



August 31, 2005

What's New at CMA?

1. For The Salvation Army's latest update and response to Hurricane Katrina, or to donate, go to www.salvationarmyusa.org.

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

INSIDE ISSUE NO. 91

- [] Drucker: Know Thy Time
- [] Media Fatigue: The Bold & The Brazen
- [] Powering Exceptional Boards
- [] Kobielush: A New Age of Re-founders
- [] Barna: Preaching Doesn't Stick
- [] Curbing the Cubicle Klutz
- [] Engstrom: New Mentoring Book
- [] Africa--The Magazine & The Village
- [] Blog: Church Marketing...ah...well...

FIRST THOUGHTS

Drucker on Know Thy Time *Effective executives start with their time.*

"Know thyself," the old prescription for wisdom, is almost impossibly difficult for mortal men. But everyone can follow the injunction "Know thy time" if one wants to, and be well on the road toward contribution and effectiveness.

Effective executives do not start with their tasks. They start with their time. And they do not start out with planning. They start by finding out where their time actually goes. Then they attempt to manage their time and to cut back unproductive demands on their time. Finally they consolidate their "discretionary" time into the largest possible continuing units.

Action Point for the Day: Find out where your time goes by recording, managing, and consolidating your time.

--Peter F. Drucker on time management, from *The Daily Drucker: 366 Days of Insights and Motivation for Getting the Right Things Done*, by Peter F. Drucker With Joseph A. Maciariello (published by Harper Business). For more insights, go to www.Peter-Drucker.com.

MANAGEMENT TRENDS & RESOURCES TRENDS, NEWS AND ISSUES IN MANAGEMENT

[] **Out-of-the-Box Print Media.** Here's the trend: magazines and advertisers are wowing readers and finding new markets.

- Target, the retail chain, bought every ad in the Aug. 22 issue of the *New Yorker* magazine. Plus, the "ads" were all

art pieces with subtle “Target” logos. No copy. A one-third column ad listed the artists and the store’s name was mentioned only once—in the credits.

- *National Geographic’s* September issue has a stark white cover, with brown type—no photo—for their Africa-only issue. The cover shouts out, “Africa. Whatever you thought, think again.” It’s the first time since 1959 that there has been no photo on the cover—and “only a handful of issues have been on a single subject in the magazine’s 117-year history,” reports the *Los Angeles Times*.
- Wal-Mart (OK...we have to say it, the “retail giant”) bought eight pages in the September issue of *Vogue* magazine. (So did Target.)

What does all this mean for your ministry or church? Your customers—like everyone—are experiencing media fatigue. Only the new, the bold, and maybe, the brazen will survive. Talk about it at your next marketing meeting.

Editor’s Note: Check out how Latin America Mission did some out-of-the-box communicating. See “Management Mentors” below.

[] 12 Principles That Power Exceptional Boards.

A new book from BoardSource has an interesting mix of 12 board ingredients, with some original thinking. “Good governance requires the board to balance its role as an oversight body with its role as a force supporting the organization,” according to *Board Member: The Magazine for Nonprofit Boards and Chief Executives* (June/July 2005). Here’s the list:

1. Constructive Partnership
2. Mission Driven
3. Strategic Thinking
4. Culture of Inquiry
5. Independent-Mindedness
6. Ethos of Transparency
7. Compliance With Integrity
8. Sustaining Resources
9. Results-Oriented
10. Intentional Board Practices
11. Continuous Learning
12. Revitalization

Order *The Source: Twelve Principles of Governance That Power Exceptional Boards* from www.BoardSource.org, or download a three-page overview. A half-day “Source Seminar” is planned for Nov. 7 in Washington, D.C.

[] Exceptional Boards Engage in Strategic Thinking:

Exceptional boards allocate time to what matters most and continuously

engage in strategic thinking to hone the organization's direction. They not only align agendas and goals with strategic priorities, but also use them for assessing the chief executive, driving meeting agendas, and shaping board recruitment.

From: *The Source: Twelve Principles of Governance That Power Exceptional Boards*. To order: www.BoardSource.org.

[] New Trend: Re-founders. According to Bob Kobielush, president of Christian Camp and Conference Association, Colorado Springs, Colo., the next era calls for not founders, but re-founders. This month, he challenged members of CCCA to ask the tough questions:

“Are you capable of re-founding your ministry? This will call for self-evaluation, and challenge your board of directors. We are living in an age when most ministries will be re-founded by a group. Emerging governance and the emerging capacity of certain CEOs are ushering in an age of entrepreneurial organizations. This is very different than an individual being an entrepreneur, or an organization just being managed to success.

“Small groups whose members have a common understanding, mutual respect, and an underlying passion and commitment, which can be sustained over time to realize results, will re-found our ministries. At the core of this new entrepreneurial group is the board and CEO—not as we know them, but what they will become. Will you make it?”

Reprinted by permission from CCCA's *Executive Briefing* (Aug. 1, 2005), by Bob Kobielush. Info at www.ccca-us.org.

[] Barna's Two-Hour Sermon Test. From *The Barna Update* (Aug. 9, 2005), “Asked for ideas as to how to remedy the widespread ignorance of biblical principles, (George) Barna cited research he had completed regarding the limited impact of preaching.

“We know that within two hours after leaving a church service, the typical individual cannot recall the theme of the sermon they heard. But if they have a discussion about a principle and its application to their life, or if they have a multi-sensory experience with those principles, they retain the information much longer and the probability that they will act on that information rises dramatically.”

Reprinted by permission from The Barna Research Group, Ltd., www.barna.org.

[] Curbing the Cubicle Klutz. Do you share office space with annoying co-workers? (What? Problem people working in a ministry or church?) If so, you might want to post some helpful resources on your organization's bulletin board. (Or...maybe not!) Go to www.post-gazette.com/pg/pp/05228/554435.stm and take

the quiz, "Are You an Annoying Co-Worker?" For more, read Mackenzie Carpenter's article, "From Stinky Food to Personal Calls, Annoying Behavior Upsets the Workplace," in the Aug. 16 issue of the *Pittsburgh Post-Gazette* at <http://www.post-gazette.com/pg/pp/05228/554425.stm>.

For more, go to: www.careerbuilders.com and click on "career advice." Articles include "Ten Surefire Ways to Tick Off Your Coworkers" and "Rules for Cubicle Courtesy."



[] Listen Up and Retain Great Talent! There's a wealth of workshop wisdom from the CMA Long Beach 2005 conference, held April 25-28, in Long Beach, Calif. Example: order Charlie Hedge's all-day Monday Intensive Training Institute workshop, "Onboarding & Retaining Great Talent." What if all your new hires had an onboarding process to help them assimilate and become productive in their first 30 days on the job? Order the audio recording (tape, CD or MP3) from CMA Long Beach 2005 at www.bestchristianconferences.com/cma.

[] 9 Characteristics of Mentors. Honest—Ted Engstrom (CMA senior advisor and president emeritus of World Vision, a CMA Founders Council member) has written another book, this one with Ron Jenson (www.futureachievement.com). *The Making of a Mentor: 9 Essential Characteristics of Influential Christian Leaders* has 10 chapters on topics ranging from encouragement and self-discipline to communication and confrontation.

Each chapter has a unique "Other Leaders Say..." section with feedback from four to five Christian leaders. And—you can hold yourself accountable with the end-of-chapter rating scale (1 to 10). The book is published in partnership with World Vision, www.worldvision.org, and Authentic Media, www.authenticbooks.com.

[] Skip the Newsletter--Read a Book! That's what Latin America Mission, Miami, Fla., asked their donors and friends to do this summer. The normal issue of their quarterly publication, *Latin America Evangelist*, was down-sized to just two pages. In its place, they sent each person a book about the ministry of LAM. Info: www.lam.org.

[] Blog-of-the-Month. Tony Morgan, pastor of administrative services at Granger Community Church, Granger, Ind., has written for the *Christian Management Report*, served on the CMA conference faculty, leads www.wiredchurches.com, is the author of several books, including *Simply Strategic Volunteers*, and writes an innovative blog. Enjoy his wit and management wisdom at www.tonymorgan.typepad.com.

Example: "Kevin at www.ChurchMarketingSucks.com plugged my newest book, *Simply Strategic Growth*, not once, but twice today. Of course, the post on 'attracting a crowd' has already drawn an attack. Why is it that some assume when your church

has lots of people showing up, you're probably not talking about Jesus?" (Aug. 25, 2005)

[] 72 Workshops in 6 Tracks at EDMI. The 17th Annual EDM Institute will be Sept. 25-28, in Newport Beach, Calif., with six tracks for your development team. The tracks include: Direct Marketing, Current Giving, Major Donors, Planned Giving, Development Management and Executive Leadership. It's sponsored by Evangelical Development Ministry. Info: www.edmi.org.



[] Reload! A one-day training experience to refresh and support urban youth workers and volunteers has been launched. A national network of 13 ministries is partnering to bring "Reload" to 20 urban areas between September 2005 and April 2006. For info, contact Urban Youth Workers Institute, Santa Ana, Calif., at www.uywi.org, or visit www.reloadtour.org. Larry Acosta, a CMA member, is president/founder of UYWI.

[] ABS Interim President Named. Paul G. Irwin, who retired in 2004 as president/CEO of The Humane Society of the United States, became interim president of the American Bible Society (a CMA Founders Council member) in July. Irwin, a former pastor, is a veteran member of ABS's board of trustees and has chaired numerous committees. He will fill in until a new president is named. He replaces Eugene Habecker who served from 1991 to 2005 and recently was named president of Taylor University. Info: www.americanbible.org.

[] It Takes a Village. Wess Stafford, president of Compassion International, Colorado Springs, Colo., (a CMA Founders Council member) has written *Too Small to Ignore: Why Children Are the Next Big Thing*. It's the story of Stafford's boyhood in a small African village, his calling to minister to children, and why Christians are called to speak up for children. The book will be published in October. Info: www.compassion.com or www.waterbrookpress.com.



[] Haggard, Lencioni and Yep. Hear Ted Haggard (www.nae.net), Patrick Lencioni (www.tablegroup.com), Jeanette Yep (www.ivcf.org), and other keynote speakers at CMA Colorado 2006, March 13-16. CMA's 29th annual leadership and management conference will be in Denver, Colo., 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 for CMA Colorado 2006 before Sept. 30. Watch for the promotional brochure and the enhanced website in October.

[] Attn: CMA Colorado Members. CMA members in Colorado are invited to participate on the "Welcome to Colorado Committee." Watch for the mailing in September or contact Marsha Lyons, CMA's director of conferences and meetings, at Marsha@CMAonline.org.

[] CMA's Executive Editor Resigns. DeWayne Herbrandson, who was honored last year at CMA Texas 2004 for editing more than 50 issues of the *Christian Management Report* magazine, resigned his position with CMA this month. DeWayne had served with CMA, in a variety of roles, since 1996. Frank Hardman, president of HR Agency Services, Inc., Fountain Hills, Ariz., has been named managing editor of the magazine.

[] Order 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. The report will be published in October. Download the PDF order form at www.CMAonline.org.

[] Section Resource Commission Openings. CMA's ten section resource commissions, led by section leaders, 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 and click on "Business Opportunities." For more information, contact Joe Voorhies at 800/727-4CMA, ext. 3022, or Joe@CMAonline.org.

[] 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

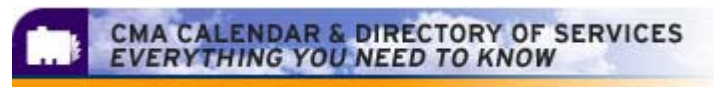
Ads. CMA Christian Organization/Church members and Business Members (in good standing) may receive free job listings (up to a \$250 value, based on membership level) each calendar year on the CMA Job Market. Submit your ad using the online ad placement form and mention this credit offer. Go to: www.cmaonline.org/jobmarket.

[] Interchristo: 10% Discount.

CMA member organizations receive a 10 percent discount on Interchristo'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

[] Sept. 14 - CMA Colorado Springs Chapter's "Rocky Mountain 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.)
[] Dec. 14 - **CMA Chapter Presidents Council** (Denver, Colo.)
2006

[] March 13-14 - **Christian Management Partners Summit**
(Denver)

[] March 13-16 - **CMA Colorado 2006** (Denver)

2007

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

CMA Directory of Services

CMA Website: www.CMAonline.org

Audio Recordings:

www.bestchristianconference.com/cma

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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