



March 11-12, 2014



# SCSBC

## Business AND Development CONFERENCE

*for Christian Schools*



### WHO SHOULD ATTEND

Business Administrators • Development Directors • Principals  
Vice Principals • Superintendents • Bookkeepers • Treasurers  
Finance, Capital Campaign and Employee Relations Committees

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.busdev2014.scsbc.net](http://www.busdev2014.scsbc.net). For your convenience, the workshops are listed in tracks, but feel free to attend any workshop that interests you.

Tuesday, March 11		
8:45 a.m.	Registration and Coffee	
9:15 a.m.	Welcome, Introduction and Devotions	
9:45 a.m. Plenary	<ul style="list-style-type: none"> <li>• <b>Commitment Versus Consumerism: A Life and Death Struggle</b> <b>Chalet</b> - <i>Tim Caughey</i> Are you growing committed members of a community or affirming a consumer mentality as the driving force for parents? We are dealing with a dramatic shift as millennium parents enter our schools and we grapple with growing moral owners, not only for the now, but for the long term viability and strength of our Christian schools.</li> </ul>	
10:30 a.m.	Break	
	<b>Business and Finance Workshops</b>	<b>Development and Marketing Workshops</b>
10:45 a.m. Workshop	<ul style="list-style-type: none"> <li>• <b>Changes to Accounting Standards for not-for-profit Organizations</b> <b>Chalet</b> - <i>Michael Loewen</i> The new proposed standards, their impact, and how your school can prepare for the coming changes.</li> <li>• <b>Canadian CSI Pension Plan</b> <b>Fireside</b> - <i>Howard Van Mersbergen</i> How the CSI Plan provides cost efficiencies and minimizes retirement risks for schools and employees.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Getting Where You Want To Go</b> <b>Forest</b> - <i>Cathy Kits</i> A carefully planned development program is critical. From needs assessment to strategic initiatives, we will explore the creation of both a dynamic, long term development plan and an annual development program.</li> </ul>
12:00 p.m.	Lunch	
1:15 p.m. Workshop	<ul style="list-style-type: none"> <li>• <b>Benchmarking Reports for Schools</b> <b>Chalet</b> - <i>Tim Williams</i> How does your school compare to similar sized schools? This year, we are expanding our benchmarks and providing school finance departments with a report tailor made for each school. This workshop explains the benchmarking tool and how you can use it as part of your school's budget process.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Is Fundraising a Calling?</b> <b>Forest</b> - <i>Meg Clarke</i> In the process of linking our daily work to our values, we will examine current research in philanthropic giving and use those results to make better decisions about how to use our time and energy. We will spend time examining the implications for major gifts and capital campaigns.</li> </ul>
2:30 p.m.	Break	
2:45 p.m. Workshop	<ul style="list-style-type: none"> <li>• <b>Implementing New Employment Contracts for Schools and HR Best Practice</b> <b>Chalet</b> - <i>Henry Contant</i></li> <li>• <b>Tax Receipting for Mission Trips</b> <b>Fireside</b> - <i>Ron Willms</i> On what basis may schools consider the option of issuing charitable donation receipts, and how may they do so in a manner that is consistent with CRA guidelines to protect both the donor and the school?</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Community Relations Essentials for Sustainable Growth</b> <b>Forest</b> - <i>Tim Caughey</i> Community relations structures, departments, and programs are an essential part of engaging and educating our school communities; they cut to the heart of a sustainable future, building understanding and ownership, while being critical to finances, growth and stability.</li> </ul>
4:00 p.m.	Free time for recreation: hiking trails, walking trails, ping-pong, networking	
5:30 p.m.	Dinner	
6:30 p.m.	Paladin staff medical benefits plan informational session - an opportunity for schools - <i>Al Scholing and Julius Siebenga</i>	
7:30 p.m.	Round tables and networking	

## Wednesday, March 12

7:45 a.m.	Devotions with Tim Caughey <b>Chalet</b>	
8:15 a.m.	Breakfast and Room Checkout	
	<b>Business and Finance</b>	<b>Development and Marketing</b>
9:15 a.m. Workshop	<ul style="list-style-type: none"> <li>• <b>Constitution and Bylaws</b> <b>Chalet</b> - Ken Volkenant and/or Luke Johnson This workshop will review the areas in your school's constitution and bylaws that may need to change in order to meet CRA requirements for charitable receipting and the Societies Act requirements.</li> <li>• <b>Canadian CSI Insurance Plan</b> <b>Fireside</b> - Howard Van Mersbergen The many options in the CSI Insurance Plan can be used to achieve both cost containment and increased employee satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Putting God's Resources to Work in His Kingdom</b> <b>Forest</b> - Maynard Wiersma We will examine the basics of getting a planned giving program off the ground, (or rebooting the one you started), including encouraging planned giving, how to set up an endowment fund for your school, working with CSS Stewardship Consultants to reach and then meet with your donors and supporters.</li> </ul>
10:30 a.m.	Break	
10:45 a.m. Workshop	<ul style="list-style-type: none"> <li>• <b>2014-15 Compensation Report</b> <b>Chalet</b> - Henry Contant This workshop explores the findings of the latest SCSBC compensation survey, provides an overview of the report, and considers future challenges facing boards regarding salaries and employee benefits.</li> <li>• <b>Charitable Tax Framework 101</b> <b>Fireside</b> - Tim Williams and Jack Oudman This workshop assists new business managers understand ic 75-23 and using the SCSBC charitable tax framework. It will also discuss recent changes for some Alberta schools and how the framework can be modified.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Social Media Part One</b> <b>Forest</b> - Jonathan Christian Telling your story for maximum impact and success in the digital age can be a daunting task if you don't have a clear objective and know how to use social media channels wisely. Facebook, Twitter, LinkedIn, Google plus, Youtube, Instagram, Pinterest, Vine – how can you possibly keep up? For busy people who often don't have a marketing agency to delegate to, being smart with your time and budget really matters. Continued in Part 2.</li> </ul>
12:00 p.m.	Lunch	
1:00 p.m. Workshop	<ul style="list-style-type: none"> <li>• <b>Implications of CRA Folio S1-F2-C3 on Christian Schools</b> <b>Fireside</b> - Andrea de Ridder Effective March 28, 2013, Canada Revenue Agency released Tax Folio S1-F2-C3 which replaces and cancels IT-75R4, IT-340R and IT-340RSR. This workshop discusses the implications of these changes for schools in relation to scholarships, bursaries, financial assistance and bad debts.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Q &amp; A for Community Relations Best Practices</b> <b>Chalet</b> - Tim Caughey Tim is the Director of Endeavour, which helps Christian schools and non-profits plan and evaluate their community relations, marketing and development programs. One of their specialties is consulting about maintaining professional and efficient enrolment processes.</li> </ul>
2:00 p.m.	Break	
2:15 p.m. Workshop	<ul style="list-style-type: none"> <li>• <b>Business Manager Roundtable</b> <b>Chalet</b> - hosted by Tim Williams This is a unique opportunity for Christian school business managers to share methods, ask questions and discuss solutions with their peers from other Christian school business offices.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Top Ten Opportunities for Giving: Introducing Planned Giving with Donors</b> <b>Forest</b> - Maynard Wiersma Discover more about the top ten ways of giving, how each tool may be right for your donors and how they can be utilized with CSS. This workshop is for those with responsibility for fundraising.</li> </ul>
3:15 p.m.	Name tag door prize presentation, wrap-up and closing	
3:30 p.m.	Dismissal	

# SCSBC

# Business AND Development CONFERENCE

## REGISTRATION INFORMATION

**CONFERENCE FEES:** \$295/person - **Member School**  
\$395/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 \$35/registrant (limited availability)

*During online registration, you have the option of paying with PayPal, with a credit card via PayPal (no account required), by cheque, or by phone (VISA only).*

Make cheques payable to **SCSBC**. Mail to:  
SCSBC, 7600 Glover Road, Langley, BC V2Y 1Y1

## Register Online

[www.BusDev2014.scsbc.net](http://www.BusDev2014.scsbc.net)

Visit the conference website for **online registration**, workshop descriptions, presenter biographies and workshop resources.

