

IOWA DISTRICT WEST

The Lutheran Church – Missouri Synod

1317 Tower Drive, PO Box 1155

Fort Dodge, Iowa 50501-1155

515-576-7666 FAX: 515-576-2323

www.idwlcms.org



Memorandum

To: Church Secretaries/Administrative Assistants/Professional Office Workers
From: Roger Curtis, Business Manager
Date: July 1, 2010
Subject: September 21, 2010 Secretarial Conference

Enclosed is the fall church secretarial conference brochure. If others in your community wish to attend, feel free to copy the brochure and share with them.

The committee is excited to share with you another educational, uplifting, and enjoyable conference. It will be a tremendous day of learning and networking. Scott Vaughan, the church communication expert from South Carolina, will be our speaker for the morning and Gavin Jerome, The Morale Mechanic, will be the humorous afternoon speaker. There also will be surprise entertainment that you will not want to miss!

I encourage you to register by September 1 to receive the discounted registration fee and to assist the committee in planning details. Checks should be made payable to Iowa District West and mail to First English, Spencer. We appreciate Thrivent Financial for Lutherans' generous support of the conference. This enables us to keep our fee low without increases. The early bird registration of only \$30 includes food (continental breakfast, refreshments during breaks, and lunch), materials, and Scott's educational resource, the Strategic Communication Handbook. What a bargain!

As always, we'll have fun with many door prizes and giveaways.

Your congregation is encouraged to pay for your registration, mileage, and if necessary lodging. The conference committee has a block of rooms reserved at the Quality Inn and Suites (formerly called Heartland Inn - just off I-35 & 1st Street in Ankeny - 201 SE Delaware Ave, 515.964.8202). The special conference rate of \$60 includes complimentary wireless Internet and breakfast. To receive this rate, reservation must be made by August 20.

We look forward to seeing you in September!

Enthusiastically,
Roger Curtis and the Conference Committee



Administrative Professionals

Training - September 21, 2010

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! Learn more about Gavin at: 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

(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.



2010 Church Secretarial Conference

For ministry assistant professionals

This year's seminar...



Tuesday, September 21, 2010
8:30 am-3:30 pm
(registration begins at 8 am)

St. Paul Lutheran Church
1100 SE Sharon Drive
Ankeny, Iowa
515.964.1250

Sponsored by Iowa District West



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, 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

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 Ullrich	Our Savior, Denison

Mission Statement:

Serving Christ by serving others!

Contact the District Office, 515.576.7666
or e-mail Roger.Curtis@idwlcms.org

Registration Form - 2010 Church Secretarial Conference

Name: _____ Church Name: _____

Church Address: _____

Church Phone: _____ E-mail Address: _____

Number of Years of Service: _____ Diet restrictions: _____

Registration confirmation will be sent via e-mail.

Make check payable to Iowa District West.

Send registration fee of \$35 (\$30 if postmarked by Sept. 1, 2010)

Julie Moran

First English Lutheran Church
1311 East 18th Street
Spencer, IA 51301



**Register Early
and Save!**
Cost is \$30 before
Sept. 1, 2010 or
\$35 after that date