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March 12-15, 2007



30th Annual CMA Conference • March 12-15, 2007

**Christian Management
Association**
www.CMAonline.org

FROM THE CEO

Just one month ago, it was my privilege, as new CEO, to attend my first CMA annual conference along with almost 2,000 other attendees. Focusing on the theme, "The Ministry of Management: A High Calling" keynote speakers Ted Haggard, Pat Lencioni, Jeanette Yep, Joe Stowell and Phil Vischer complemented the Monday intensive training institutes and over 100 workshops. *Along with networking opportunities* and a vibrant exhibit hall, the conference provided many high-value take-aways that we hope will translate into long-term benefits, both personally and professionally. Outgoing CEO, John Pearson was given the first-ever Ted Engstrom Award and I had a chance, along with my wife Ellie, to meet many of you.

You can still order audio recordings of the Conference sessions at our website, www.CMAonline.org. Don't miss CMA Palm Springs 2007, March 12-15. You can register online at www.CMAonline.org.

(Special note: If you attended the CMA Conference in Denver and haven't completed an evaluation, we still would appreciate your feedback. Go to [CMA Survey](#) to compete a survey.)

Frank Lofaro
CEO

CULTURE WATCH

I wish I would have thought of that!

For those of you who love to read but want to be selective in what you purchase (and who doesn't?), consider an internet reader's service. These reader services provide book reviews, summarizing new titles in various fields. Reader services often specialize in a literary niche, the most popular being business, politics, self-help and evangelical Christians. The summary may present the book's theme and main points and highlight interesting sections. Although some publishers see the service as a threat to their sales department, most publishers hope that the exposure will actually lead to increased sales.

"The god of this age has blinded the minds of unbelievers, so that they cannot see the light of the gospel of the glory of Christ, who is the image of God."
II Corinthians 4:4

So will the book you are considering purchasing be a worthwhile buy? A reader service can help you decide and keep your bookshelves lean – if you are willing to part with the annual fee. (Christian Book Summaries, an evangelical service based in Colorado Springs, CO, offers its summaries free of charge. Find them online.)

Source: The Wall Street Journal, Tuesday, March 28, 2006, "Latest Books, Boiled Down," Marketplace Section, page B1.

Da Vinci Code Debate Heats Up

The Da Vinci Code machine has moved into high gear. The story has captivated millions with its dramatic claims about Christianity. Authors Lee Strobel and Gary Poole clarify if the book and movie unearth tradition-shattering facts, or provide entertaining but inaccurate depictions of ancient events in their resource, *Discussing The Da Vinci Code – Examining the Issues Raised by the Book and Movie* (Willow Creek Resources, Zondervan). A 4-session DVD-driven small group study guide is available to stimulate discussion over one of today's hottest topics.

For more on these products go to www.zondervan.com.

Financial Literacy, a "very significant problem" Among American Teens

A brand new survey of 5,775 high school seniors in 37 states asked participants to answer questions about investing and managing personal finances, and found the results were virtually unchanged from two years ago. Only 52.4% of the students answered a 30-question financial test correctly. Other finds:

- > Nearly 17% of the seniors had taken a money management or personal finance class
- > Students who had taken a class actually fared worse in the survey than those who did not
- > There was little difference between scores of boys and girls
- > White students answered an average of 55% of the questions correctly while Hispanics correctly answered 46.8% and blacks 44.7%

Lewis Mandell, a professor at the University at Buffalo School of Management (SUNY), oversaw the survey, conducted in December and January, and says financial literacy is still a very significant problem that doesn't seem to be getting any better. With the trend in companies moving away from company pension programs and an uncertain future for Social Security, Mandell is concerned that teens, who will likely be more responsible for their own financial future, are unprepared for the task of retirement planning.

As Christian managers in organizations and churches, this should register on our individual and collective radar screens. Kids and teens who aren't financially literate, aren't suddenly

"Wisdom is a shelter as money is a shelter, but the advantage of knowledge is this: that wisdom preserves the life of its possessor."

Ecclesiastes 7:12

going to become good givers to God's work when they become adults. So who's responsible to teach Christian teens how to manage their money in God-honoring ways? Maybe it's time for one less retreat and one more workshop aimed to help kids in this critical area.

Source: USA Today, Thursday, April 6, 2006, Page 3B, article by Barbara Hagenbaugh

MANAGEMENT INSIGHTS

The Richest Man Who Ever Lived -- King Solomon's Secrets to Success, Wealth and Happiness by Steven K. Scott (WaterBrook)

The title tempts you to pre-judge this book, but it's well worth a look inside. After losing nine jobs in his first six years after college, and depending on groceries from friends, Steven Scott builds its contents on the journey he took to financial and personal success. Then an unknown, Scott's friend, author Gary Smalley, challenged Scott to try and turn his life around by reading a chapter of Proverbs each day, and Scott spends the book crediting his present state (multi-millionaire, divorced then remarried to his wife) to taking that advice. Within two years of taking Smalley's challenge, Scott was a millionaire and urged Smalley to write his first book and created an infomercial around it – and the rest is Gary Smalley best-seller history. Covering themes of workplace, relationships and personal character, this book gives workplace and personal change strategies to help you think differently about how to reach your goals. Scott takes King Solomon's insights and shows how they played out in his own business and personal failures and successes. You'll find yourself reading the book of Proverbs with a new appreciation and esteem when you discover it is full of relevant advice on team building, partnering, conflict management, dealing with criticism and finances. Action steps at the end of each chapter help to move "knowledge to wisdom." The Christian bookstore version of this title contains a special last chapter.

For more information go to www.stevenskott.com and www.waterbrookpress.com.

Emerging Technology Update

CMA talked with Steve Hewitt, Editor-in-Chief of *Christian Computing Magazine* about office technologies.

CMA: Steve, what are the computer technologies that you are most excited about for the office right now?

Steve: Technology centered on communication tools for individuals. At the beginning of the information age, technology seemed to focus on mass media, the printing press, radio and television. However, technology shifted and focused on personal communication. Cell phone advancements, text messaging, RSS, and the increased popularity of the iPod opened new doors for personal communication.

CMA: What computer technology in the office do you find most needs to be updated?

Steve: I think the use of personal communication tools needs to become more common. Whenever a person purchases a product from the major software companies, those companies ask for the privilege of communicating with the individual or business in the future. If you agree, you will notice that most of them then provide you a list of options on HOW you would like for them to communicate with you, (i.e. through the mail, email, IM, phone, etc.). Ministries need to be aware that the number of people trying to get their message through to them personally overwhelms most people. Ministries need to realize that using short, concise messages delivered to the person in the way that they prefer, is more effective than mass communication methods of a decade ago.

CMA: *Do managers often keep in step with office technologies or do you find they shift that to the "IT expert" in the office?*

Steve: I think close cooperation and communication are vital, but managers do need to keep abreast with what is happening in the area of technology since much of it targets individuals. COMDEX, the nation's largest technology conference, peaked many years ago and is now all but gone, yet the Consumer Electronic Show replaced COMDEX because personal technology devices have taken center stage. It takes a good understanding of the direction technology is heading, combined with imagination and application, to make an office successful.

CMA: *What software have you come across that most helps to streamline various office procedures? Pick one for us: accounting, calendar, storing documents, internet communication, you name it.*

Steve: Having an updated Intranet for the staff to use is a great tool overlooked by many. In addition, web-based sites that allow a ministry's members to submit updated personal information concerning contact information (new phone number, email address, etc.) can help an office accomplish successful communications. I think we are seeing a move to websites that have the ability to push personalized information. This is a move in the right direction and I believe we will see more of it in the future. For example, a contributor to a non-profit organization needs to be able to log in and find an updated contribution report, instead of having to ask for one from an office, or wait for a statement.

CMA: *What sort of office technology abuse do you hear most about?*

Steve: Spam is certainly a big concern. However, it is a concern for ministries due to ISPs such as AOL and others who persistently block or hold up legitimate broadcast emails. This occurs most often because people either inadvertently report ministry emails as spam (the spam button is right next to the delete email button in the AOL, Yahoo mail, and other interfaces), or people forget that they signed up for a ministry newsletter, and report it as spam. Mail servers claim they are blocking broadcast emails that get spam reports to help eradicate the spam problem, but in truth very few spam emails, if

any, come from a single IP address such as legitimate broadcast emails. AOL's new certified mail program might be a solution for some, but I fear it will take us down a slippery slope that could lead to paying for email delivery.

CMA: Anything else?

Steve: Over the years we have heard the debate over which computer operating systems offices should buy -- Mac or Win machines. Now that Apple has switched to the Intel processor chip, the option is open to uninstall the Mac OS on the new Intel Apples and install Windows instead. But what if you want both? Apple is releasing a product titled "Boot Camp" which is announced to allow users to install a complete version of Windows XP on their machines, while retaining a complete copy of the Mac OS. At startup, a user will be given a choice as to which OS they wish to use. If this works as planned, you can have your cake and eat it too. Maybe those in the same office who love Macs can live in harmony with those who love Windows.

For more information go to www.ccmag.com.

TRAINING OPPORTUNITIES

From CCN TV's Ultimate Leadership Series

Thursday, April 27 broadcast looks at: The Authentic Leader

Every leader struggles with the tension and ultimately the pain of cultivating an image of who they think they should be and who they really are. Discover the freedom of becoming an authentic leader. **Presenter will be Dr. John Townsend**, best-selling co-author of *Boundaries* and author of *Who's Pushing Your Buttons* (*For more information, go to <http://www.ccn.tv>*)

Leadership Summit

"A leader sees reality not as it is, but how it might be."

Not just geared to the church staff or its lay leadership, the Willow Creek Association's *Leadership Summit* is dedicated to strengthening and sharpening leadership gifts and abilities and offers practical strategies for personal leadership growth.

Speakers will include: Bill Hybels, James Meeks, Andy Stanley, Peg Neuhauser, Ashish Nanda, Jim Collins, Pat Lencioni and Wayne Cordeiro.

The Leadership Summit, August 10-12, 2006, at the Willow Creek campus in South Barrington, IL or LIVE at more than 130 locations around North America via satellite.

(For more information, go to <http://www.willowcreek.com>)

WORTH READING, SKIMMING, KNOWING ABOUT

Much like the reader service described under "Culture Watch" in this issue, Mem-Cards provide bite-sized information from books

covering personal and professional development. Founder and CEO Michael Altshuler told CMA, "There is no shortage of great books out there, but there is a great shortage of time. Mem-Cards solves that problem by giving you the meat and none of the fat and gristle." The deck from 7 Habits of Highly Effective People contains a title at the top of each card followed by an excerpt from the book underneath. The flip side contains quotes from the author or another well-known personality. Tyndale's Bible verse deck covers topics like family and controlling fear.

Each deck contains 28 high quality cards in a vinyl bi-fold card holder and sells for \$7.95 US. Business and Religious categories have the most titles, with cards from books by Ken Blanchard, Dianna Booher, Tom Peters, Zig Ziglar and Steve Arterburn, Bill Bright, Gary Smalley and the verses on cards from Tyndale Publishing. You may have seen them at the CMA conference bookstore in Denver.

Altshuler says, "People love cards, love that they're portable and that companies can customize them." Decks can integrate a company's statements on vision, values or customer service goals. Training manuals can be downsized to fit the deck's profile while company logos, website or special events can be imprinted on every card, along with the material to be read.

Mem-Cards is excited about "mobile learning" (or m-learning) and card content can now be delivered electronically to PDA's and smart phones with the option of self-testing on the material read or results can be sent to an administrator where results are available in an excel spreadsheet or PDF so they can be used for statistical analysis.

Endorsed by everyone from the Value City Department Stores' Director of Customer & Store Relations to an HRD division in the United States Army, Mem-Cards hopes consumers will agree with them that "Today...Less is More!"

For more information go to www.mem-cards.com

FINALLY, TAKE THIS WITH YOU...

In all labor there is profit, but mere talk leads only to poverty.
--Proverbs 14:23

All serious daring starts from within.
---Harriet Beecher Stowe

The problem is not that there are problems. The problem is expecting otherwise and thinking that having problems is a problem.
---Theodore Rubin

Obstacles are those frightful things you see when you take your mind off your goals.
---Unknown

"The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year."
John Foster Dulles

ASSOCIATION NEWS: The Latest on CMA

Introduce Your Board Members to the CMP

Your ministry or church board members may resonate with the vision and mission of Christian Management Partners. This unique group of marketplace men and women help to underwrite memberships in CMA for ministries that find it difficult to make ends meet. For more information on the vision of Christian Management Partners, go to www.CMAonline.org/cmp, or call Suzy West at 800/727-4CMA, ext. 3023.

CMA CALENDAR & DIRECTORY OF SERVICES: Everything You Need To Know

CMA SERVICES

CMA Website: www.CMAonline.org

Audio Recordings: (800) 874-8730

Membership Info: (949) 487-0900, ext. 3024

CMA Chapter Meetings: www.CMAonline.org

CMA SPONSORED PROGRAMS

Envoy Financial (a Christian Retirement Coalition Company): provides group benefit and retirement plan design and implementation for ministries and churches. Info: www.envoyfinancial.org.

CMA MANAGEMENT MONTHLY

The Monthly will be sent 11 times in 2006 to all CMA members. Subscriptions for non-members are \$100 per year for 11 issues. Editorial material may be reprinted if credit is given. David Schmidt, editor, (David@wiseplanning.net); Suzy West, production (Suzy@CMAonline.org); and Sandy Huston, circulation (Sandy@CMAonline.org). Copyright, 2006, Christian Management Association. CMA is a charter member of the Evangelical Council for Financial Accountability and has adopted "The Peacemaker's Pledge" of Peacemaker Ministries.

CMA JOB MARKET

Management classified ads are updated every

Monday noon (PST) on CMA's website. To run an ad or to review the latest job opportunities, go to www.CMAonline.org/jobmarket.

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