



Professional Development
March 6-7, 2018



SCSBC

Business AND Development CONFERENCE

for Christian Schools



WHO SHOULD ATTEND

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

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

This schedule provides an overview of the conference. Full workshop descriptions, presenter bios and resources can be found on the conference website at www.busdev2018.scsbc.net. For your convenience, the workshops are listed in tracks, but feel free to attend any workshop that interests you.

Tuesday, March 6		
8:15 am	Registration and coffee in the Chalet	
9:00-9:30	Welcome and Introduction: Ed Noot Worship: Roger Grose	
9:30-10:45 Plenary	<ul style="list-style-type: none"> • Money and Power <i>by Rod Wilson</i> <p>Because money is so central to the work of the business and development offices in our Christian schools, we need to grapple with our own relationship to money and the latent power found in it. Is money just a form of exchange or can it be worshipped? Can those of us who work with it actually make it into an idol? How do we approach this complex and confusing subject?</p>	Chalet
10:45-11:00 am	Break - snacks are available in the Forest Lodge and the Chalet	
	Business and Finance Workshops	Development and Marketing Workshops
11:00-12:15 Workshop	<ul style="list-style-type: none"> • Accounting Update for Schools Forest <i>by Warren Haag</i> <p>Find out about managing the new changes to the 2017/18 SOPSOC and ES forms. Also, learn how changes to the standards for review engagements may affect your year end.</p>	<ul style="list-style-type: none"> • Brand Matters Chalet <i>by Gayle Goossen</i> <p>Brand building is critical in today's noisy world. Apple, Google, LG, Samsung, Sony all sell mobile phones -- same product wrapped in unique personality. Discover why brand is essential for non-profits.</p>
12:30 pm	Lunch - in the dining room in the Chalet	
1:30-2:45 Workshop	<ul style="list-style-type: none"> • Getting the Most from Your School's Insurance Policy Forest <i>by Sean Graham</i> <p>Learn what to look for when reviewing your school's insurance policy to ensure you're getting the comprehensive coverage you need without breaking the bank.</p>	<ul style="list-style-type: none"> • Keeping Faith in Fundraising Chalet <i>by Rod Wilson</i> <p>While the philanthropic industry has mushroomed and offered us various strategies and techniques to raise funds, one wonders whether Christian fundraising needs a fresh infusion of faith in the God who provides.</p>
2:45-3:00 pm	Break - snacks are available in the Forest Lodge and the Chalet	
3:00-4:15 Workshop	<ul style="list-style-type: none"> • Benchmarking Reports for Schools Forest <i>by Tracey Yan</i> <p>SCSBC has been providing benchmarking reports for many years. Learn how this tool can be used as part of your school's financial management and budgeting processes.</p> <ul style="list-style-type: none"> • CSI Pension Fireside <i>by Howard Van Mersbergen</i> <p>This workshop will give an update on the status of CSI's Target Benefit Plan and review of the how the Plan provides cost efficiencies and minimizes retirement risks for schools and employees.</p>	<ul style="list-style-type: none"> • Revolutionizing the Donor Journey Chalet <i>by Philip Manzano</i> <p>This interactive workshop focuses on improving the donor journey from the first moment a donor discovers your organization, all the way to their next gift. We will look at traditional ways of fundraising, and introduce new processes to challenge how nonprofits work, tell stories, and raise money.</p>
4:15-5:30	Free time	
5:30-6:30 pm	Dinner - in the dining room in the Chalet	
6:45-7:30 Roundtables	<ul style="list-style-type: none"> • Finance Roundtable Chalet <i>Facilitated by Tracey Yan</i> <p><i>Includes: CSI Insurance Q&A with Todd Schuilthuis</i></p>	<ul style="list-style-type: none"> • Development Roundtable Chalet <i>- with Cathy Kits, Gayle Goossen and Christopher Primeau</i>

Evening snacks are in the chalet foyer.

Wednesday, March 7

8:15-8:30	Worship: Roger Grose Chalet	
8:30-9:30 am	Breakfast - in the dining room in the Chalet. Please check out of your rooms by 11:00 am.	
9:30-10:45	<p>Workshop</p> <ul style="list-style-type: none"> • CRA Compliance for Independent Schools Forest by Aaron Oh Learn about some of the key issues of non-compliance found by CRA, how your school can avoid these pitfalls, and what to do if CRA comes to call. An update on the transition to the new Societies Act will also be provided. <p style="text-align: center;"><i>Vacate Forest Lodge at noon</i></p>	<ul style="list-style-type: none"> • Fundraising Strategy Chalet by Christopher Primeau For many nonprofit leaders, the idea of fundraising and creating sustainability is a daunting task. Questions emerge such as: How can I attract new donors to give to my organization? How can I entice my existing donors to continue to contribute to my organization? How do I make the BIG ask? The focus of this session is to help participants create a framework which will organize and articulate the fundraising strategy which will be effective for charities in the 21st century.
10:45-11:00 am	Break - snacks are available in the Forest Lodge and the Chalet	
	Business and Finance	Development and Marketing
11:00-12:00	<p>Workshop</p> <ul style="list-style-type: none"> • Using your Annual Financial Reports to Educate Your School Community Forest by Mike Hansum This workshop will demonstrate how KCS has used its presentations at AGMs/SAGMs to enhance society members' understanding of school finances and the annual budget process, to ensure transparency and encourage dialogue, and to develop member confidence in voting on financial matters. • Charitable Tax Framework for New Business Managers Chapel by Tracey Yan SCSBC's Framework for the Issuance of Charitable Tax Receipts gives parents access to a legitimate charitable receipting option resulting in considerable benefit to those who pay tuition fees to Christian schools. This workshop assists new business managers, or those needing a refresher, to understand IC75-23 and how to use the SCSBC Charitable Tax Framework. 	<ul style="list-style-type: none"> • Connecting with Your Donors Fireside by Dave Broughton and Marinus Koole Hear and see some real life examples of how Christian Stewardship Services has interacted with supporters of Christian education and other charities. Understand how you can more effectively use of these tools in your own community. • Positioned for Success Chalet by Gayle Goossen Your mission and vision, set by the board, does not change – it provides the foundation for all of you messaging. This workshop class starts with your mission... and works towards key messages positioned for each unique audience. It is the starting point for a strong and consistent brand.
12:15-1:15 pm	Lunch - in the dining room in the Chalet	
1:15 - 2:30	<p>Workshop</p> <ul style="list-style-type: none"> • So You Want a New School Fireside by John Vegt (JKCS) and Jim Rowson (WRCA) Jim will take you through the process of building a new school. This will include discussion of affordability, building the team, budgeting, and site specific details. John will walk through a detailed case study of John Knox Christian School journey to get a feel for what the process of realizing your building project involves from start to finish. There will be time for Q&A so bring your questions. 	<ul style="list-style-type: none"> • The Myth of the Whale Hunter Chalet by Christopher Primeau Major gifts can be a great benefit or an obstacle that keeps our organization from moving forward. Hiring a "whale hunter" can end up being a time waster and damage our relationships. In this talk we discuss how can we sustain critical relationships and also build a sustainable model where charities and our donors can thrive. We will discuss the major gift does and don'ts, and address the ultimate question: how can our NPO be built to last, and how does a sustainable development program assure the long term health of the organization and the donor?
2:30-3:00	<ul style="list-style-type: none"> • Business and Finance Debrief Chalet led by Tracey Yan 	<ul style="list-style-type: none"> • Development Debrief Chalet led by Cathy Kits
3:00-3:15	<ul style="list-style-type: none"> • Farewell 	

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REGISTRATION INFORMATION

CONFERENCE FEES: \$350/person - **Member School**
\$550/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 Monday, March 5: 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

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

www.busdev2018.scsbc.net



www.scsbc.ca • 604-888-6366 • contact@scsbc.ca