

PRE-CONFERENCE WORKSHOPS

Tuesday, September 4

FULL DAY

More Successful Ministry with Mind Styles™ - 10:00 am - 5:30 pm

Kathy Koch, Ph.D., Celebrate Kids, Inc.

Dr. Kathy Koch believes knowing about Mind Styles can increase your success and lead to great breakthroughs. Your Mind Style explains how you relate to people and tasks and how you process thoughts and feelings. You'll learn why you prefer what you prefer, why some things are easy and hard, why people do things the way they do, and why you occasionally have conflicts with others.

We'll make applications to team building, leadership, teaching and training, counseling, communication, marketing, fundraising, decision making, and spiritual growth. There will be abundant applications to relationships.

People consistently report that this assessment and training has much more explanatory power than the DISC, Myers-Briggs Type Indicator® personality assessment, and spiritual gift inventories. Plus, the day is just a fun, relaxed day full of many ah-ha moments to clarify things that happened in your past and increase success for today and tomorrow.

Your Mind Style will help you see your strengths, challenges, preferences, and goals in new light. You can learn how to shift and work from whatever part of your mind will allow you to be successful for different tasks and people. This is extremely freeing and empowering. This is one of the best self-discovery trainings you'll ever experience. Most likely, some will report truly understanding, valuing, and liking themselves more than ever before. Of course, this benefits them personally. But, they'll also now be much more effective team members.

Your Mind Style and this training also helps you truly appreciate others for their strengths. Loving people in ways they can best receive it will empower your relationships. Communicating and teaching to all four parts of a person's mind will become possible. You'll learn what information must be included and what questions each part of the mind wants answered. This is one of the best team building and teacher training experiences you'll ever have.

Deeper Still Retreat Day - 9:00 am – 9:00 pm

\$95.00

*Meals on your own

Deeper Still will be offering a one-day healing retreat for conference attendees (women & men) who are post abortive. This is an opportunity to receive further healing from past abortions. Going to deeper places of healing does not diminish the healing you've already gained but is an opportunity to receive more freedom to walk out God's calling on your life. Topics covered will include: Sharing Your Story • The Perfect Sacrifice • Grieving & Reconciliation • Mother Mantle/Father Mantle • Strongholds & Soul Ties • Responsibility & Restoration • Memorial Service.

We must have between 10-15 participants register

Deadline to register: July 15th, 2018

Register at: www.GoDeeperStill.org/carenet

HALF DAY - 1:00 - 5:30 pm

Broaden Your Impact: Sexually-transmitted Disease Testing & Treatment in the Medical Pregnancy Center

Sandy Christiansen, MD

Chlamydia, gonorrhea and syphilis rates are increased for the third year in a row. Many people who are infected with Chlamydia or gonorrhea have no symptoms, yet they can infect others and the infection can silently damage pelvic organs leading to complications such as ectopic pregnancy and infertility. The highest rates of infection are among adolescent females ages 15-24 years old which is the same demographic that is at risk for unexpected pregnancy and abortion. If you are ready to broaden your outreach, this course will give you a jump start towards implementing sexual health services. Included: review of common STIs; planning and preparation: budget, staffing, supplies, OSHA, patient flow, and sexual risk avoidance education.

Changing Your Leadership Dynamics for Successful Funding

Mike Flink, Beth Bennett, and Emily Fitchpatrick

This highly interactive and in-depth session will guide you in developing fresh ideas following these separate topic/presentations –

1. How I Overcame My Fears in Fundraising
2. Change Your Attitude About Yourself and Your Donors
3. Why Your Board Isn't Helping You Fundraise
4. Where to Find Your Next 20 Donors

Three leaders from Ministry Ventures will host roundtable areas where the topics will be discussed and networking will take place. Participants will rotate among the roundtable areas/leaders to get a variety of insights from the Ministry Ventures team as well as other PRC leaders.

Expand Your Vision: Prenatal Care

Raul Reyes, Christine Reyes, and Michelle Tussing, BSN, RN, RDMS

Attendees will learn from a first hand account of developing a prenatal clinic in conjunction with a pregnancy medical clinic. Discussion will begin with benefits/reasons for developing a prenatal clinic, assessing your readiness, assembling the team, policies and procedures, protecting your ministry - legal implications and insurance protection, evidence-based data regarding barriers to prenatal clinic utilization and best practices in developing a prenatal clinic.

Implementing the Vision of *Making Life Disciples*

Rev. Dr. Greg Austen

It's one thing to purchase and run an eight-session DVD-based program. It is another thing to implement the vision associated with that program. Come learn a proven, step-by- step process for implementing *Making Life Disciples* (MLD) in a church or parish in such a way that the vision lives on long after the class has been run. Additionally, learn the most effective ways to care for the abortion-vulnerable within the church, as well as how to build more effective bridges from centers to local church discipleship.

Pregnancy Center Marketing 101

Vincent DiCaro, Ardee Coolidge

Whether you are looking for ways to brand your center, attract donors, or market to prospective clients, this workshop will give you an overview of the marketing techniques you will need to make an immediate impact, whether you have a big budget or none at all. Learn how to use inbound marketing, content, social media, and paid advertising in an optimal mix to get your center's message out.

Merging Life & Family Ministry

Stuart Carver

Life ministry and family ministry are indivisible. Life affirming ministries are extraordinarily adaptable as they continue to more than match the craving to take life with the poise to protect life. Life is the victim and family is the culprit. Merging Life and Family Ministry cultivates partnerships with life and family ministries that can become bridges for the Body of Christ to engage as experts in relational discipleship.

This workshop will help you increase your capacity to:

- Reach the root of the problem
- Diminish demand for abortion
- Reduce the probability of poverty
- Improve the probability that the children of people we serve today will not become our next generation of life ministries clients.

Touching, Teaching, & Transforming Clients

Pastor Andy Merritt

Drawing from Christ's example in Philippians 2: 3-8, very practical training for pregnancy center staff and volunteers on how to touch clients with God's love, teach clients with God's truth, and transform clients by God's power. The training effectively equips, greatly encourages, and firmly establishes pregnancy center workers in a Christ-centered approach to ministry.

When Helping You is Hurting Me

Eric Scalise, PhD

Compassion fatigue, sometimes referred to as vicarious or secondary traumatic stress associated with the cause of caring, has emerged as a growing concern for caregivers and ministry leaders. The stress and strain of constantly being in the "giving position" can exact a human toll, potentially resulting in a struggle for clear direction and purpose. Some may even experience physical, emotional, relational, psychological, and/or spiritual upheaval. Ministry leaders and those in the helping professions are often thought of as being compassionate people and are frequently in close proximity to the emotional suffering and trauma of those they work with. This workshop will examine the dynamics of stress, compassion fatigue, and self-care from a biblical perspective.

Recognizing Adverse Childhood Experiences (ACEs) and Fostering Resilience

Joan Boydell and Panel

ACEs are common and costly, leading to destructive stress and serious health issues. Using Media presentations and a panel of trained professionals, we will discuss causes and explore how to foster resilience (the ability to recover)

in our clients and their children. Join us as we unravel some of the research on ACEs and become familiar with programs addressing their impact.

MAIN CONFERENCE WORKSHOPS

WEDNESDAY - SESSION 1

CLIENT CARE - *Addiction and Recovery: Transforming the Heart*.....Eric Scalise, PhD

Every year, millions are trapped in an addictive cycle of one form or another. These substance and behavior patterns can then become tormenting and self-defeating strongholds that negatively impact nearly every facet of life...

emotionally, cognitively, physically, relationally, and spiritually. This workshop will assist faith-based counselors and ministry leaders working with crisis pregnancy clients who also struggle with addiction issues. Both therapeutic and biblical implications will be discussed regarding the addictive cycle, neurobiological factors, strategies for breaking free and the keys to renewal, the recovery process, and spiritual transformation.

1. Integrate a sound theological perspective into understanding the connection between human needs and the six stages of the addictive cycle.
2. Develop biblically sound and therapeutic strategies for assisting clients in breaking free of addictive strongholds.
3. Incorporate four keys related to recovery in the counseling process, as well as the progressive steps of transformation and renewal.

CLIENT MARKETING -*Research-Based Messaging: Addressing the Emotional Needs and Barriers of Women Facing Unexpected Pregnancies*.....Brandy Meeks, Jeff Pauls

An introduction to a series of landmark Right Brain research studies conducted over twenty-four years, focusing on the emotional needs and barriers of women facing unexpected pregnancies and how best to understand, reach, and market to them. Twelve key findings from the research will serve as a springboard to specific, practical marketing methods that your center can begin to employ immediately.

1. Understand emotional needs and barriers of women facing unexpected pregnancies and how the research can provide a foundation and explanation for what centers are already doing.
2. How to more effectively reach and market to women facing unexpected pregnancies.
3. Utilize specific, practical, research-based marketing methods when they return to their centers.

DEVELOPMENT - *What Got You Here May Not Get You There*.....Andrew Wood

A fresh look at fundraising. We will seek to answer this question: how can we raise money successfully without being event driven or the “all they do is ask for money” center? This will not happen without creativity and the willingness to say yes to new ideas and no to some old ideas that may not be working as they did in the past. There are a great many organizations vying for the time and money of our supporters. Are we prepared in today’s world to engage our supporters through mail, online communication, and face-to-face interactions? Fundraising is not our mission, but it is a vehicle that is instrumental to our ability to fulfill our mission. Understanding this will free us to serve our patients, cast vision to our partners, and keep our focus in its proper place. Fundraising should not be burdensome. It is certainly hard work, but when done properly, it becomes second nature to those of us in this work as our passion and vision ignite the hearts of partners in our cities.

1. Learn to free yourself and your staff to think and be creative by throwing away the box.
2. Learn how to look at the return on investment.
3. Learn how to keep your sight on your mission.

EXECUTIVE LEADERSHIP - *Significance, Servanthood, and Suffering*.....Kathleen Patterson, PhD

We seek our significance and purpose, the ‘what are we here for’ in our leadership by standards of the world—this presentation breaks down the differential of leadership from a worldly versus a Biblical perspective. The world tells us that significance is found in spotlights; the Bible calls us to be servants. The world tells us to pursue comfort; the Bible tells us suffering is our path. True significance in life and leadership are only found in pursuing Christ.

1. Discover what leadership is from the perspective of the world versus the Bible.
2. See the potential in knowing our significance and purpose in leading others.
3. Understand servanthood and suffering in a leadership context.

LARGE BUDGETS - *Leading Large, Part 1*.....Kathy Koch, PhD

Leading so people will follow and grow requires us to use mentoring, encouraging, and empowering approaches that fit the way they learn. Our information also needs to have power and relevance so they’ll listen, believe us, and put ideas into practice. Dr. Kathy will help us discover much about leading leaders so our input will have long-lasting value. Her insights into how to lead so follow-through is much more guaranteed may surprise you. You’ll be inspired to discover what “God-centeredness” has to do with leading large centers.

1. Discover why and how followership is relevant to leadership.
2. Learn how to effectively individualize spoken and written feedback to empower and exhort others.
3. Learn how God-knowledge is different from God-centeredness, why it matters to our cause and our centers, and the relevance gratitude and joy.

MEDICAL - *HIPAA and Privacy Practices*.....Anne O'Connor, JD

As medical providers, maintaining the privacy and security of patient information is crucial. HIPAA, however, can be difficult to understand and implement. This workshop will provide a general overview of key HIPAA compliance issues and discuss how to best implement them at your medical facility. Sample privacy policies and forms will be distributed and discussed.

1. Understand HIPAA security and privacy as it applies to smaller medical providers.
2. Review sample policies, procedures and forms to help implement privacy and security measures.
3. Help identify areas in privacy and security areas that need to be addressed at attendee's medical facilities.

NEW DIRECTORS - *Personnel Issues for New Center Leadership*.....Jeanneane Maxon, JD

Designed to provide basic education to new center leadership, this workshop will use fun and interactive "case scenarios" to educate attendees on the most common legal pitfalls in employee and volunteer issues. Such topics include hiring and termination, employee evaluations, off-site client contact and more.

1. Provide new center leadership a basic education on the most important legal issues in personnel relations
2. Encourage new center leadership that they already know more than they think they do.
3. Equip new center leadership with resources to seek help when facing an employee/volunteer legal issue

PREVENTION AND HEALING - *Reaching Women Silenced By Abortion*.....Susan Dyer-Layer, LCSW, & Deborah Bryan

Are you lonely at your mission table? Come learn about side door approaches when the front door is not open, to increase awareness and group enrollment in abortion recovery groups. In the past year, our Passages of Hope program experienced a 300 percent increase in group enrollment from fall to spring due to the Lord's leading in providing training events and ministry services.

1. Learn how to multiply your abortion recovery ministry
2. Learn about pioneer research study that supported the effectiveness of faith-based abortion recovery groups
3. Learn how to reach and provide groups for the most vulnerable and oppressed- jail/prison, homeless, and college

PRO ABUNDANT LIFE - *Building Bridges Men Will Walk On*.....Steve Longenecker

Three major components / elements for building bridges for men include invitation, investment, and empowerment.

1. Build a bridge through effective invitation.
2. Build a bridge through creative investment.
3. Build a bridge through dynamic empowerment.

SPIRITUAL HEALTH - *How To Overcome Opposition & Adversity In Completing God's Work*.....Andy Merritt

From Nehemiah 4 we will examine five guarantees in doing pregnancy center ministry: opposition is innumerable, discouragement inevitable, God invincible, unity indomitable, sacrifice inescapable.

1. To grow our faith in God by discovering how opposition & adversity are God's tools to promote our spiritual growth and profit our ministries.
2. To grow our hope in God by learning how to work through discouragement in ministry to find delight in God.
3. To grow our love in God by maintaining harmony & unity to overcome the enemy and complete God's work.

TODAY'S ISSUES - *Self-Love in a 'Selfie' World* Shari Breandel

Like it or not, we live in a "selfie world" and are continually seeking approval based on whether we look like the airbrushed women we see on social media. Our acceptance, affirmation and esteem come from what others think about us instead of what Christ says about us. Comparison has robbed our minds of who we really are because we

forever come up short. This engaging and interactive workshop will empower you to help your clients, staff, and volunteers to value the importance of self-worth, defend their dignity, and respect their bodies, while learning how to reflect Jesus in their outer appearance. #bodyconfidence #selflove

1. Reflect Jesus – Dignity matters in your mind and your outer appearance.
2. Body Confidence – Dialogue for all involved...caretakers, families and youth.
3. Culture vs. Jesus – Demystifying the lies of a Selfie-World.

WEDNESDAY - SESSION 2

CLIENT CARE *Counseling the Negative Test*..... *Leslee Unruh*

America is losing its moral conscience & searching for something new. Many have been deceived into believing the void they feel can be filled with earthly pleasure. The abstinence message and building character is the most important message in America today. We must pursue virtue in our complicated culture. How many times does a woman come to our centers and leave broken? We must be equipped and able to empower these women to seek virtue post neg tests. There is a second chance.

This talk will focus on how to address clients after receiving a negative test and encourage sexual integrity thereafter. You will learn how to help your clients reclaim their sexual integrity through role play. This presentation will offer extensive handouts and how to deal with a neg test and material on a secondary virginity. You will also receive information allowing you to be the beacon of light and go-to organization in your community on matters of sexual integrity and abstinence education.

1. Provide resources and information on receiving negative pregnancy tests
2. Teach true intimacy, second chances, and sexual integrity
3. To make your center the go-to organization on character education in your community

CLIENT MARKETING - *Simple Steps to Reach the Abortion Determined* *Vicky Botsford*

We have come a long way from depending on "free pregnancy tests" signage to medical services and beyond. However, many centers are wondering how to grow from the national average of 6-7% of abortion determined clients to a more viable number. How do we remain relevant with an aging donor base and staff? This workshop will talk about the potential of mission drift and how to take simple steps to reach the abortion determined in your community.

1. Assessing mission to reach those determined to abort not just vulnerable to abort
2. Simple steps to be relevant in today's culture to
3. Strategies for reaching a greater number of clients who are abortion determined

DEVELOPMENT - *Facebook Advertising Demystified*.....*Vincent DiCaro and Ardee Coolidge*

This workshop will show you how you can use Facebook ads to generate web traffic, phone calls, and other forms of engagement from your target audiences. Highly practical, the workshop will teach you the A-Z steps -- along with the strategy behind the tactics -- for creating cost-effective, dynamic advertising campaigns.

1. Why you should use Facebook ads
2. How to set up a Facebook ad campaign
3. How to integrate Facebook ads with the rest of your marketing plan

EXECUTIVE LEADERSHIP - *Dropping Goliath with Three Smooth Stones**Jim Sprague*

In this workshop you will learn what one center is doing to align its energies and resources behind a few key concepts, and the life-giving results that this approach yields. Attendees of this workshop will also be allotted time for planning and applying some of the ideas into their own center's unique structure.

At the end of this workshop, the attendees will:

1. Identify 3 important pillars around which they can organize their center's resources,
2. Identify a strategy for engaging local church support, and
3. Take no less than one good idea home with them that they can't wait to implement!

LARGE BUDGETS - *Leading Large, Part 2*Kathy Koch, PhD

Leading so people will follow and grow requires us to use mentoring, encouraging, and empowering approaches that fit the way they learn. Our information also needs to have power and relevance so they'll listen, believe us, and put ideas into practice. Dr. Kathy will help us discover much about leading leaders so our input will have long-lasting value. Her insights into how to lead so follow-through is much more guaranteed may surprise you. You'll be inspired to discover what "God-centeredness" has to do with leading large centers.

1. Discover why and how followership is relevant to leadership.
2. Learn how to effectively individualize spoken and written feedback to empower and exhort others.
3. Learn how God-knowledge is different from God-centeredness, why it matters to our cause and our centers, and the relevance gratitude and joy.

MEDICAL - *Is This Pregnancy Viable?*Shari Richard, RDMD*

This workshop will teach the various sonographic characteristics of a missed and threatened miscarriage.

Participants will evaluate 1st trimester images and clips and interpret the normal appearance of the gestational sac, yolk sac, and heartbeat along with sonographic images of ectopic pregnancies. The workshop will have case studies and will allow interaction with the class allowing questions and interpretation of the slides.

1. Understand the various sonographic characteristics of a missed and threatened miscarriage.
2. Learn how to interpret the normal and abnormal appearance and location of the gestational sac, yolk, and heartbeat.
3. Describe the criteria for suspecting an ectopic pregnancy.

NEW DIRECTORS - *Client Issues for New Center Leadership* Jeanneane Maxon, JD

Designed to provide basic education to new center leadership, this workshop will use fun and interactive "case scenarios" to educate attendees on the most common legal pitfalls in interacting with clients. Such topics include center advertising, confidentiality obligations and counseling protocols.

1. Provide new center leadership a basic education on the most important legal issues in client relations
2. Encourage new center leadership that they already know more than they think they do.
3. Equip new center leadership with resources to seek help when facing a client legal issue

PREVENTION & HEALING - *Yes They Can!: The Science Behind Setting High Expectations for Youth to Achieve Optimal Sexual Health* Mary Anne Mosack*

This workshop will discuss the compelling research behind the power of setting high expectations and why ALL youth deserve to hear the optimal health message provided in Sexual Risk Avoidance Education.

1. Participants will be able to explain at least one theory that supports the advantage of setting high expectations for youth.
2. As an educational strategy, participants will assess their sex education or counseling approach in light of high expectations research.
3. Participants will brainstorm new ways to incorporate high expectation messaging into their sex education programming or one- on- one client sessions.

PRO ABUNDANT LIFE - *Men's Experiences with Early Ultrasounds*Jeffrey Gage

Findings will be presented on the transition to fatherhood for men after being involved in the ultrasound process at a local PRC. These findings will be used to initiate discussion about the meaning of these experiences, the implications for practical engagement, and the support for couples during pregnancy and beyond.

1. Identify and discuss the roles of fathers, and the transition to fatherhood
2. Explore the meaning of men's involvement in the early ultrasound
3. Discuss practical ideas for including, encouraging, and promoting engagement of men in pregnancy center services

SPIRITUAL HEALTH - *More Mary, Less Martha: Balancing Faith, Work, and Worship... Lauren Roman*

In our productivity-driven culture it's easy to let work become consuming - especially in the high stakes world of Pregnancy Center ministry. From an eternal perspective, our intimacy with God in worship is even more important than our work. Lauren uses humor, scripture, life experience and practical strategies to help participants balance faith, work, and worship in their lives.

1. Examine the story of Martha and Mary - explore Martha's primary challenges, such as worry and comparison.
2. Identify our own primary challenges that lead to overemphasis of work and undervalue of worship in our lives.
3. Discuss practical strategies to address and identify next steps to better balance faith, work, and worship.

TODAY'S ISSUES - *Protecting and Defending PRCs..... Tom Glessner, JD & Anne O'Connor, JD*

A review of recent court cases challenging laws in California, Hawaii, and Illinois that restrict the operations of pro-life pregnancy centers. A review of the Supreme Court's decision in NIFLA vs. Becerra.

1. Educate on legal issues impacting PRCs
2. Teach legal principles for best practices
3. Discuss future attacks on PRC and what is to be expected.

THURSDAY - SESSION 3

CLIENT CARE - *Connecting with Clients.....Julia Dodson, MA, LMFT*

We know that connecting is essential in working with clients, but we are not always taught how to make those necessary connections. This training workshop teaches "Showing Understanding Skill," a simple but highly effective way to deeply connect with clients from a wide range of backgrounds and perspectives.

1. Identify how Showing Understanding Skill can build strong connections with clients.
2. Learn steps of the skill.
3. Practice using Showing Understanding in various scenarios (ex: talking with an abortion-minded client.)

CLIENT MARKETING - *Creating an Effective Google Adwords Campaign.....Ashley Amend*

People facing unintended pregnancies are searching for options online. When it comes to Internet Marketing, Google Adwords is the best way to maximize your exposure and connect with individuals as they seek answers. In our workshop, we discuss how to best use Adwords and create an effective Adwords Campaign. RankMonsters is a Google Certified partner agency specializing in Google Adwords and the Google Adwords Grant. Currently we manage over \$2 million per year on Adwords.

1. Laying out your Adwords Campaign - We will discuss what Campaigns and Ad Groups are, how to create them and how to use your website to lead this effort.
2. The Importance of Content - We will discuss how to edit current pages, create landing pages and use blog posts to improve the performance of your Adwords campaign.

3. How to Maximize and Track Conversions - We will discuss what works best for our current pregnancy clinic clients (75+) as far as calls-to-action, and we will show you how to set up, link and track conversions in Adwords.

DEVELOPMENT - *Integrity in Fundraising*.....*John Van Drunen & Vonna Laue*

Join this session to walk through the various integrity issues that arise in the context of fundraising. This session will review topics such as giver restricted gifts, proper gift receipting,, challenge v. matching giving campaigns, banquet/auction related issues and more.

1. Comprehend various situations that bring up integrity issues while raising funds for your center
2. Identify key integrity decisions your organization needs to make prior to making an appeal
3. Understand practical steps organizations can take to prevent negative giver relation issues

EXECUTIVE LEADERSHIP - *How to Lead Unexhausted*.....*Lisa Hosler*

Leading a pregnancy ministry is often simultaneously exhilarating and exhausting. While God calls us to lead and gives us great responsibility, He also lays out principles in Scripture that prevent weariness and burnout. Learn how to live in God's daily replenishment and how to lead your team in a ministry culture of honoring God, relating deeply to one another, and discerning God's will for ministry advancement.

1. Provide methods to practice God's life-giving rhythms for on-the- job replenishment.
2. Demonstrate how to cultivate authentic, deep relationships with God and co-workers.
3. Convey the value of discerning prayer in order to glean God's direction for ministry advancement.

LARGE BUDGETS - *FIRE! The Thrive Nation phenomenon - Meteoric growth, unprecedented outreach, and the huge mountains and fierce attacks along the way*.....*Bridget Van Means*

We've heard about it. This is a rare opportunity to join Vision Leader Bridget Van Means for TWO high octane sessions which will dive in to radical marketing methods, cutting edge client outreach, and the science that drives this pioneering Predictive Success Model. Part 1.

MEDICAL - *Drugs vs Babies - Jeanne Bramer, MD**

This workshop will cover how many drugs (legal and illegal) can have an effect on a developing fetus.

1. Discuss many common drugs, their pregnancy categories, and potential outcomes to the fetus.
2. Review how the gestational age determines what affects certain teratogens may have
3. Present what we know are the effect of illegal drug use to the developing fetus

NEW DIRECTORS - *Learn to Thrive, not Just Survive**Terry Williams & Callie Cowan*

Tips for New ED's (less than 3 years) on such topics as : *Making the Most Out of Your Board Report, Working with that Negative Board Member/Staff Member or/Volunteer, Battle Ready—Surviving Spiritual Attacks, Effectively Serving While Being the only Staff Member, Following in the Shadow of the Previous ED, and Strategic Plans that Everyone can get on Board with.

1. Effective tips for new ED's that work
2. Provide opportunities for new ED's to network with others
3. Troubleshoot issues and brainstorm solutions

PREVENTION & HEALING - *Research on Abortion Recovery Programs*.....*Susan Dyer-Layer, LCSW & Susan Jaramillo, D.Min.**

Learn about published research that has shown the efficacy of Forgiven and Set Free and other faith-based abortion recovery programs, and why it matters. Learn how to share this research with others in your community to reach those who need help. Learn how you can participate effectively in future research.

1. Understand published research on several faith-based abortion recovery programs from the past 15 years.

2. Be prepared to share research information with counselors, medical doctors and pastors to encourage them to refer patients who may be helped.
3. Understand how you can participate in future research, issues that can invalidate your research, and reasons that future research is useful.

PRO ABUNDANT LIFE - *Men and Abortion Recovery*.....Sol Pitchon, MA & Brendon Fassett

Do you feel led to reach men in your realm of influence who are dealing with feeling lost, angry and stuck in their everyday living because of a past abortion experience? Come ready to share and be equipped to expand your abortion recovery by ministering to men of all ages in your mission field.

Some methods of promoting men's post abortion recovery groups include:

- Inform the local churches of the realities of the abortion industry
- Meet with men's and women's ministry leaders
- Attend and share at men's retreats
- Attend and share at Celebrate Recovery groups
- Host Pastors and Leaders breakfasts / luncheon gatherings

SPIRITUAL HEALTH - *The Spiritual Conversation You Want to Have*.....Mary Margaret Gibson

There are *fun ways to have spiritual conversations* as you explore current ideas like, "You do your truth and I'll do mine." People are surrounded by untruth delivered by tech and media. And the pace of life can limit critical thinking. So sometimes conversations about God are set aside. Learn to use *the slogans of the culture* to talk about life, living, and *real Truth*. Come and see! It's as easy as A – B – C!

1. Learn to think about worldview and how "so what" makes such a difference!
2. Learn simple ways to have spiritual conversations that may lead to the gospel.
3. Practice the language of *real Truth* spoken in a contemporary way.

TODAY'S ISSUES - *Lies Young People Believe and Why They Matter*.....Kathy Koch, PhD

Beliefs cause behavior. Everything we observe in our clients – their choices, decisions, attitudes, and actions – are rooted in beliefs. Therefore, to help them make changes that last, we need to help them identify influential lies and why they're lies. Helping them exchange lies for truths can result in life-changing impact. Everything can change for them!

1. Identify major lies many young adults and teens believe.
2. Understand why clients believe what they believe so we can influence their thinking.
3. Connect lies to life issues and observable choices, decisions, attitudes, and actions so you understand which lies to address when working with your clients.

THURSDAY - SESSION 4

CLIENT CARE - *Correlation Between Sexual Abuse & Post Abortion Trauma*.....Julie Woodley, MA

Julie Woodley will bring an understanding of the signs/symptoms and healing journey after childhood sexual abuse using her own story and the stories of others from video clips taken from her film, *In The Wildflowers*. She will also share the therapeutic/spiritual insights to bring hope and healing after the devastation of abuse.

1. An understanding of the psychological impact of childhood sexual abuse and rape and how to counsel people to heal with Christ's love.
2. An understanding of the psychological impact of post-abortion trauma and skills to help people heal with the love of God.
3. Begin to understand the correlation between sexual trauma and abortion, while understanding how to help the wounded heal.

**CLIENT MARKETING *Reaching Millennials*Mark Vermilion and Students
LEVERAGING THE POWER OF SOCIAL MEDIA**

Most pregnancy centers "do social media." But few know how to fully leverage its power. This session will provide you with strategies and tactics for getting the most out of your social media efforts. It will give you insights into how to

use social media for fundraising, engaging with clients and volunteers, connecting with the church, and fueling a culture of life. [Three senior public relations students from Lee University will join Mark in presenting this session.]

Here are my 3 Objectives:

1. To equip attendees with an understanding of the strengths and weaknesses of social media.
2. To help attendees better understand social media strategies and the best use of the primary social media channels.
3. To provide attendees with practical tips for how to use social media for fundraising, client/volunteer-engagement, and community/church relations.

DEVELOPMENT - *Giving Donors What They Want, and Getting What You Want* Jack Eason

Understanding how people think in today's world and what they expect will help you center connect in a way to get donor dollars to fund the mission. Are you giving donors what they want?

1. Discover what most donors want.
2. Learn how to tell your story effectively to motivate giving.
3. Learn how to complete a giving transaction beyond receiving the gift.

EXECUTIVE LEADERSHIP - *Advanced Personnel Issues* Jeanneane Maxon, JD

Designed for attendees who already have a basic understanding of legal obligations to employees and volunteers, this workshop will provide consideration of more complex legal issues as it relates to personnel, including hiring/termination pitfalls, responding to personnel lawsuits, complaints and disputes, and more. Any recent updates to laws will also be discussed. Time will also be allotted for an extended Q&A.

1. Provide more in-depth education to advanced center leadership on the most important legal issues in personnel relations
2. Update attendees on any new developments in the law impacting personnel relations
3. Encourage attendees to re-evaluate their center protocols and update as necessary

LARGE BUDGETS - *The Thrive Phenomenon, Part 2*Bridget Van Means

We've heard about it. This is a rare opportunity to join Vision Leader Bridget Van Means for TWO high octane sessions which will dive in to radical marketing methods, cutting edge client outreach, and the science that drives this pioneering Predictive Success Model. Part 2.

MEDICAL - *Clinical Ultrasound Scanning Techniques & Pitfalls*Roxanne Ertel, BA, CNMT, RDMS*

First and second trimester scanning protocols will be covered with a focus on image optimization. Learn scanning secrets for obtaining high quality images for the physician by avoiding common artifact-induced distortions.

1. Describe techniques for utilizing anatomic landmarks to capture optimal images of key pelvic structures in a limited obstetrical ultrasound exam.
2. Identify artifacts and anatomy on ultrasound images
3. Gain familiarity with examples of scanning technique and protocol for first and second trimester pregnancy confirmation ultrasound exams

NEW DIRECTORS - *Financial Show and Tell* John Van Drunen, Esq., CPA, & Vonna Laue

Join this session to learn financial insights of your center. We will discuss where you should focus your attention financially as well as how you can communicate the most important items to staff leadership, board members, and others.

1. Understand what financial questions you must be able to answer
2. Identify effective ways of communicating financial information to different audiences
3. Learn how to prepare a meaningful dashboard report

PREVENTION & HEALING - *Pull Up the Roots to Change the Fruit* *Kathy Koch, PhD*

Clients make the decisions they make in light of five core needs that need to be met. This is a reason helping them change their behavior can be challenging. God created everyone with these needs so we would discover, believe, and commit to Him. When our clients try to meet these needs in themselves, their boyfriends or girlfriends, or sex, they create a stressful situation. When we understand what the core needs are and good, better, and best ways to meet them, we'll be able to direct our clients to healthier decisions. Abundant life will be more likely.

1. Define and describe the core needs of security, identity, belonging, purpose, and competence and identify ways your clients may be meeting them in unhealthy and unwise ways.
2. Identify family and cultural issues that make it harder for clients to meet their needs in healthy ways; increase your compassion for them.
3. Choose relevant strategies that will help your clients choose to meet their needs in better ways, including God.

PRO ABUNDANT LIFE - *10 Marriage Myths Your Clients Need to Debunk* *Jill Savage*

When couples have unrealistic expectations in marriage, it's a recipe for discontentment, disillusionment, and disconnection. When a couple's expectations better match reality, contentment increases, and they are more likely to stay married. This workshop will identify 10 marriage myths we need to debunk to assist couples in building a strong foundation for their family.

1. Identify commonly believed myths about marriage
2. Equip client care leaders to counsel and strengthen client couples
3. Identify 8 God-Tools that help any marriage

SPIRITUAL HEALTH - *The 9 Arts of Spiritual Conversations* *Christine Denova & Mary Schaller*

American culture has rapidly shifted, becoming much more secular than ever before. As a result, our clients are less likely to respond to a gospel presentation. How can we have meaningful conversations about God with them? Christine Denova, Executive Director of Life Choices Pregnancy Center in Sandpoint, Idaho, has discovered an approach that her staff and volunteers have wholeheartedly embraced: The 9 Arts of Spiritual Conversations. Why? It's effective, organic, and a natural extension of existing Care Net training in interacting with clients. It is also an approach modeled by Jesus.

1. Learn how the 9 Arts of Spiritual Conversations is impacting Life Choice Pregnancy center.
2. Develop a plan to increase spiritual conversations at your pregnancy center.
3. Learn how to share your story with clients in your pregnancy center.

TODAY'S ISSUES - *Why the Abortion Breast Cancer Link Matters* *Angela Lanfranchi, MD*

Although robustly contested in the popular literature, the medical literature clearly supports the ABC Link. There is a thoroughly described breast biology accounting for the link and other reproductive risks for breast cancer and over 37 statistically significant worldwide studies affirming the link. With the high prevalence of breast cancer, it is a concern for all women and those seeking abortion. Informed consent requires women are told of this risk. The consideration of this risk has been a tipping point for many considering abortion. Pregnancy center counselors should be aware and certain of this risk.

1. Learn the biological basis of the ABC Link
2. Learn the breath of the epidemiologic studies confirming the ABC Link and the flaws of those that deny the Link
3. Understand the importance of this information to those seeking abortion

FRIDAY - SESSION 5

CLIENT CARE - *Choosing Life: Advanced Coaching Skills* *Nancy Williams*

This is a hands-on workshop designed for Client Service Directors and others who assist in training coaches. Coaches sometimes feel ineffective in the process of exploring and guiding the client through her decision. We will explore optimal ways of gently understanding the client enough to assist her in moving towards a life decision that she can live with.

1. Demonstrate leading questions
2. List 3 barriers to coaching
3. Discuss importance of engaging feelings

CLIENT MARKETING - *Tested Marketing Tips* *Jacob Hall & Panel*

Three to five pregnancy center directors from top-performing Care Net affiliates will share client marketing advices about practices they have used to increase at-risk clients at their centers.

1. Reveal what client marketing channels have worked best for other centers.
2. Explain how much a center should budget for client marketing in order to see growth in client numbers.
3. Provide an opportunity for attendees to ask their client marketing questions to successful center directors.

DEVELOPMENT - *Acquire Donors, Raise Funds, Save Lives* *Courtney Gaines*

By testing using a rigorous, scientific methodology employed by Fortune 100 companies, we've debunked many of the traditional methods of raising money online and discovered breakthrough principles that can transform your organization's fundraising and impact. In this rapid-fire session, we'll look at dozens of experiments conducted both with Care Net and with other nonprofits that help us understand the secret to acquiring more emails, donors, and dollars online. And we'll also look at how you can apply these same strategies at your organization to raise more funds and save more lives.

1. Learn a new systematic methodology for increasing the performance of their online fundraising campaigns.
2. Implement effective conversion secrets by reviewing optimization experiments and key learnings from Care Net and other nonprofit organizations.
3. Understand how to exponentially grow their online fundraising revenue by improving three key metrics – web traffic, conversion rate, and average gift.

EXECUTIVE LEADERSHIP - *Building a Dynamic Team* *Breanne Hunt*

It has often been phrased that a team is only as strong as its weakest member. Ministry leaders can find themselves so burdened with the work, they may fail to make an investment in building a strong team. No one can do this work alone. Here leaders will learn team building skills, how to recruit and retain talented team members, understanding various motivation types, and more to ensure your team is strong, poised, and ready for the battle.

1. Identifying talents within your existing team
2. Learning how and when to delegate
3. Methods to keep your team engaged and dedicated

LARGE BUDGETS - *Multi Center Ministry* *Toby Taylor, MD*

"You give them something to eat." - Stories of following God's lead in Care Net ministry in New York. Built around Matthew 14 and the disciples' interaction with Jesus when he fed the crowds. How God calls, equips and provides when we follow in faith. Include steps to incorporate medical services including ultrasound, STI screening, comprehensive STI testing and preventative care. Also a model for a multi-center ministry. (We now have 7 centers and 6 ultrasound machines spread over central NY).

1. Share successes from our ministry other centers
2. Share Biblical examples of following in faith
3. Share ideas for multi-center ministry and providing comprehensive care.

MEDICAL - *Fetal Medicine: Diagnosis & Treatment of Tiny Persons* *William Lile, MD, DO, FACOG**

A Patient is a Person, No Matter How Small.. An update from a Board Certified OB/GYN on how babies in the womb are treated as patients. Blood transfusions, medicine, and surgery can all be done in the womb before viability. Discussion of how our institution provides support to the family, in the antenatal and postpartum period, even when a lethal fetal diagnosis is confirmed.

1. Know the many life threatening conditions that can be treated in the womb before viability.
2. The baby in the womb is a patient, therefore a person, and thus deserves our protection.
3. How our institution meets the Spiritual, psychological, and physical needs of the family even when the baby is given a lethal antenatal diagnosis and is encouraged to carry the pregnancy to term.

NEW DIRECTORS - *Reaching the Abortion Minded Client Before, During, and After the Visit.....Brianna Welch*

How do we reach more abortion-minded clients effectively? Join me for a fresh take on this hot topic. As we have all heard, "They don't care what we know until they know that we care." This workshop will help you create a framework for ending the demand for abortion in your community by meeting the needs of those you serve – before, during, and after the client visit.

1. Learn how your reputation, branding, and talking points make you a welcoming (or unwelcoming) place for those considering abortion.
2. Learn relevant coaching techniques to help break down walls with abortion-minded clients and encourage them to choose life.
3. Explore new ways to follow up with clients, enabling you to continue the relationship after the client visit and have a lasting impact on the client's life.

PREVENTION & HEALING - *Recovery Groups: From the One Came Many Kim Olson*

Don't lose hope...your recovery ministry can grow from the one group per year to having 5 groups a weeks plus weekend retreats in a large city or in a small community setting from one session per week to 8 sessions per week plus retreats. I know, I have watched the Lord and his committed people do just that in their area of influence. He wants your ministry to prevail over the enemy. He wants to heal his people. This workshop will discuss what works and what doesn't. (Participants will be asked to provide their questions or scenarios for their specific needs in advance to cover as much material as possible in a short amount of time)

1. What works in one environment doesn't always work in another: knowing the difference
2. Staying the course when you feel like nothing is happening
3. Avoiding burn out for directors, facilitators and their teams

PRO ABUNDANT LIFE - *Do You Speak Modern Adoption?.....Heather Featherston*

Modern adoption is a good alternative for any client facing a pregnancy decision. Understanding today's adoption choices, along with the impact instant communication and social media have on your client's needs and expectations, will better prepare your center to provide reliable adoption answers and resources. Effectively equip your center to simplify the adoption conversation, and to increase favorable responses to adoption, one client at a time.

1. Learn an easy, effective approach to share adoption with every client.
2. Understand why your clients prefer a modern adoption model.
3. Discover the 3 tips for cultivating a positive response to adoption.

SPIRITUAL HEALTH - *Good News for Human Life Kurt Dillinger*

The love of God for humanity is the beating heart of the Gospel. It was God's love for mankind that moved Him to sacrifice His son on our behalf, according to John 3:16, the theme of this workshop. Explore together the seamless integration between the gospel of Jesus Christ and the sanctity of human life. Discover how a deeper understanding of the love of God can revolutionize your life and relationships.

1. Encourage participants to receive and abide in God's love for them as individuals made in His image.
2. Strengthen participants' understanding of the link between the gospel and the sanctity of human life: because God "so loved" the world, we must love others in the same way.
3. Challenge participants to embody God's love for mankind in their own lives by sharing that love with others.

TODAY'S ISSUES - *Cultural Sabotage Peter Heck*

C. S. Lewis once described our world as enemy occupied territory, where believers were called by Christ to engage in a great campaign of sabotage. Nowhere is that premise more accurate than our ongoing effort to liberate our culture's respect for human life from the enemy's deception.

1. Expose the insidious lie at the heart of our society's flippant attitude towards life.
2. Reveal and caution how that lie has infiltrated nearly every area of our culture- from family to school to media to church.
3. Provide a motivating strategy for sabotaging the enemy and liberating our captive culture on this fundamental issue.

FRIDAY - SESSION 6

CLIENT CARE - *Taking the Call: Insight from Pregnancy Decision Line*.....*Cindy Hopkins*

Pregnancy Decision Line is Care Net's onsite call center dedicated to taking calls from women and men considering abortion. Join Care Net's Vice President of Center Services & Client Care, Cindy Hopkins as she shares insights, advice, and lessons learned on how to best engage a caller who believes abortion is the answer to their unplanned pregnancy.

1. How to start the call with the abortion disclaimer without an immediate hang-up
2. The skills needed to be an engaged and trusted helper over the phone
3. How to discern the best time to invite a caller to the center (yes, there is a wrong time!)

CLIENT MARKETING - *Rebranding: It's More Than Just a New Look* *Donna Clute and Sol Pitchon, MA*

You Might Need Rebranding If ... the pregnant teenage girl on your brochure is now a grandma or your logo still has a font featured in any 1970's TV show. Rebranding can bring a new vision and provide a fresh appeal to your Ministry. Learn how to approach this difficult but necessary process with hope and courage. We will share practical lessons learned from a major rebranding experience and offer caution to major obstacles before you begin.

1. Learn the process of rebranding and how to approach it with hope and courage.
2. Identify some of the pitfalls before you begin.
3. Gain an objective strategy to embark on your own major rebranding experience.

DEVELOPMENT - *Small But Tough: Rural Center Challenges* *Breanne Hunt*

There are many advantages to living in a rural area, however, an abundance of resources typically isn't one of them! Sustaining and growing a small-town center can bring many unique challenges. This workshop will help to identify and address the key areas of difference between rural and urban development practices. Participants will glean ideas and tips for making the most of donor contact opportunities, how to expand the geographic scope of their fundraising efforts, tips for engaging new donors, diversifying funding sources, and more.

1. Keeping donors engaged for long-term support
2. Reaching new perspective donor groups
3. Addressing the challenges of grant seeking in rural areas

EXECUTIVE LEADERSHIP - *How Jesus Related to His Disciples (Staff)* *Anne Pierson*

This session will take an in-depth look at how Jesus related to his disciples, and how participants can use this model to bring growth in leadership and volunteers.

1. 12 specific ways Jesus worked with the disciples
2. The cost of leadership

3. Reaching beyond the center to concern for the families of staff and volunteers

LARGE BUDGETS - *Roundtable Discussions*

This session will be dedicated to taking what has been discussed and learned in the previous sessions as well as any specific needs, challenges, and ideas specific to your pregnancy center to a roundtable discussion setting. Be prepared with anything specific to your center that you would like to bring to the group for ideas, advice, or prayer. This session will end with individual prayer time offered to you for the next step in your ministry journey.

MEDICAL - *Advanced Nursing Practice: Unusual & Abnormal Ultrasounds*.....*Audrey Stout, RN, RDMS**

Participants will be challenged to identify what is seen in a variety of interesting sonography images which include anatomical variations with possible complications, and pregnancy outcomes when known. Instruction will be provided on how to appropriately label those images and document scans to best enable the reading physician to make accurate diagnoses and advisement as needed.

1. Define anatomical variations seen from patients who were seen in the PMC setting.
2. Assess images for the expected, possible complications, and provide patient information and precautions as needed.
3. Describe scanning protocols, how to label images and document in the report when when study is suboptimal, or unexpected findings are found - enabling physician to make accurate diagnosis.

NEW DIRECTORS - *Effective Ongoing Volunteer Training*.....*Laura Martinez & Nanda Kirkpatrick*

In this workshop, the details of designing and implementing a vibrant Professional Development (PD) Program will be shared. The motivation for creating the program stemmed from the desire to provide ongoing volunteer training that would meet individual needs, allow flexibility in scheduling as well as cater to individual interests. One of the greatest strengths of this buffet-style Professional Development program is our volunteers' enormous enthusiasm for participation. This PD Program—which is in its fourth successful year of operation—has six categories of offerings:

- 1.) Training Nights
- 2.) Care Net Conference Recordings
- 3.) Life Enrichment Program Classes
- 4.) Community Resource Tours
- 5.) Community Events
- 6.) Center-Led Training

Through this PD Program, volunteers are better equipped to serve clients by referring them to appropriate community resources that they have personally visited or to classes that they have attended themselves. Volunteers are more prepared to minister to specific clients, in our case, recognizing clients who are possibly being trafficked and relating to and sharing the Gospel with clients of different faiths and backgrounds. Suggestions for how others can tailor this style of ongoing volunteer training to their particular center's needs and community will be included.

1. Communicating your annual training expectations to volunteers and maintaining accurate records of volunteer training hours.
2. Planning and executing your training program, including ideas for training events and opportunities.
3. Getting volunteers excited about "the opportunity to learn more," rather than feeling the burden of "having to do more training."

PREVENTION & HEALING - *Strengthening Future Families**Catherine Wood*

Change the world by learning how to teach students in schools and clients in your center the blueprint for strong future families. Impact your community by sharing how to build healthy relationships, how to recognize unhealthy relationships, and why marriage is important. Extend your reach by serving many in your community or one person at a time.

1. Learn five essentials to take your program to the community and gain entrance to the public schools.

2. Learn five essentials to keep your program in the schools.
3. Learn five essentials to keep clients coming back for more classes on relationships and building strong families.

PRO ABUNDANT LIFE - *Engaging the Church**Rev. Dr. Greg Austen*

Based on research and our recently released eBook, *Strategically Engaging the Church*, this workshop is designed to reflect your struggles, avoid pat answers, and focus on helping you get in the door with long-term relationships in view. Come learn the best of 355 responses from centers to this question: "Describe your biggest challenge in partnering with local churches and any steps you have taken to overcome the challenge. Please share what strategies/ideas have worked well for you." Whatever your interests in engaging the church—budgetary, volunteers, educational, building better bridges of discipleship, or something else, you'll find this shared discussion extremely practical and helpful.

1. Learn to connect with churches in ways that lead to long-term relationships.
2. Learn best practices on how to address your greatest challenges in connecting with churches.
3. Learn how to better engage churches to support and expand the mission of your center.

SPIRITUAL HEALTH - *The Unique Christian Vision of Human Dignity* *Dan Darling*

In a world that finds new ways to diminish the humanity of the vulnerable, Christians must be the ones to speak up for those whose voices have been silenced.

1. Understand the idea of being created in the image of God.
2. Learn the false theologies that deny human dignity.
3. Learn how to urge people to use their voices to work against the assaults on dignity.

TODAY'S ISSUES- *How to Jump into Trafficking Awareness* *Ivy Berger*

Big or small this class will help you jump into trafficking awareness. Learn where to go to make connections in your community, get resources to be able to give a short trafficking awareness presentation or start a trafficking awareness program that complements your abstinence education. Increase your client numbers, community impact and support and - bonus - help end modern day slavery.

1. Encourage centers to be involved in trafficking awareness
2. Give resources to help centers start a trafficking awareness program
3. Brainstorm ideas to make community connections with experts involved with trafficking awareness and prevention

FRIDAY - 10:30 am - 5:00 pm

ONE DAY BOARD TRAINING

Essential Excellence for Your Board of Directors*.....*Terry Williams & Yvonne Williams

This workshop will cover the essential elements of a Board of Directors. Knowledge of managing a center, working with a director, legal status in your state, IRS, fundraising, and roles of the board chair and officers. I would like to include a working lunch where attendees can talk freely with each other and share experiences.

1. Managing a center board
2. Roles and Responsibilities of Board Members
3. Fundraising

