motivate leaders to take risks that may have pushback.

Peter L. Steinke is an internationally respected congregational systems consultant who has also served as a parish pastor, an educator, and a therapist for clergy. He is the author the best-selling books *How Your Church Family Works* and *Healthy Congregations*, among many others. During his career, Steinke has started a new congregation in Virginia, a home for emotionally disturbed youth in North Carolina, the Interfaith Pastoral Counseling Center in Illinois, and a clergy care program in Texas. In addition to developing the Healthy Congregations Workshops, he initiated the Bridgebuilder Ministry, a training program for churches in conflict.

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June 22, 2017

8:30 to 10:00 am
Concurrent Workshop

The Disappearing Middle: Sizes and Shapes for Future Churches

Robert McFarlane

Two social trends are combining to transform the shape of mainstream churches in the Western world, resulting in multiple possible futures. The first trend is well-known: the rise of secularism and the related decline in adherence to established, traditional forms of church. The second trend is less-well known, but all the more important in its impact because of this. It is the “disappearing middle”. This session will look at the trends in mission and ministry in response to the disappearing middle. With a bottom line message that staying as we are is not an available option, you will, after this session:

- Have a clearer sense of how wider social changes are impacting congregations.
- Gain greater mission-planning capacity for working with congregations.
- Increase your capacity to develop continuing education for ministry plans.

- Gain insights for other clergy leaders, such as judicatories and ministry educators.

Robert McFarlane serves as Mission Education Officer in the Moreton Rivers Presbytery, Queensland and Australia. He has extensive experience in education, mission planning and leadership development over a number of congregational and education positions. He also serves adjunct roles in lay and ordained theological education. He teaches in many modes, covering the range from bible studies in congregations to supervising and examining Ph.D. theses in Biblical studies and DMin theses in ministry, mission and leadership. He also leads study tours to the Mediterranean and the Middle East, always seeking to relate the ancient and modern worlds. edofficer@moretonriverspresbytery.org.au

June 22, 2017

8:30 to 10:00 am

Concurrent Workshop

Standing at Sinai While Standing in a Changing World

Michael M. Remson

When Moses told “the elders of the people” what God had said, “All the people answered as one, saying, ‘All that the Eternal has spoken we will do!’” (Ex. 19:7-8) The ancient rabbis wondered what was meant by “all the people” when only the elders had heard what God told Moses. They taught that all of Israel, even those of the 21st century, were pledged to the covenant; that even we who live in modern times were there, standing at Sinai. In this workshop, we will examine ancient and medieval biblical interpretations to see what it means to stand at Sinai and still to live in a modern world. We will discuss the difference between old wine in new bottles and new wine in old bottles. We will discuss what it can mean to bring mission and vision from the world of the past into the world of the future. You will:

- See how the essence of a vision can be maintained, even as the details are altered.
- Understand how a religious tradition can facilitate positive change, rather than prevent it.
- Gain a better understanding of the Jewish approach to biblical interpretation.

Michael M. Remson has spent 45 years studying and teaching Bible texts and their interpretations. The first rabbi trained by IMN, he served as the interim rabbi of congregations in Sacramento, Pittsburgh, Dayton, Nashville and Chicago. He was ordained at Hebrew Union College-Jewish Institute of Religion in New York and received honorary doctorates from both HUC-JIR and the Reconstructionist Rabbinical College in Philadelphia. Remson chaired the Committee on Family Life of the Reform Rabbinates in the 1980s where he worked with the late Edwin Friedman. He worked as a congregational consultant, is a gifted story-teller and is a member of the IMN faculty. ravremson@sbcglobal.net

June 22, 2017

8:30 to 10:00 am

Concurrent Workshop

Vision Impossible? How to Avoid Potential Pitfalls that Undermine Vision

Rebekah Simon-Peter

Bold visions are critical to helping churches move forward into a positive future. In this energizing and informative workshop, learn the five attributes of a compelling vision. Uncover the three common pitfalls that cause visions to fail, and how to get around them. Discover best practices for implementing the vision. You will map out your next steps and leave with information you can put to immediate use.

Rebekah Simon-Peter is the developer of the leadership program, "Creating a Culture of Renewal," that equips participants with increased emotional intelligence and practical leadership skills that transform church leaders and the congregations they serve. An ordained Elder in the United Methodist Church, she has served black, white, small, medium, and large churches in the Rocky Mountain Conference. Drawing upon her life experiences in the Reform and Orthodox Jewish communities, along with her training in environmental studies, she has written numerous published by Cokesbury and is certified as an Online Instructor for the Richard and Julia Wilke Institute for Discipleship. She holds a M.Div. and M.A.R. from the Iliff School of Theology. (rebekah@rebekahsimonpeter.com)

June 22, 2017

10:15 to 11:45 am

Concurrent Workshop

Adaptive Interim Ministry

Keith Copeland

An engaging conversational workshop on adaptability in interim ministry. Training teaches us the five focus points, and we all have tools in our tool belts. Interim ministry leads us on a journey that can involve very different congregational dynamics along with varied judicatory policies and transitional processes. How do we adjust our plans to accomplish the overall goals while considering the unique circumstances and expectations of the congregation and judicatory we serve? When is it ok to say no to an interim because accomplishing the goals is impossible?

- Discover the importance of goal setting and contract work
- Explore creative ways to adjust the approach of interim to the unique needs of the congregation and judicatory.
- Share best practices and best lessons learned from experience
- Identify important questions to ask upon entering to adjust process and timelines
- Learn to utilize these questions and observations to create a helpful article to be published.

Keith Copeland is the founder of the Golden Moment of Transition dedicated to mining the value of the transitional time within congregations and the life and ministry of leaders through transitional leadership, consulting and coaching. The mission is to deliver God's vision through discovery, focus and encouragement. Copeland has served in three different denominations and congregations with very different circumstances and congregational life.

DrKCopeland@thegoldenmoment.org

June 22, 2017

10:15 to 11:45 am

Concurrent Workshop

To Make a Difference: Preparing Your Church System for a New Day Peter L. Steinke

In a fluid, fast changing world, Christian people need to have a clear sense of identify and purpose to deal with the complexity of life. The workshop will briefly provide clarity on this, followed by practical ways to install planning as an ongoing process. You will review WHY the church exists

and WHAT and HOW it does mission. The key to planning involves awareness, direction, and adventure.

Peter L. Steinke is an internationally respected congregational systems consultant who has also served as a parish pastor, an educator, and a therapist for clergy. He is the author the best-selling books *How Your Church Family Works* and *Healthy Congregations*, among many others. During his career, Steinke has started a new congregation in Virginia, a home for emotionally disturbed youth in North Carolina, the Interfaith Pastoral Counseling Center in Illinois, and a clergy care program in Texas. In addition to developing the Healthy Congregations Workshops, he initiated the Bridgebuilder Ministry, a training program for churches in conflict.
hcongregations@austin.rr.com

June 22, 2017

10:15 to 11:45 am

Concurrent Workshop

Decision Making or Spiritual Discernment

Jim Williams

This will be a working session on Spiritual discernment utilizing praying with scripture in the Ignation tradition, centering prayer and small group discussion. As we learn from the Shalem Institute for Spiritual Formation, discernment is more than just a process. Even for the most material or nitty-gritty matters, there is a Spirit at work nudging us, leading us, and even pulling us by the nose ring. There are disciplines, processes, means, and tools through which the spirit can work to help us discern. Discernment isn't usually a sudden zap from beyond, but something which emerges from hard work. During this workshop time, you will hone your own gift for discernment.

Jim Williams is ordained in the United Church of Christ having earned his M.Div. at Lancaster Theological Seminary. He spent 25 years in the business community (IBM, Chamber of Commerce, Business and Economic Development Organization), and served as a consultant to over 20 cities for the National Council for Urban Economic Development, and worked with the National Center for Urban Ethnic Affairs and the Small Business Administration. He has also been a Real Estate Broker, specializing in the mergers and acquisitions of small and medium sized businesses. He is a graduate of the U.S. Chamber's Institute for Organizational Management and trained as a Spiritual Director and retreat leader through Oasis Ministries and the Shalem Institute for Spiritual Formation. Jhallsteadd11@yahoo.com

June 22, 2017

10:15 to 11:45 am

Concurrent Workshop

3 Things Every Church Leader Needs to Know about Human Behavior

Rebekah Simon-Peter

In a fun and interactive session, you will learn the 3 P's of human behavior – place, preference, and perspective – and how they shape and misshape group culture. This is essential information for congregational change management. Discover how these three conspire to keep things stuck and impact ministries of your church, worship and stewardship. And you will learn what to do about it. From this session, you will learn to:

- Create a sense of urgency that moves people forward even when they prefer a slower pace.
- Re-invigorate your ministries by merging the practical and relational preferences of people.

- Identify why some people participate and others don't and how to tap into anyone's intrinsic motivation.
- Solve the mystery of the different perspectives that make people do what they do.
- Quickly discover how to handle obstacles to change.
- Speed up the congregation's ability to embrace new ideas.

Rebekah Simon-Peter is the developer of the leadership program, "Creating a Culture of Renewal," that equips participants with increased emotional intelligence and practical leadership skills that transform church leaders and the congregations they serve. An ordained Elder in the United Methodist Church, she has served black, white, small, medium, and large churches in the Rocky Mountain Conference. Drawing upon her life experiences in the Reform and Orthodox Jewish communities, along with her training in environmental studies, she has written numerous published by Cokesbury and is certified as an Online Instructor for the Richard and Julia Wilke Institute for Discipleship. She holds a M.Div. and M.A.R. from the Iliff School of Theology. (rebekah@rebekahsimonpeter.com)

June 22, 2017

10:15 to 11:45 am

Concurrent Workshop

Rediscovering Core Values from Significant Congregational Events: Past and Future

Cynthia Smothers

Attendees at this workshop will acquire three tools that will help reveal or rediscover the congregational core values that made and will make the leaders and members do what they do. Exercises will address the question of "Who are we?" and will help to tell the story (the history), discover core values and develop the future vision for the church.

- Explore what core values (behavior and thought patterns) cause the congregation to act.
- Discover what core values can be written into a realistic mission statement and vision statement.
- Identify what to include in congregational timelines from the past.
- Gain insights for participating congregational members to answer the questions of "Who are we?", "Who is our neighbor?" and "What is God calling us to do?"

Cynthia Smothers has served churches since 2002 as an intentional interim pastor. She earned her DMin in The Renewal of the Church for Mission from Eastern Baptist Theological Seminary (renamed Palmer) and holds a Master of Divinity from Andover Newton Theological School. She is a member of the American Baptist Churches of MA Interim Ministry Committee and the ABCORI Consultant Team. (clsmothers@cox.net)

June 22, 2017

1:30 to 4:30

Post Conference Workshop – Additional registration required

Best Practices for Using Digital Platforms for Ministry and Congregational Development

Meredith Gould

Dig deeper into digital ministry with nationally-recognized expert, Meredith Gould, PhD. During this information-packed session, newcomers to online social networking as well as those with experience will learn about:

- starting with strategy before developing tactics and choosing digital tools
- generational differences that matter – and ones that don't
- must-use social networking platforms
- significant changes in website design and content
- must-have social media policies/guidelines
- online community development and management
- managing key concerns such as privacy, confidentiality, SPAM, trolls/bad behavior
- tools for managing multiple platforms
- when to bother caring about analytics
- key issues facing interim and transitional clergy

You're encouraged to bring questions and concerns to explore during this highly interactive

Meredith Gould, PhD, is a digital strategist with well over a decade of hands-on experience with communications at all levels of church and across denominations. She is the author of eight books about faith and everyday life. Her book *The Word Made Fresh: Communicating Church and Faith Today* (Morehouse) helped establish church communication as a vital ministry. Dr. Gould is the founder and lead moderator of the weekly ecumenical Twitter-based chat about church social media (#chsocm), serves on the External Advisory Board for the Mayo Clinic Center for Social Media, and is nationally known for her passionate advocacy of using these tools wisely and well for ministry. (meredithgould.com)