



August 2, 2005

What's New at CMA?

1. Participate in the 2005 Total Compensation Survey Report for Christian Ministries at www.bwicompensation.com. Participation deadline (save \$100) extended to August 15.
2. Register today for CMA Colorado 2006! Info at: www.CMAonline.org.
3. Visit the new CMA Management Resource Center for FAQs, books, articles, and section resource commission members at www.CMAonline.org/mrc.
4. New jobs posted every Monday noon (PDT), at the CMA Job Market. Go to: www.CMAonline.org/jobmarket.

www.CMAonline.org

Thanks to This Month's Sponsor:

America's Christian Credit Union is a full-service financial institution serving the people and ministries who embrace the Wesleyan tradition. Based in Glendora, CA, America's Christian CU has been serving its members since 1958. In that span of time, the Credit Union has grown to an asset size of over \$175 million with a member base of over 12,000. We pride ourselves on our premier service so you can be assured that at America's Christian CU.....Your Mission Is Our Business.

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FIRST THOUGHTS

Tips for Copywriting & Memos
How Would St. Francis Write an Email?

St. Francis of Assisi is well known and loved for many things. One of them was his prayer, composed in 1224, called "The Canticle of the Sun."

What made this prayer so special? Previously, every prayer in Italy (and most of Christendom for that matter) had been written in Latin, which less than 10 percent of the population could read. St. Francis, however, wanted to reach all the people, especially those without formal education, and so he wrote in the vernacular. He used simple words and expressions.

This humble and eloquent prayer became the very first work of literature in the Italian language and is still remembered 781 years later. In fact, this is the model that Jesus Himself embraced. Jesus taught in Aramaic—eschewing the formal Hebrew of the Temple and the pretension of the Sadducees and Pharisees—and used simple and powerful stories.

So the next time you write a letter, a memo, or an e-mail—leave out the complicated words, terms, and jargon. Instead, remember the lesson of St. Francis, and especially Jesus, and write with simple, heartfelt words and stories that everyone can understand. There is power in simplicity.

From: *KMA Direct*, a monthly email newsletter from Tom McCabe, CEO of KMA Direct Communications, Inc., Plano, Texas (a CMA Founders Council member). For a copy, go to: <http://www.kma.com/news/direct0705.htm>, or visit www.kma.com.

MANAGEMENT TRENDS & RESOURCES
TRENDS, NEWS AND ISSUES IN MANAGEMENT

[] **Flip Flopping on Dress Codes.** "We have a new pastor from the Washington, D.C. area, and he's having to

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www.americaschristiancu.com

readjust to California culture because where he comes from, it's a little more formal. Just (last week) we implemented for our staff a new dress code that requires they do not wear beach flip-flops to work. There's a fine line, and we want to honor the culture of California and the casual style, but we also, as a staff, want to lead the way and present an image of reverence for coming to church."

Yikes! According to the *Orange County Register*, that's a comment from a spokeswoman at Coast Hills Community Church, Aliso Viejo, Calif. Cheryl Klem added, "At the same time, we welcome anybody to church; we don't care what they are wearing on their feet." The full-page article, on the front page of the July 26 "Life etc." section, focused on the "flip-flop flap" created by the Northwestern University women's national championship lacrosse team. Half of the team wore flip-flops to a photo op with the president at the White House, so the paper surveyed likely fashion setters: the surf-and-sunwear industry, classical music events, the theater, and—how 'bout this—churches in Orange County, Calif.

"When pastors set the fashion tone wearing Hawaiian shirts and deck shoes, can a comfortable congregation be far behind?" asked the *Register*. The story included a color photo of Rick Warren, pastor of Saddleback Church and the author of *The Purpose-Driven Life*. Warren wears Hawaiian shirts in the pulpit.

[] Billy Graham's Leadership Secrets. "No one likes to fail, and leaders' failures produce magnified consequences. However, the goal is not a fail-safe record but a pattern of increasing effectiveness," write Harold Myra and Marshall Shelley on turning unthinkable failure into gold. That's one of the 21 leadership principles in the hot-off-the-press book, *The Leadership Secrets of Billy Graham*. Excerpts are at www.LeadershipSecretsofBillyGraham.com.

Editor's Note: Co-author Myra is the executive chairman and CEO of Christianity Today International, www.christianitytoday.com, and was the co-recipient, along with Paul Robbins of the 1999 Christian Management Award, presented by CMA.

[] Don't Talk Features--Tell a Story.

"Successful marketers don't talk about features or even benefits. Instead, they tell a story. A story we want to believe." That's the premise of Seth Godin's new book, *All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World*. Russ Robinson, chairman of the Christian Management Partners board of advisors (and partner/attorney with Robinson, Pluymert, Piercey, MacDonald & Amato, Ltd., Hoffman, Estates, Ill., www.rppmalaw.com, a CMA Business Member) recommends Godin's insights on marketing, especially his earlier book, *Purple Cow: Transform Your Business by Being Remarkable*.

[] Board Nonsense! Olan Hendrix, management consultant and the 2000 recipient of the Christian Management Award, writes, "The formula of, 'work, wealth and/or wisdom' and 'time, treasure and/or talent' have been standards in board seminars and conversations forever. Most boards are, at one time or another, desperate to find a formula for nominating committees to use in the search for qualified board members. Even though no one really knows what these words translate into practically, they continue to be popular. How much work or time? What kind of wisdom or talent? How much wealth or treasure? How must the wealth and treasure be applied?"

Hendrix continues, "My conclusion is that the 'work, wisdom and/or wealth' cliché is alliterative nonsense." For the complete article, "The Board Member Qualification Guide," go to www.olanhendrix.com.

Good News! Olan Hendrix will lead the "Management Bootcamp" day-long Intensive Training Institute at CMA Colorado 2006 on March 13, 2006, in Denver.

[] Abusive Leadership. Nine ways to avoid being an abusive leader are featured in the "Leadership Letter," a resource recently posted on CMA's Management Resource Center. The monthly letter is recommended by Dick Towner, executive director of the Good \$ense Stewardship Movement (part of Willow Creek Association) and his CMA Church Leadership Section Resource Commission members. They've listed dozens of articles, FAQs, books and website recommendations at www.CMAonline.org/mrc.

"Self-evaluation" is one of the nine issues. "The leader should accurately and honestly assess his own contributions to both successful and unsuccessful outcomes—rather than merely blaming others. Even good leaders may tend to avoid looking at their own contribution to poor performance. Moreover, the godly leader should address follower discomfort and poor performance that are often signals for his own need of self-reevaluation—particularly in the area of communication," writes Malcolm Webber, who referenced 2 Corinthians 5:9-11 in the article.

The CMA Management Resource Center includes new books and old classics that managers-in-the-know have read and are recommending. CMA's ten section leaders, and their section resource commission members, have delivered this new resource to CMA members, at no extra charge. Reminder: you don't need to read every hot new book or newsletter that comes out—just the right ones. Six of the ten sections are now live at www.CMAonline.org/mrc.

[] Don't Focus on Increasing Employee Satisfaction.

According to Stephen P. Robbins, "The truth is that while there may be a positive correlation between satisfaction and productivity, it tends to be quite small; in fact, it's more likely that productivity causes satisfaction than the other way around. Moreover, the evidence suggests that productive workers are more likely to be happy workers rather than the reverse.

"What are the implications of these findings for managing people? Stop focusing singularly on how you can increase satisfaction. Put your efforts into helping employees become more productive. For instance, consider increasing training expenditures, improving job design, providing better tools, and removing any barriers that might impede an employee being able to do a first-rate job. These actions are then likely to lead to higher employee satisfaction."

Editor's Note: And add a training carrot. "Joe, if you hit this target in the next 90 days, you'll accompany our other team members going to CMA Colorado 2006, March 13-16, in Denver."

**"Happy workers aren't necessarily
productive workers!"**

—Stephen P. Robbins

From: *The Truth About Managing People...and Nothing but the Truth*, by Stephen P. Robbins.

[] **\$100 Buys Training & Tacos!** There's a wealth of workshop wisdom from the CMA Long Beach 2005 conference, held April 25-28, in Long Beach, Calif. Summer team building idea: Host several "Training With Tacos" luncheons and enjoy Mexican food and fellowship every Friday in August as you listen to a key management topic from the conference. Order audio recordings (tape, CD or MP3) from CMA Long Beach 2005 keynote sessions (Blanchard, Barna, Tada and Lynch) and conference workshops at www.bestchristianconferences.com/cma.

[] **Board Governance Seminar.** Olan Hendrix and Richard Biery are hosting a two-day "Board Governance for Christian Organizations" seminar in Kansas City, Oct. 24-25. For info: <http://myersimagegraphics.com/BroadBaker/Seminar.htm>

[] **Plan Ahead: Drucker's 96th Birthday.** Bob Shank, a member of the Christian Management Partners, and emcee of "The Battle of the B's" keynote session at CMA Long Beach 2005, writes one of the most unique, every-sentence-has-a-bite newsletter in the ministry/marketplace world. One of his kingdom niches is The Master's Program, a three-year group coaching experience that meets for a day each quarter.

This summer, his weekly newsletter/pulpit will address Peter Drucker's five big questions every organization must answer (What is our mission? Who is our customer? etc.). To get in on it, sign up for Shank's "Point of View" newsletter at www.mastersprogram.org. Shank notes in the July 25 issue that Peter Drucker will turn 96 on Nov. 19, 2005. If you want an appointment with the Father of Modern Management, writes Shank, "you'd better get crackin' on it!"

[] **World Vision's New Faith in Action Study Bible.** World Vision's president, Rich Stearns, has announced a spectacular new resource, the *Faith in Action Study Bible*. Partnering with Zondervan, the Bible is "dedicated to helping us in this journey of discipleship. It amplifies with commentary the great passages of discipleship and lays out study tracks on issues like poverty, justice, stewardship and evangelism." Instead of maps of Paul's missionary journeys, you'll get "The World in the 21st Century" graphics on HIV/AIDS, poverty, population and other key issues. It also includes real life stories of men, women and children who have put their faith into action in dynamic ways. World Vision is a CMA Founders Council member. Info: [Faith in Action Bible](#).

[] **See You at the Pole: Sept. 21.** The theme for this year's SYATP, sponsored by the National Network of Youth Ministries, San Diego, Calif., is "PRAY: call 2 me," based on Jeremiah 33:3. This student-initiated outreach held around school flagpoles involves several million youth each year. NNYM recently mailed information on the event to 145,000 churches in the U.S. Beginning in 2006, See You at the Pole will be moved to the fourth Wednesday in September. Drop these dates into your Palm today:

Sept. 27, 2006, Sept. 26, 2007, Sept. 24, 2008, and Sept. 30, 2009. Info: www.syatp.com or www.nnym.org.



[] **Paul Nelson Retiring from ECFA.** Paul D. Nelson, president of the Evangelical Council for Financial Accountability (ECFA), Winchester, Va., will retire in March 2006, according to ECFA. Founded in 1979, ECFA membership has grown to nearly 1,200 members. For nine years before coming to ECFA, Nelson was the executive vice president and COO at Focus on the Family and was in the chemical and oil industries prior to that. He's served 12 years at ECFA and has been a frequent faculty member at CMA conferences. Info: www.ecfa.org.

[] **CBA's "Show" Draws 9,986.** The newly branded "2005 International Christian Retail Show," (ICRS) sponsored by CBA (formerly called Christian Booksellers Association, www.CBAonline.org)—are you keeping up?—met in Denver, July 10-14, and hosted 9,986 people. The "professional attendance" (not counting exhibitors and youth) was 3,021, according to *The Foster Letter: Religious Market Update* (www.GaryDFoster.com). CBA hosted more than 800 international participants from 58 other countries. The ICRS met at the spectacular Colorado Convention Center, in Denver, which is hosting CMA Colorado 2006, March 13-16.

[] **Crusade: 5,000 Staff Meet.** Steve Douglass, president of Campus Crusade for Christ (a CMA Founders Council member) hosted the biannual U.S. staff conference last week at Colorado State University in Fort Collins, Colo. About 5,000 staff were expected. Info: www.ccci.org.

[] **King's College: Misfit Tenant!** "An evangelical college: what a curious addition to the tower's giant roster of misfit tenants," declared *The New Yorker*, in their Aug. 1 issue. This unusual story in this unique magazine—best known for its cartoons—comments on the location (among other things) of The King's College (www.tkc.edu) in New York's Empire State Building. The school is now owned by Campus Crusade for Christ (see above) and recently was extended accreditation by the state for another five years, after a brief political skirmish. Info: www.newyorker.com.

[] **New Honors--Old Authors.** Swindoll, Lucado, MacArthur and Strobel are just some of the familiar names that—big surprise—were honored once again last month with Gold Medallion Book Awards by the Evangelical Christian Publishers Association (ECPA). *When God Doesn't Answer Your Prayer*, by Jerry Sittser (not a household name), received the honor for the "Christian Living" category. Details at: <http://www.ecpa.org/ECPA/GMWinners2005.html>.

[] **SDA Names Woman V.P.** At the Seventh-day Adventist Church 58th general conference session this month in St. Louis, members selected Ella Louise Smith Simmons, 57, as one of nine vice presidents. She is the first woman in that position. About 70,000 people attended the conference. Info: www.adventist.org.



[] **Deadline Extended to August 15 for the 2005 Total Compensation Survey**

Report. CMA's compensation survey for 2005 has a new name, a new partner and new content. *The 2005 Total Compensation Survey Report for Christian Ministries* is a joint project of CMA and the Best Christian Workplaces Institute. To get the best price on the report, you must complete the survey by August 15 (extended from June 30). The data collection process is all-new (no more paper forms) and all the details are at www.bwicompensation.com. Each CMA Gold Member or Founders Council member will receive one complimentary report if the organization completes the survey by August 15. The report will be published in October.

[] **CMA CEO Search Update.** When John Pearson announced in January that he will step down on Dec. 31, after 11 years as CMA's president/CEO, to launch a management consulting business, CMA's board of directors began a nationwide search for the association's next leader. The search committee plans to interview more candidates in late summer and the board hopes to announce CMA's new leader in the fall, according to Mark Holbrook, chairman of the CMA board of directors (and president/CEO of Evangelical Christian Credit Union, Brea, Calif., www.eccu.org, a CMA Founders Council member). Information on the position is available at www.dingman.com.

[] **Section Resource Commission Openings.**

CMA's ten section resource commissions, led by section leaders, are finalizing the workshop tracks this month for CMA Colorado 2006. In addition, they are recommending articles and writers for the *Christian Management Report* magazine and are consulting on the materials to be regularly posted on the CMA new Management Resource Center at www.CMAonline.org/mrc. Some sections have positions open for volunteers. For information, contact the section leaders directly. They're listed in each issue of the magazine in the "Directory of CMA National Leadership" and also at www.CMAonline.org/mrc.

[] **Bless Your Vendors!** If your key vendors are not yet CMA Business Members, introduce them to ways they can serve more ministries and churches. Point them to the strategic mix of advertising, exhibits and sponsorships they can employ to reach more customers. Go to www.CMAonline.org, click on "Business Opportunities," and download the "CMA Business Member

Brochure (PDF)." For more information, including special membership rates for the balance of 2005, contact Joe Voorhies at 800/727-4CMA, ext. 3022, or Joe@CMAonline.org.

[] CMA Colorado 2006: March 13-16, 2006.

CMA's 29th annual leadership and management conference will be in Denver, Colo., March 13-16, 2006, at the Colorado Convention Center. The headquarters hotel will be the new Hyatt Regency Denver at Colorado Convention Center (opening this December), just 59 steps from the convention center. For info, go to www.CMAonline.org. You'll save \$130 per person when you register before Sept. 30. Watch for the promotional brochure and the enhanced website in October. CMA members in Colorado will be invited to participate on the "Welcome to Colorado Committee" this month. Watch for the mid-month mailing or contact your chapter officers.

[] Introductory E-Membership for New

Members. CMA members are encouraged to email their non-member colleagues about the new "E-Membership" level available to new members only for just \$129 (for one member) through December 31, 2006. (Write "eNews Offer" on the application form.) For more information, call Sandy Huston, CMA Member Services Manager, at 800/727-4CMA, ext. 3024, or email Sandy@CMAonline.org.

[] Enrollment Open for 2006 Best Christian Places to Work Honors.

CMA member organizations receive a 10 percent discount when participating in the 2006 Best Christian Places to Work program. Go to www.bwinstitute.com and enter "CMA" as the promotion code. The registration deadline is Oct. 30. Finalists for 2006 will be announced in *Christianity Today* magazine and at CMA Colorado 2006, March 13-16, in Denver, Colo.

[] Up to \$250 Credit for CMA Job Market

Ads. CMA Christian Organization/Church members and Business Members (in good standing) receive one free job listing (up to a \$250 value, based on membership level) each calendar year on the CMA Job Market. Submit your ad using the online ad placement form and mention this credit offer. Go to: www.cmaonline.org/jobmarket.

[] Intercristo: 10% Discount. CMA member organizations receive a 10 percent discount on Intercristo's hot jobs listings and resume service when accessing the service through CMA's website at www.CMAonline.org/jobmarket.



*Join us in Denver, Colorado, for CMA Colorado 2006,
March 13-16, 2006!*



2005

- [] Aug. 15 - Final deadline for 2005 Total Compensation Survey Report (*deadline extended*)
- [] Sept. 14 - CMA Colorado Springs Chapter's Regional Christian Management Institute (Colorado Springs, Colo.)
- [] Sept. 26 - CMA Workshop #2 on The Drucker Foundation Self-Assessment Tool (Sponsored and hosted by ECCU, Brea, Calif.)
- [] Sept. 30 - Early Bird Deadline for CMA Colorado 2006
- [] Oct. 30 - Entry Deadline for Best Christian Places to Work
- [] Nov. 7-8 - CMA Board of Directors (Colorado Springs, Colo.)
- [] Dec. 5 - CMA Workshop #3 on The Drucker Foundation Self-Assessment Tool (Sponsored and hosted by ECCU, Brea, Calif.)

2006

- [] March 13-14 - Christian Management Partners Summit (Denver)
- [] March 13-16 - CMA Colorado 2006 (Denver)

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 Job Market

[] Management classified ads are updated every Monday noon (PDT) 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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