

BLUEGRASS

DISTRICT CONFERENCE 2017

Monday, September 18, 2017

1:00 p.m. – 2:00 p.m.

ON-SITE CHECK-IN

Get your lodge room or cabin assignment. Settle in. Browse through the packet materials and get ready for our first get-together.

2:30 p.m. – 3:00 p.m.

ALL-IN GATHERING

LOCATION: GOOCH MAIN

This session will include several introductions, announcements, and time of prayer to serve as the foundation for our time together.

3:15 p.m. – 4:30 p.m.

PLENARY SESSION A

LOCATION: GOOCH MAIN

Part One of Three with Bill Thrall – Trueface

Bill's gifts and experience will help leaders establish trust in all their key relationships and nurture grace-based environments, through three sessions during the conference.

4:45 p.m. – 6:00 p.m.

SEMINAR GROUP 1 (Choose one from the following three)

LOCATION: GOOCH MAIN

High Performing Teams

Reid Lehman – Miracle Hill Ministries

This "Team Performance Model" gives an overview of seven discernible stages of team development. While team development is normally sequential, teams frequently jump forward or backward depending on their specific challenges and the surrounding work environment. Reid will provide formal training on the model and will use a combination of small group exercises, movie clips, and class discussion to flesh out principles. Participants will gain insights into unintentional or unconscious short-cuts that may have stunted staff team development and will discover how to backtrack to pick up missing pieces. A matrix will help team members identify dysfunctional behaviors with the undeveloped stage of team formation they represent.

LOCATION: GOOCH A

Fundraising in a Digital World

Laura Long, Cheryl B. Noe – Nashville Rescue Mission

Having a robust digital component as part of your fundraising program is critical to communicating with today's audience. This presentation will examine successful strategies for engaging donors (e.g. crowdfunding campaigns, effective use of electronic communications, etc.), as well as the importance of metrics in evaluating success.

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	<p>LOCATION: GOOCH B</p> <p>Strategic Storytelling John Thompson – TrueSense Marketing</p> <p>The buzz around storytelling in fundraising has been loud and persistent in the last several years. But stories without strategic foundations are simply blue-sky tactics without direction. This 60-minute session speaks to specific strategic creative philosophies and practices designed to immediately improve your direct-response fundraising.</p>
6:00 p.m. – 6:45 p.m.	<p>DINNER LOCATION: DINING ROOM (MAIN BUILDING)</p> <p><i>Sponsored by: Douglas Shaw & Associates</i></p> <p>All of the delicious meals at Kanuga are served buffet style.</p>
6:45p.m. – 7:15 p.m.	<p>GREETINGS FROM AGRM – TOM ZOBEL LOCATION: DINING ROOM</p>
8:00 p.m. – 9:30 p.m.	<p>CONNECTIONS AND CAMPFIRE REFLECTIONS LOCATION: WATERFRONT PAVILION</p> <p>Reflections with Rev. Glenn Cranfield – President, Bluegrass District</p> <p>Enjoy some snacks and hang out with old and new friends around the fire. A great setting to sing around the embers, and cap off the day with a final, brief lesson from God's Word.</p>

Tuesday, September 19, 2017

7:30 a.m. – 7:50 a.m.	<p>MORNING WATCH LOCATION: LAKESIDE CHAPEL</p> <p>Led by Micheal Woods – Vice-President, AGRM Bluegrass District</p> <p>Take part in a morning devotional (with a great view of the lake to enhance your own meditation).</p>
8:00 a.m. – 8:30 a.m.	<p>BREAKFAST LOCATION: DINING ROOM</p>

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8:45 a.m. – 10:00 a.m.

SEMINAR GROUP 2 (Choose one from the following three)

LOCATION: GOOCH MAIN

Four Frames of Leadership

Reid Lehman – Miracle Hill Ministries

Taken from the book, Reframing Organizations, by Terrance Deal, this workshop will present four different approaches to leadership—leaders can approach their task as coaches, structural leaders, political leaders or inspirational leaders. There is no one “right” approach. All organizations have their own peculiar culture, shaped to a great extent by founders or long-tenured leaders. For those new to ministry leadership, this workshop will help you understand a little of the culture of the organization, especially in determining which of the four leadership frames best applies. If you’ve led for a while, this seminar will help you understand which approach is most natural to you and why sometimes of your approach may be ineffective.

LOCATION: GOOCH A

Do You Have SMART Goals?

Melanie Whitaker – Nashville Rescue Mission

Everyone is talking about SMART goals! Are you still wondering what they are talking about? This seminar will give an in-depth explanation into what a SMART goal is and how it can help your organization with monitoring and evaluation strategies.

LOCATION: GOOCH B

The New Age of Acquisition

Lisa Smith Regan – Grizzard

The world of donor acquisition is changing. While direct mail acquisition is still alive, well and a key ingredient to file growth, creative solutions are imperative to finding the best candidates for long-term value. This seminar will explore how technology meets the tried and true, and how we can use high-tech to find the needles in the haystack for cultivating prospects.

10:00 a.m. – 10:15 a.m.

COFFEE BREAK

LOCATION: GOOCH MAIN LOBBY

Take your sips on the porch and enjoy the beautiful fall colors around the lake.

10:15 a.m. – 11:15 a.m.

PLENARY SESSION B

LOCATION: GOOCH MAIN

Part Two of Three with Bill Thrall – Trueface

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11:15 a.m. – 11:45 a.m.

AGRM BLUEGRASS DISTRICT BUSINESS MEETING

LOCATION: GOOCH MAIN

12:00 p.m. – 12:45p.m.

NETWORKING LUNCH

LOCATION: DINING ROOM

Sponsored by: TrueSense Marketing

We'll sit together by areas of rescue mission involvement, enjoying the meal, and the unfolding conversations.

1:00 p.m. – 2:15 p.m.

SEMINAR GROUP 3 (Choose one from the following three)

LOCATION: GOOCH MAIN

8 Keys to Maximizing Your Growth as a Leader

Rev. Glenn Cranfield – President, Bluegrass District

It's no secret that growing missions need growing leaders. Maximizing our growth as leaders has a multiplying effect that reaches far beyond ourselves. In this seminar, we will explore eight keys to maximizing your growth as a leader in whatever role you are currently called to lead. This isn't theory but practical steps to help you become the best leader you can be.

LOCATION: GOOCH A

How to Start a Safety Committee

James Dick – Miriam Insurance

This seminar will cover details of starting a safety committee and help mission's take their risk management plans to the next level.

LOCATION: GOOCH B

Smart Fundraising: Let's Make an Email!

Lisa Smith Regan – Grizzard

Let's Make an Email! is a fun interactive crowd session where we'll take you through all the necessary things you should do to successfully send an email. Some of the things we will cover in this session will include: a reason, a list, an offer, content, imagery, a landing page, a thanks page, a thanks email, supporting pieces, and results reporting.

2:15 p.m. – 2:30 p.m.

COFFEE BREAK

LOCATION: GOOCH MAIN LOBBY

Take your sips on the porch and enjoy the beautiful fall colors around the lake.

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2:30 p.m. – 6:00 p.m.

*** **FREE TIME** ***

Enjoy your afternoon to explore the area: Hiking, walking trails, fishing, tennis courts, outdoor chapels, and an outdoor labyrinth.

6:00 p.m. – 7:00 p.m.

DINNER

LOCATION: DINING ROOM

Sponsored by: blue dawg

7:30 p.m. – 8:00 p.m.

CONNECTIONS AND CAMPFIRE REFLECTIONS

LOCATION: WATERFRONT PAVILION

Reflections with Wayne Fields – Vice President, Bluegrass District

A great setting to sing around the embers, and cap off the day with a final, brief lesson from God's Word.

Wednesday, September 20, 2017

7:30 a.m. – 7:50 a.m.

MORNING WATCH

LOCATION: LAKESIDE CHAPEL

Led by Michael Gullatte – Cleveland County Rescue Mission

Take part in a morning devotional (with a great view of the lake to enhance your own meditation).

8:00 a.m. – 8:30 a.m.

BREAKFAST

LOCATION: DINING ROOM

Make sure you check out of your room before going to your seminar.

8:45 a.m. – 10:00 a.m.

SEMINAR GROUP 4 (Choose one from the following)

LOCATION: GOOCH MAIN

Turnaround Amid Chaos: Leadership Tools to Transform Your Organization
Wayne Fields – Vice President, Bluegrass District

This is a seminar based on a book that I have recently published that lays out leadership principles involved in bringing about order and needed change to a fledgling organization, department, etc. The facilitator will incorporate a combination of instruction and class interaction with an emphasis on personal application.

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LOCATION: GOOCH A

Don't Waste Another Dollar: Digital Acquisition Done Right!

Keith Cleghorn – Douglas Shaw & Associates

There's never been a better time to connect with your future donors through digital channels. Cutting-edge technologies in the digital space ensure you are getting your message in front of the right audience wherever they are online. In this session we will cover the latest innovations, and dive into powerful new tools for Facebook and Google AdWords campaigns, that can maximize your results in the digital space. We will also show successful campaigns for missions like The Scott Mission, Nashville Rescue Mission, and Detroit Rescue Mission Ministries with tips you can immediately apply in your organization—even on a tight budget.

10:00 a.m. – 10:15 a.m.

COFFEE BREAK

LOCATION: GOOCH MAIN LOBBY

Take your sips on the porch and enjoy the beautiful fall colors around the lake.

10:15 a.m. – 11:15 a.m.

PLENARY SESSION C

LOCATION: GOOCH MAIN

Part Three with Bill Thrall – Trueface

11:30 a.m.

DEPARTURE

Lunch on your own.

VISITS TO LOCAL MISSIONS

Please see directions at the end of the booklet