



March 1-2, 2016

# SCSBC

## Business *AND* Development CONFERENCE

*for Christian Schools*

### WHO SHOULD ATTEND

business staff • development staff • board members • principals • superintendents

### GUEST PRESENTER

Zach Clark is the founder and lead coach at Development and Leadership Coaching, a company dedicated to helping Christian ministries and schools create sustainable funding programs to grow their ministries and build a culture of generosity. Zach's dynamic and energetic teaching style makes him a much sought-after speaker. He is a member of the John Maxwell Team, the world's leading leadership development organization.



Cedar Springs Conference Center, 4700 Minaker Road, Sumas, WA

# Tuesday, March 1

8:15 am	Registration and Coffee	
9:00-9:30 am	Welcome and Introduction: Cathy Kits    Devotions: Ed Noot	
9:30-10:45 am	<ul style="list-style-type: none"> <li>• <b>How to Do the Impossible: Practical Methods for Growing a Culture of Giving Without Losing Your Soul</b> <span style="float: right;">Chalet</span>  <i>by Zach Clark</i>            In this session, Zach seeks to connect what we say we believe as Christians with the practical work of growing a culture of significant giving that advances your Christian school toward your impossible vision.</li> </ul>	
10:45-11:00 am	Break	
	<b>Business and Finance Workshops</b>	<b>Development and Marketing Workshops</b>
11:00-12:15 am	<ul style="list-style-type: none"> <li>• <b>Changes to Accounting, Auditing and CRA Reporting for Independent Schools</b> <span style="float: right;">Forest</span>  <i>by Michael Loewen</i>            What are an accounting, auditing and CRA compliance update for Christian schools. He will also discuss possible changes to the SOPSOC and ES reporting required by the BC Ministry of Education for auditors.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The Impact of Story</b> <span style="float: right;">Chalet</span>  <i>by Cathy Kits</i>            Stories have power... to inspire, to energize, and to move people to action. Every school has a unique story to tell. In this workshop we will explore the role of storytelling and how communicating your "why" will create resonance, connect your values with vision and create opportunities for authentic engagement with your community.</li> </ul>
12:30 pm	Lunch	
1:30-2:45 pm	<ul style="list-style-type: none"> <li>• <b>Charitable Tax Framework 101</b> <span style="float: right;">Forest</span>  <i>by Tim Williams</i>            This workshop assists new business managers understand IC75-23 and using the SCSBC charitable tax framework. During the workshop, we will also discuss challenges for some Alberta schools and how the receipting framework can be modified.</li> <li>• <b>Canadian CSI Pension Plan</b> <span style="float: right;">Fireside</span>  <i>by Howard Van Mersbergen</i>            The Ontario Expert Commission on Pensions see Target-Benefit retirement plans as the best model for the future. In this workshop we will examine how the CSI Pension Plan, which is a Target-Benefit plan, provides cost efficiencies and minimizes retirement risks for schools and employees.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The Power of 60 Minutes: from ZERO to Your FIRST Gift in SIXTY minutes!</b> <span style="float: right;">Chalet</span>  <i>by Maynard Wiersma and Dave Broughton</i>            Christian Stewardship Services explains the power of a 60-minute Will Clinic, and the success of the 60-minute Will Visit for your school. In a 60-minute Will Clinic, the participants learn about proper estate planning, and how to include a gift in their will for your school. In a 60-minute free in-home Will Visit we explore estate planning for the client, and options for current and future gifts for your school.</li> </ul>
2:45-3:00 pm	Break	
3:00-4:15 pm	<ul style="list-style-type: none"> <li>• <b>Benchmarking Reports for Schools</b> <span style="float: right;">Forest</span>  <i>by Tim Williams</i>            How does your school compare to similar sized schools? SCSBC has been providing benchmarks for many years. This workshop explains the benchmarking tool and how you can use it as part of your school's budget process.</li> <li>• <b>Canadian CSI Insurance Plan</b> <span style="float: right;">Fireside</span>  <i>by Howard Van Mersbergen</i>            A comprehensive health insurance plan with flexible features adds value for employers and employees. We will explore how the many options within the CSI Plan can be used to achieve both cost containment and increased employee satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Don't Get Sucked in to the "Didn't Know" Vacuum</b> <span style="float: right;">Chalet</span>  <i>by Tim Caughey</i>            A sound Community Relations Program begins with reliable knowledge of the communities we serve. How well do you know your community's expectations, concerns, perceptions and level of commitment? If you are operating in a vacuum, you may be at risk of a disengaged community, lost opportunities, and well-intentioned but misdirected programs. In this session we will look at the benefits of being proactive in knowing our communities, as well as the potential consequences of inaction.</li> </ul>
4:15-5:30 pm	Free time	
5:30-6:30 pm	Dinner	
6:30 pm	<b>Development Round Table for Small Schools</b> - with Zach Clark and Tim Caughey <b>Development Round Table for Larger Schools</b> - with Cathy Kits <b>Finance Round Table</b> - with Tim Williams	

## Wednesday, March 2

8:00-8:30 am	Devotions - Tim Caughey	
8:30-9:30 am	Breakfast and Room Checkout	
9:30-10:45 am	<p><b>Plenary</b></p> <ul style="list-style-type: none"> <li>• <b>Positioning your School for Growth</b> <span style="float: right;">Chalet</span> by Braden Douglas</li> </ul> <p>Enrolment growth, student retention, increased donations, and a fantastic reputation in the community don't happen by chance. Do most Christian institutions focus too much energy internally and fail to recognize how their strategy translates to an external audience? You'll explore the core principles of marketing strategy and smart brand techniques to position your school for growth. We'll go behind the scenes to see the marketing strategy process, insights, and outcomes from a SCSBC member school.</p>	
10:45-11:00 am	Break	
	<b>Business and Finance</b>	<b>Development and Marketing</b>
11:00-12:15 am	<p><b>Workshop</b></p> <ul style="list-style-type: none"> <li>• <b>Architecture Always Wins: Balancing Financial and Educational Priorities</b> <span style="float: right;">Forest</span> by Ed Noot and Dave Loewen</li> </ul> <p>School design and construction is always a balancing act between educational objectives and budgetary constraints. How does a school find the sweet spot? What does building design mean in the context of 21st-century learning where field work becomes central and the focus is on interdisciplinary, project-based work? This workshop will explore the potential and limitations of building design, and will review case studies where schools were able to achieve the optimum.</p>	<ul style="list-style-type: none"> <li>• <b>Measuring the Health of Your Community: A Practical Application</b> <span style="float: right;">Chalet</span> by Tim Caughey</li> </ul> <p>Are you relying on "best guesses" when it comes to the health of your school community? This session will be a practical "walkabout" through a Community Health Audit process that identifies and measures your community's perception of your school in key areas. Tim will draw on his company's experience in conducting Community Health Audits with many schools across Australia.</p>
12:30-1:30 pm	Lunch	
1:30-2:15 pm	<p><b>Workshop</b></p> <ul style="list-style-type: none"> <li>• <b>Legal Considerations for Your School's Building And Capital Projects</b> <span style="float: right;">Forest</span> by Ken Volkenant</li> </ul> <p>Independent Schools must continually plan for capital additions, replacements and new building programs. In this workshop we will consider some of the important legal issues that arise when school's undertake significant capital and building projects. We will look at issues that arise out of contracts, property development, fundraising, property use agreements and risk management. The principles that we discuss relating to capital and building projects will also have broad application for those attendees not currently considering or experiencing a capital project.</p>	<ul style="list-style-type: none"> <li>• <b>Development Unleashed: Skills and Disciplines You Can Use to Raise More Money</b> <span style="float: right;">Chalet</span> by Zach Clark</li> </ul> <p>One of the most limited resources we have is time. The work of development is severely limited by the time and energy of our leaders, staff, and volunteers. In this session, we will examine the specific principles, skills, and disciplines that are essential for people involved in the work of raising money in today's busy and complex culture. This session is highly practical and would be most useful for anyone involved in the development and communications work of raising money as well as board members seeking to influence effective leadership for growing generous giving.</p>
2:15-2:30 pm	Break	
2:30-3:30 pm	<p><b>Workshop</b></p> <ul style="list-style-type: none"> <li>• <b>Business and Finance Best Practices Q &amp; A</b> <span style="float: right;">Forest</span></li> <li>• Join your colleagues around the table for questions and answers, peer input, and brainstorming solutions to your business and finance office conundrums.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The Enrolment Funnel Q &amp; A</b> <span style="float: right;">Chalet</span> hosted by Sam Rehman with Cathy Kits</li> </ul> <p>In this Q&amp;A session we'll discuss best practices in admissions, with emphasis on building enrolment funnels and how they are easier to create than you might think. Having one will drive your recruitment and retention efforts and decisions, leading to better results.</p>
3:30-3:45 pm	Name tag door prize presentation, wrap-up and closing <span style="float: right;">Chalet</span>	
3:45 pm	Dismissal	

Full workshop descriptions, presenter bios and resources can be found on the conference website at [www.busdev2016.scsbc.net](http://www.busdev2016.scsbc.net). For your convenience, the workshops are listed in tracks, but feel free to attend any workshop that interests you.

# SCSBC

# Business AND Development CONFERENCE

## REGISTRATION INFORMATION

**CONFERENCE FEES:** \$350/person - **Member School**  
\$495/person - **Non-Member School**

Your registration fee includes 4 meals plus snacks, overnight accommodation (based on double occupancy), plenary plus 7 workshops, roundtable discussions, internet availability and access to the beautiful private gardens and trails of Cedar Springs.

Register early. This conference is well attended and space is limited. Later registrants may need to arrange for their own accommodation off site.

Single Room: Add \$40 (limited availability)  
Pre-conference overnight accommodation on February 29: Add \$50

*During online registration, you have the option of paying with PayPal, with a credit card via PayPal (no account required) or by cheque.*

Make cheques payable to **SCSBC**. Mail to:  
SCSBC, 7600 Glover Road, Langley, BC V2Y 1Y1

## Register Online

[www.busdev2016.scsbc.net](http://www.busdev2016.scsbc.net)

Visit the conference website for [online registration](#), workshop descriptions, presenter biographies and workshop resources.



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