

Issue No. 100

Thanks to this Month's
Sponsor:

Kintera, Inc.

Webinar Download:
***How to Attract a Younger
Audience***

Servicing over 15,000 accounts, Kintera, Inc. delivers innovative online software solutions that empower your faith-based organization to further engage your community. Efficiently track and strengthen your interactions by creating unique constituent experiences.

Learn key ways to gain respect and support from your younger audience through the use of Social CRM, targeted eCommunications and peer-to-peer networking.

Click here to download the webinar:
***How to Attract a Younger
Audience***



www.kintera.com
info@kintera.com
Phone: 1.866.546.8372

***"They're
G-R-R-REAT!"***

-- Tony the Tiger

FROM THE CEO

We've been very busy planning an exciting conference for you next March -- and I'd like to share some of the highlights with you!

At **CMA Palm Springs 2007**, we will have more than 70 workshops and Management Training Institutes in eight key leadership and business tracks. There will be an exciting exhibit hall with over 200 vendors, wonderful praise and worship sessions, and special music by Dove Award winner and Grammy nominee **Kathy Troccoli**. **Alistair Begg** will lead morning devotionals. **Gordon McDonald, Patrick Lencioni, Lee Strobel, Patsy Clairmont, and Priscilla Evans Shirer** will challenge us during our keynote sessions. **Anita Renfroe** will help us laugh and enjoy our time of fellowship together. And all of this will take place in warm, sunny Palm Springs, California!

You and your colleagues will also enjoy special room rates at one of three Palm Springs hotels, so don't delay any longer! Register now at www.CMAonline.org and begin planning for a time of spiritual renewal.

Frank Lofaro
CEO

CULTURE WATCH

Cereal a la Fast Food?

Cereality, a company that mixes brand-name-candy toppings with cereal (its "cereologists" serve up hot or cold cereal in Chinese-food-style paper cartons) has opened three cafes (Philadelphia, Tempe and Chicago), and is trying to grow as quickly as possible, hoping to realize success before the competition does.

Founders David Roth and Rick Bacher have applied for trademarks for its name and about 50 slogans it uses in signs and ads ("It's always Saturday morning," and "What's in your bowl?" among them), as well as dozens of business processes and cereal combinations. They also offer gift-boxed cereal "your way," desktop wallpapers and ideas for serving cereal at weddings.

TIME magazine reports in its July 2006 Inside Business section that Roth and Bacher are closely watching restaurants that are capitalizing on the cereal cafe idea, while competitors scoff at some of *Cereality's* trademark nervousness. In fact, one of *Cereality's* most loyal customer bases -- college students -- started an online campaign, criticizing *Cereality* for "bullying rival restaurants" with warning letters. Roth insists he and his business partner are just trying to protect themselves "from big companies that could steal our intellectual property." Roth also admits he's trying to act before the likes of Starbucks entertains the thought of selling cereal to *its* customers.

Business analysts are watching the cereal cafe idea. Are there enough cereal eaters to support a cereal cafe chain? Cafes say research shows that millions eat cereal many times a week, but after the novelty wears off, can eaters be convinced that cereal should be eaten any time of day and they should leave home to do it? (from *Cereality* website: "Get out of the house. Your cereal already has.")

Meanwhile, consumers, outside of this start-up business fray, pay to enjoy brand name cereal, candy and milk in choices from soy to whole and lactose-free. And we have to ask? Will America ever run out of ideas to "niche" the "normal."

For more information: *TIME* magazine, July 2006, "Inside Business," or www.cereality.com.

Online Giving Now Clearly Part of New World Order in Fund Raising

Online giving was more than \$911 million in 2005, according to *The Chronicle of Philanthropy's* latest survey of 167 charities.

Disasters accounted for some of the significant increase over funds given in 2004 (around \$366 million), but that doesn't account for the jump entirely. Even organizations without relief efforts to give to, saw average increases of 50 percent, according to *The Chronicle*.

But, as *The Chronicle* points out, not every organization's constituency will respond to online appeals or wants them. You have to know your audience. The old adage, "how they're acquired (donors) is how they're maintained," is generally true here. But some portion of your next thousand donors are likely to be younger, Internet savvy, and comfortable with online transactions. So how will you connect with them?

Hilery Livengood, who heads up giving strategies on the Web for the University of Iowa, challenges charities to "not neglect the basics" when using the Internet. Links prominently displayed on the home page and reminding donors in print and telephone solicitations that online giving is available are key.

"Surely you desire truth..."

-- Psalm 51:6

For more on Internet giving, go to:

<http://philanthropy.com/free/articles/v18/i17/17001901.htm>

MANAGEMENT INSIGHTS

Building a Truth-Telling Culture

Isn't it so much *nicer* to have everyone love your ideas about organizational direction, strategies, product tweaking and your latest HR directive? It feels good to be agreed with. Well, an article in the *Wall Street Journal* asserts: "Top company officials are often surrounded by 'yes' people who filter out bad news." The end result is a culture of "yes people" who don't contribute truthfully to the health and progress of the company.

A culture of truth telling can aid managers in having a sense of what is and isn't working in their department or organization. Partnering with and trusting people whom you've assured, "I'm glad you're a part of our team," needs to be borne out daily in the workplace. If a company's culture is one of employees serving as "worker bees" who aren't valued for honest feedback, ***you may secretly feel in control of your company's destiny, but truthfully you're the weaker for it, and your employees know that.***

Application: One manager found employee feedback cut worker turnover percentages and grew revenues, underscoring what most managers want to avoid: training another new employee and explaining to the board why goals haven't been met. It puts a different perspective on inviting and acting on honest employee feedback!

For more information: The Wall Street Journal, Marketplace section, page B1, Monday, June 12, 2006, "Executives Who Build Truth-Telling Cultures Learn Fast What Works."

"When you have told anyone you have left him a legacy, the only decent thing to do is to die at once."

--Samuel Butler (1835-1902)

See also: Leading With a Limp, by Dr. Dan Allender (WaterBrook, 2006).

Legacy Employees Help, But Can Hurt You Too

A "legacy person" is someone who has been in the same job three to four years or more. While they bring stability, they also tend to struggle more to be innovative, because they're protecting systems and products they've helped create. Robert Herbold, author of *The Fiefdom Syndrome* (Currency, 2004), encourages managers to fight legacy thinking, break down fiefdoms, and support creative thinking by looking at creativity and discipline along a spectrum. Activities like product development and marketing need a lot of creativity, and activities such as procurement, human resources and IT require more

"Ask Christian men what it means to be masculine, which I've done as a talk show host, and they're quicker to tell you what it isn't (timid, weak, effeminate) than what it is."

-- Paul Coughlin, *No More Christian Nice Guy*

discipline.

Application: Know who they are and where and how to use your legacy employees. Pull them into creative teams to keep them fresh, but use them to lead the charge on new things.

Quoted from: <http://www.garydfoster.com/Nnewsletter.html>

WORTH READING, SKIMMING, KNOWING ABOUT

For Men and the Women and Children in their Lives

No More Christian Nice Guy -- when being nice -- instead of good -- hurts men, women, and children (Bethany House, 2005)

"Recovering nice guy" Paul Coughlin points the way for all men who yearn to live a life of boldness and conviction--like Jesus. Using humorous examples from his own life, powerful and poignant stories, and vivid examples from contemporary culture, Coughlin shows how he learned to say no to the "nice guy" syndrome.

After all, Christian nice guys aren't always so nice. In the name of appearing Christian by being agreeable, they can lie, keep secrets, manipulate, duck responsibility, and much more. Using the biblical model of Christ as his example of a real man, Coughlin shows men how to become both gentle and bold.

In a straightforward and balanced approach, Coughlin addresses the grievous error of the church's failure to encourage and embrace men who embody the full masculinity of Christ--bold, gentle, loving, shrewd, aggressive, humorous.

HE CHALLENGES CHRISTIAN NICE GUYS TO BOLDLY:

Conquer fear and false humility and regain outrage against injustice

Overcome the lifeless passivity that imprisons many men

Not be an "over-domesticated" husband, but become an assertive husband who earns his wife's respect and lives in healthy masculinity

Coughlin also exposes the false stereotypes men often tolerate. And he points out: "Men in general carry decades of shame for being men--it's part of our cultural legacy that defines us. We behave as if it's in our DNA. We've been told we're the source of the world's problems because our very nature is wrong."

No More Christian Nice Guy is a powerful challenge and a hopeful message that elevates the true biblical model of

manhood above prevailing views in the church and contemporary culture. This important book helps men discover who they are in Christ and how to live for Him.

For more information: [Couglin](#)

TRAINING OPPORTUNITIES

Colorado Springs Chapter Hosts Rocky Mountain Regional Christian Management Institute

CMA's Colorado Springs Chapter will be holding their RCMI on September 12, 2006 at Focus on the Family in Colorado Springs, Colo. Keynote speakers will be Jerry Jenkins, co-author of the "Left Behind" series, and Jim Singleton, Senior Pastor of First Presbyterian Church, Colorado Springs. Workshops focus on Support/Operations, Church Ministry, Marketing/Development, Financial/Legal, H.R. and Leadership Mgmt.

Come enjoy a full-day of education-rich training to help you in your workplace, while networking with colleagues from the Rocky Mountain region.

Cost: Early Bird Registration - \$99 until August 15
\$125 from August 16 - September 5. Registration includes conference, workbook, continental breakfast, lunch and refreshment breaks. Registration deadline is Tuesday, September 5.

Register online at www.cmacos.org

Christian Camp and Conference Association National Convention & Exhibition

Gather with hundreds of other camp and conference center leaders from across the nation for encouragement, personal enrichment, and professional education. You won't want to miss the top-notch general sessions and expert-led seminars and workshops, plus worship, exhibits, networking, and warm fellowship.

Monday, November 27 - Thursday, November 30, 2006, 8:00 a.m. - 5:00 p.m., at the Philadelphia Marriott Downtown, Philadelphia, Pa.

For further details or to register, go to: <http://www.ccca-us.org>.

Peacemaker Ministries Seminars

Peacemaker Ministries holds seminars and events monthly to "equip and assist Christians and their churches to respond to conflict biblically." A few of their upcoming events are:

[Peacemaker Seminars \(Level 1\)](#)
September 30, Tallahassee, Fla.
[Peacemaker Church Seminars \(Level 2\)](#)
August 22, Montgomery, Ala.
[Conflict Coaching Training Events \(Level 3\)](#)
August 11-12, St. Louis, Mo.
[Mediation Training Events \(Level 4\)](#)
September 20-21, Minneapolis, Minn.
[Advanced Training Events \(Level 5\)](#)
September 19-21, Minneapolis, Minn.

*"The flag: our whole inspiration
of our life as a nation flows out
from the waving folds of this
banner."*

-- Anonymous

For more information, go to: www.peacemaker.net

LifeWay Conference Center Events

LifeWay Conference Centers in Ridgecrest, NC and Glorieta, NM offer an array of training conferences for today's growing churches and personal enrichment events for singles, couples and families.

Here are just a few:

[National Collegiate Week](#)

August 4-10, Glorieta, N.M. and August 4-9, Ridgecrest, N.C.

[Marriage Impact](#)

August 11-13, Ridgecrest, N.C.

[Singles Labor Day Conference](#)

September 1-4, Ridgecrest, N.C. and Glorieta, N.M.

[Experience the Joy of Missions](#)

September 27 - October 1, Ridgecrest, N.C.

For more information, go to www.lifeway.com

FINALLY, TAKE THIS WITH YOU...

Celebrating Our Birthday, July 4, 1776

Freedom is never given, it is won.

-- Source Unknown

Liberty means responsibility. That is why most men dread it.

-- George Bernard Shaw

*"If people concentrated
on the really important
things in life, there'd be
a shortage of fishing
poles."*

-- Doug Larson

The Pledge of Allegiance

I pledge allegiance to the flag
of the United States of America,
and to the Republic
for which it stands.

One nation under God,
indivisible,
with liberty and justice for all.

God Bless America

God bless America, land that I love,
Stand beside her, and guide her,
Through the night, with the light from above,
From the mountains, to the prairies
To the oceans, white with foam
God bless America, my home sweet home,
God bless America! My Home Sweet Home!
-- Irving Berlin, *God Bless America*

Go Fish!

From an ad for www.takemefishing.com:

Take me fishing.
Like I used to take you.

Take me fishing.
And we'll give the fish a good laugh.

Take me fishing.
Because it's easier to talk on the boat.

Take me fishing.
Because I miss my boy.

ASSOCIATION NEWS: The Latest on CMA

CMA Palm Springs 2007 CMA's 20th Annual Conference - March 12-15, 2007

Be Inspired by the beauty and desert calm of Palm Springs, California, for a time of spiritual renewal and personal reflection

Be Uplifted by Dove Award-winning artist Kathy Troccoli, multi-talented comedic sensation Anita Renfro, and praise and worship by the anointed team of Dick and Mel Tunney

Be Connected during networking time with ministry colleagues

Be Challenged by Gordon McDonald, Patrick Lencioni, Lee Strobel, Patsy Clairmont, Priscilla Evans Shirer, Alistair Begg and many other powerful speakers as they focus on how we can develop greater authenticity and live out our Christian values.

Register online at www.CMAonline.org.

Have You Visited CMA's Website Lately?

If you have, you undoubtedly have noticed some changes and additions:

CMA Member Spotlight -- Get to know more about your Kingdom co-workers

[Daily Reflection](#) -- Inspirational and thought-provoking
[Resource Focus](#) -- Resources at your fingertips as you go
about your management day
If you haven't, check us out at www.CMAonline.org. You
will be blessed!

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

2006

July 9-13 - CBA International (Denver, Colo.)
July 25-29 - National Association of Church Business
Administration (NACBA) (Chicago, Ill.)
August 10-12 - Willow Creek Association (WCA) (South
Barrington, Ill.)
Sept. 17-20 -Evangelical Development Ministry (EDM)
(Rosemont, Ill.)
Sept. 27-Oct 1 - Mission America Coalition (St. Louis, Mo.)
Nov. 8-11 - Outreach (San Diego, Calif.)
Nov. 27-30 - Christian Camp and Conference Association
(Philadelphia, Pa.)

2007

March 12-15 - CMA Palm Springs 2007 (Palm Springs,
Calif.)

CMA DIRECTORY OF 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 Management Monthly eNewsletter 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.

**CHRISTIAN MANAGEMENT
ASSOCIATION**

P.O. Box 4090

San Clemente, CA 92674

Phone 949-487-0900, Fax 949-487-0927

Email: CMA@CMAonline.org, www.CMAonline.org