

Our afternoon keynote speaker will be

Gavin Jerome

Proverbs 17:22 says

"A merry heart does good, like medicine."

Laughter IS the best medicine, especially when it comes to communication.

Building upon the morning presentation, to get your message across in today's busy society that is BOMBARDED with all sorts of technology and information overload, you need to stand out.

Simply put, to get your message across you need to say it several times and say it in a humorous way. They will listen if they are laughing. It is a plain and simple truth.

This two part session will help even the most "humor impaired" attendees find and understand the humor in everyday life. It begins with the basics about what humor is and how it relates to your church.

The second part delves deeper and helps you create and share humor with others. You will leave with a valuable tool in your communication toolbox. These fun and funny sessions are NOT to be missed.

As Victor Borge once said, "Laughter is the closest distance between two people." Learn to use humor to connect with your congregation and help share God's gift of laughter!"

To learn more about Gavin Jerome, go visit www.moralemechanic.com

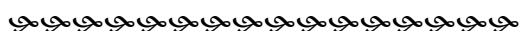
All Are Invited

This is an excellent opportunity for all church office personnel (volunteer or paid), school secretaries, and office managers to relax, refresh and rejuvenate enthusiasm for church work.



Registration fee is \$35.00
(includes all materials and lunch)

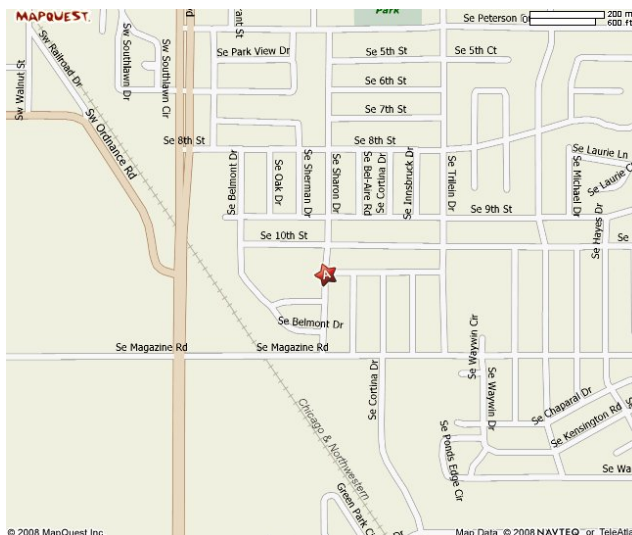
Register before September 1, 2010
and take \$5 off your registration fee!



We thank Thrivent for their continued support of this conference.



Map of Ankeny



2010 Church Secretarial Conference

For ministry assistant professionals

This year's seminar...

**God's Gifts
Through Communication**
**"Whatever you do, do it all
for the glory of God"**
1 Corinthians 10:31

Tuesday, September 21, 2010

St. Paul Lutheran Church
1100 SE Sharon Drive
Ankeny, Iowa

515.964.1250

Sponsored by Iowa District West



Our morning keynote speaker will be



Scott Vaughan

The global economic crisis combined with the rise of social media, like text-messaging and Facebook through mobile telephones, has reshuffled the deck of

local church communication.

Churches are looking to communicate more effectively while using cost-saving methods, including better management of print items like newsletters, worship bulletins and posters.

Scott, a national church communication consultant from Columbia, SC, will teach "The Communication Puzzle."

You will learn:

Tips for improving readership and management of your church newsletter;

The importance of a church website strategy;

What your church needs to understand about Facebook;

Why face-to-face front-line ministries, including office relationships, are more important than ever before;

The role of e-mail and the emergence of text-messaging; and

What every church communicator needs to understand about writing well.

For more about Scott Vaughan Communications, LLC, please visit www.svministry.com.

Master of Ceremonies

Dalend Mackey

Hosts

Pastors Mark Baldwin and James Fernandez
St. Paul, Ankeny

Schedule

8:00 am Registration/continental breakfast

8:30 am Opening devotion

Pastor Mark Baldwin and Dalend Mackey

9:00 am Keynote Speaker, Scott Vaughan

Communication through bulletins and newsletters

10:30 am Break

10:45 am Keynote Speaker, Scott Vaughan

11:45 am Lunch

12:45 pm Keynote Speaker, Gavin Jerome

Sense of Humor

God's gift of laughter

1:45 pm Break

2:00 pm Keynote Speaker, Gavin Jerome

3:15 pm Closing devotion

Pastor James Fernandez and Dalend Mackey

The Conference Committee

Roger Curtis	Iowa District West Office
Marge Clark	St. Paul, Ankeny
Carol Fink	Zion, Denison
Linda Hallgren	Prince of Peace, Fort Dodge
Julie Moran	First English, Spencer
Terri Ulrich	Our Savior, Denison

Mission Statement:

Serving Christ by serving others!

Contact the District Office, 515.576.7666 or
email Roger.Curtis@idwlcms.org

Registration Form – 2010 Church Secretarial Conference

Name: _____ Church Name: _____

Church Address: _____

Church Phone: _____ Email Address: _____

Number of Years of Service: _____ Diet restrictions _____

Registration confirmation will be sent via email.

Make check payable to Iowa District West.

Send registration fee of \$35.00 (\$30.00 if postmarked by September 1, 2010)

Julie Moran

First English Lutheran Church

1311 East 18th Street

Spencer, IA 51301

