The Academy of Church Leadership at North Park University  
4th Annual Church Leader Retreat  
October 26, 27, 28, 2021

Day 1: October 26th

Inquiry, a Tool for all Disciplines

Workshop Description:
This workshop examines the concept of Dialogue as developed by David Bohm (1917-1992) whose seminal work on dialogue has influenced a generation of management theorists. This workshop will focus on inquiry as a key aspect of planning and enhancing conversations within the church. Workshop participants will experience inquiry as a method and use the method throughout the retreat.

Presenter: Tim O’Brien, PhD

Tim serves as Program Director for The Academy of Church Leadership and as practitioner faculty teaching a variety of courses in nonprofit management. Tim’s main area of teaching and writing is Nonprofit Financial Management. He co-authored “Financial Management for Nonprofit Organizations: Policies and Practices, 3rd Edition (Wiley 2018) and has served as an international workshop leader in the area of Church administration.

Reentry

Workshop Description:
We have all left places thinking that when we return, everything will be just like it always was, only to find upon our return that everything is different. What we thought things would be like upon returning to our churches after closing in March of 2020 due to the COVID-19 pandemic has certainly turned out to be different. The continued resurgence of infections, the arrival of the Delta variant (and now new variants), polarization about masking and vaccines, and lack of vaccine availability for children younger than 12 have all contributed to a fraught return. And returning has become not a one-time event but an ongoing one.

As leaders of “returning,” what conversations do we need to be having? How do we tend to the diverse needs and perspectives of our members? What practical and logistical considerations should we be thinking about? And most importantly, how do we lead, teach, preach, and pray with a community that will never return to “the way it used to be.” Bring your experiences and your questions to this interactive workshop of learning and discussion.
The Rev Courtney Reid is Director of Operations for the Episcopal Diocese of Chicago where she has served for the past ten years. For the past 18 months, Courtney has coordinated the diocesan wide response to COVID-19 and led the COVID-19 advisory team. Courtney also oversees the areas of governance, Human Resources, finance, property management, and risk management. She especially enjoys working with congregations to assist them in living fully and abundantly into their mission and ministry. Courtney is also an Assisting Priest at All Saints Episcopal in Chicago’s Ravenswood neighborhood. She and her wife, Pam, have three daughters, two in high school and one college student. She enjoys long walks with her two dogs, bike rides along the lake, and baking bread.

Day 2: October 27th

Why Are We So Good at Running Bad Meetings? Seven Tips for Creating Effective, Productive, and Awesome Virtual and Face-to-Face Meetings

Workshop Description:
Every week, as a nonprofit or church leader, you are forced to sit through bad meetings that suck the excitement and momentum out of you, your staff, and volunteers. The pandemic has forced many to switch to virtual meetings making them more informal, frequent, intrusive, and often mismanaged resulting in a new term “virtual meeting fatigue”. Moreover, bad meetings can lower productivity, increase stress, produce exhaustion, and cause burnout in staff and your volunteers.

The good news is you don’t have to be guilty of running a bad meeting. You can learn to reinvigorate your meetings and turn them into something positive and beneficial for your church or nonprofit. At this workshop, you’ll discover practical and applicable tips that you can put into place at your very next meeting, tips such as:

- How to determine whether a meeting is necessary
- The best format for different types of meetings (yes, e-meetings can still be beneficial)
- Set clear meeting goals
- Deal with conflict
- Create engaging meeting strategies

It’s time to take back meetings and learn how to facilitate effective, productive, and awesome meetings regardless if they are face-to-face or virtual! Your team will thank you.
Dr. Trevor James has an extensive background in higher and adult education, as well as marketing, management, and HR experience in both the nonprofit and public sectors. Currently, he is the Associate Dean and Director of the business majors which include, Business Administration, Digital Marketing, Organizational Management, and Nonprofit Management at North Park’s School of Professional Studies. He is also a Professor at North Park and teaches undergraduate and graduate courses in business, management, leadership, and biblical studies and specifically developed courses and majors in church and ministry management, church administration, nonprofit leadership, faith and business, digital marketing, and servant leadership.

Dr. James has served and chaired many boards and committees for various churches, ministries, nonprofit and for-profit companies. He currently chairs three committees/boards and sits on several others including his own church board which he was previously the chair.

Dr. James received master’s degrees in business administration (MBA) and theological studies (MATS), along with academic certificates in human resources and marketing from North Park University and received a doctorate (Ph.D.) in leadership for the advancement of learning and service in higher education at Cardinal Stritch University, Milwaukee, WI.

Marketing for Churches

*Workshop Description:*

The pandemic has forced many churches to conduct their services online. Many people stopped attending church during the pandemic, and we are not sure if they will come back. How do we regain those people and attract new worshipers?

As leaders of churches, what type of marketing strategies do you need to adopt to attract diverse groups? Which social media platforms to utilize? Does one marketing strategy apply to all churches? What do you need to consider when planning?

At this workshop, you will learn how to target new people, design different events that meet the needs of each church, and how to utilize social media to increase the number of your members. This session will help church leaders strategically develop marketing plans that are unique to them. Digital tools, resources, and tips will be presented to help churches effectively communicate with their members and prospective worshipers.
Presenter: Nour Al Naber

Professor Nour Al Naber is Associate Professor of Marketing. Nour has several years of experience in sales, marketing, and managerial duties; along with owning a retail establishment with her husband in Southwest Chicago. Nour has developed and taught several online and hybrid classes, with topics ranging from *Introduction to Marketing* to *Interactive Marketing* for various institutions, including North Park University. Her *Digital Marketing, Public Relation, and Integrated Marketing Communication* courses met the Quality Matters (QM) standards and is now listed as a 2020 QM-Recognized Courses - Higher Education.

**Fundraising for Churches**

*Workshop Description:*
Church fundraising can seem like an oxymoron – how do you stay true to the spiritual mission of the church and yet assertively ask people for donations at the same time? We’ll explore fundraising as a ministry, review relevant surveys and reports, suggest way to improve the fundraising process in a church setting, and discuss challenging donor relationships. Time will be given for sharing ideas for how to do fundraising differently during and eventually after Covid.

Presenter: Wes Lindahl

Wesley E. Lindahl, Ph.D. is the founding Dean of the School of Business and Nonprofit Management and currently the Nils Axelson Professor of Nonprofit Management at North Park University in Chicago, Illinois. Lindahl has worked as a professional fundraiser for almost eighteen years at Northwestern University, most recently Assistant Dean and Director of Development for the McCormick School of Engineering and Applied Science. He volunteered as the Vice President for Resource Development at the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) for two years, and has written two books, “*Strategic Planning for Fund Raising*” (1992) and “*Principles of Fundraising: Theory and Practice*” (2010). He recently completed his term as the Chair of the Research Council for the Association of Fundraising Professionals (AFP) and recently served as Book Review Editor of *Nonprofit and Voluntary Sector Quarterly* (NVSQ). He has recently served on the board of the Swedish American Museum in Chicago and is a past Chair of the board of the University Center of Lake County. Lindahl has a Ph.D. in administration and policy studies from Northwestern University; a master of science in mathematics from the University of Minnesota, and a bachelor of arts in mathematics from North Park
Day 3: October 28th

Financial Leadership for Pastors

**Workshop description:**
“What Pastors Need To Know about Finance.” You don’t need to be an accountant, but there are some basics you need to understand. We will discuss about what pastors must do related to church finances, as well as what they must not do.

**Presenter: Michele Harbeck Haley**

Michele Harbeck Haley is Vice President and Chief Financial Officer for National Covenant Properties. Before that, from 2008 until 2019, she was Director of Finance for the Evangelical Covenant Church. Previously, she served as Controller of Engler, Meier & Justus, Inc., and as an auditor for the firms of CapinCrouse and Ostrow, Reisin, Berk & Abrams, Ltd. Michele is a graduate of the University of Illinois at Urbana-Champaign with a Bachelor of Science in Accountancy.

Through her career, Michele has also served the church by working with clergy and churches on clergy taxation and financial matters related to church congregations, including seminars on clergy taxation and church internal controls. She has also served as a pastor’s spouse, a church organist and choir director, a church treasurer, and a council member.

Michele is married to David Haley, a retired United Methodist pastor. She is Mom to four grown children and grandmother to 3 energetic grandsons. In her free time, she loves to travel and spend time with her family.

Blue Skies Fall Down: A Story-telling Approach to the Practice and Development of Ethical Leadership

**Workshop Description:**
This session discusses two research derived models; one is on the practice of ethical leadership and the other on ethical leadership development. The value perspectives of practice include mindfulness, authenticity, engagement and sustainment. These perspectives are development through experiences with trauma, supportive community and encounters with difference. As the models were derived from the stories told by many leaders, storytelling, itself, has emerged as a method for leadership development and will be practiced in this session. When participants return to their churches, they will have data and a methodology to use in counseling and in the development of congregational leaders.
Catherine Marsh, Ed.D., has more than 30 years of experience, primarily in leadership development, diversity management and conflict resolution. She was, until September 2021, a tenured Professor of Management and Leadership at North Park University, Chicago, in the School of Business and Nonprofit Management. She continues her work with her consulting practice. In addition to her doctorate, Dr. Marsh has an MBA and focuses her research on ethical leadership development in for-profit and nonprofit organizations.

Dr. Marsh’s expertise stems not only from her research in ethics and leadership development, but also from her diverse functional background, and lengthy assignments of living and working internationally. Before entering academia, she was Acting Director of Human Resources for 21st Century Telecom Group, Vice President and Director of Human Resources for Kanbay, Inc, and held multiple positions with the Institute of Cultural Affairs in the United States, Japan and Australia. She remains active with Catherine Marsh Consulting, where she is President and Primary Consultant.
Peter Sjoblom, Retreat Co-facilitator

Rev. Peter Sjoblom recently retired Associate Superintendent for the Central Conference of the ECC. Rev. Sjoblom served as Director of Congregational Vitality since 2005. Peter’s vision in working with the conference is to aid in creating a climate for growing health and mission in congregations, enabling each church to fulfill their unique calling.

Peter was the co-founder and vice president of the Chicago Urban Reconciliation Enterprise, a multi-ethnic team sharing urban ministry for more than 30 years as a church service and consulting organization. Peter is affiliated with the National Black Evangelical Association and served on the joint commission on race with NBEA and the National Association of Evangelicals.

Peter began his full time ministry with Youth For Christ in 1976 and became the central city coordinator in Chicago, supervising 25 high school clubs. He has been involved in city and cross-cultural ministry since that time, including Circle Church, a pioneering cross-cultural church plant in Chicago.

As Director of Congregational Vitality, Peter assisted developing and facilitating the Covenant Church’s Congregational Vitality Pathway having worked with over 80 churches. Peter also facilitates an intervention process called Bridge Builders working with highly conflicted or stuck congregations.

Peter is married to Joanna (Westberg), has four adult children and 7 grandchildren. Peter and Joanna are members of North Park Covenant Church in Chicago.