

Dear NLOMA Conference Participant,

We are excited that the 2012 NLOMA Conference is but a few weeks away! Please find the enclosed information about the upcoming conference. We hope you are looking forward to the conference as an opportunity to rest and find renewal amongst fellow members of the greater Lutheran Outdoors Ministry. Every year, the NLOMA Conference provides the opportunity for not only rest, but also professional development, spiritual renewal and even fun Christian fellowship. The committee for the 2012 Conference is excited and has been hard at work preparing.

Enclosed in this .PDF document, you will find:

- a schedule for the week
- a breakdown of the afternoon breakout sessions,
- a detailed description of each breakout session
- The bio's for the two keynote speakers

If you are flying in to the Asheville Airport and have not already indicated this on your registration form or informed the Registrar (Ellie Powers), please let her know ASAP. You can contact Ellie at ellie.powers@gmail.com.

We look forward to seeing you all soon! Traveling mercies to each of you!

In His Service,

The 2012 NLOMA Conference Committee

Useful Information in Preparing for the 2012 NLOMA Conference at Lutheridge Retreat & Conference Center

FITNESS ROOM - There is an onsite fitness room in the Faith Center available for adult guests. It is well equipped with cardio machine, free weights and a universal weight machine.

GROCERY STORE - Ingles is the closest grocery store. It is open 24 hours and has a pharmacy. Directions are available upon arrival.

RECREATION ACTIVITIES - Lutheridge has a basketball and volleyball court, a disc golf course, walking trails, etc. (Pack accordingly!)

2012 NLOMA Conference Schedule

February 13 - 16, 2012
Lutheridge Conference Center

Mon. 2/13 Tues. 2/14 Wed. 2/15 Thurs. 2/16 Fri. 2/17

8:00 AM	Arrival	First Word - Morning Worship			
8:30 AM		Breakfast			
9:15 AM		General Session	JR	Departure	
10:30 AM		Break			
11:00 AM		General Session			
12:30 PM		Lunch			
1:00 PM		Recreation Time	JR		
2:45 PM		Breakout Sessions			
4:30 PM		NLOMA Business Mtg.			
6:00 PM		Dinner			
7:00 PM		Welcome & Ice Breakers	Evening Session		NLOMA Bus. Meeting
8:00 PM		Closing Worship			
8:30 PM					Last Word - Evening Worship
9:00 PM		Fellowship Time			

The NLOMA Business Meeting on Wed at 7PM is only if we need it. If we don't need it, we would move up worship and have more fellowship time.

2012 NLOMA Conference Breakout Schedule

	Tuesday	Wednesday
12:30 pm	LUNCH	
1:00 pm	RECREATION (FREE) TIME	
	** Early Breakout Session ** 2:15 - 3:00 pm	
2:45 - 3:30 pm	Breakout Session #1	Breakout Session #3
3:45 - 4:30 pm	Breakout Session #2	Breakout Session #4
4:30 pm	NLOMA Business Meeting	
6:00 pm	DINNER	

** Early Breakout Session **
Bunk1 Presentation

Breakout Session #1 - Session Choices (locations TBD on site)

Teaching Kids the Faith
Storytelling
Fundraising/Marketing 1
Joint Recruitment
Lutheran Malaria Initiative

Breakout Session #2 - Session Choices (locations TBD on site)

Storytelling
Fundraising/Marketing 2
Joint Recruitment
Lutheran Malaria Initiative

Breakout Session #3 - Session Choices (locations TBD on site)

Teaching Kids the Faith
Storytelling
Fundraising/Marketing 3
Joint Recruitment
Lutheran Malaria Initiative

Breakout Session #4 - Session Choices (locations TBD on site)

Storytelling
Fundraising/Marketing 4
Joint Recruitment
Lutheran Malaria Initiative

Breakout Session Descriptions

TEACHING KIDS THE FATIH

Led by Pastor Scott Bruzek

Description: Few things make parents (and staffers?) more nervous than teaching the faith to children. What's best? What works? What do "best" and "work" even mean? Hmm...what if we stand up, sit down, talk softly, scream, sing, be quiet, look at pictures of our dead relatives, kneel, play with money, light things on fire, make secret signs, listen to music, eat, drink, splash, and pray – and then come back and do the Liturgy over again next week, just like Christians have for 2000 years? Would that work? Is that best?

TELLING GOD'S STORY BY OUR STORYTELLING

Led by Pastor Bill Yonker

Description: Ours is a storytelling God that reveals His love, sacrifice and victory in the greatest story ever told. Because we don't always think and communicate in outlines and in a linear fashion, storytelling has been and remains a vital mode of communicating. Never is this more true than when we proclaim the Good News of Jesus. But what is "good" & even "appropriate" storytelling? Can one become a better storyteller or is this an innate gift? When and how is a story best applied? Where do I find "usable" stories? These and other questions will be addressed and discussed as we seek to better Tell God's Story By Our Storytelling.

JOINT RECRUITMENT

Led by Marty Miller

Description: Let's sit down and talk Joint Recruitment! Another JR season is in full swing, let's talk about things that are going well, learn why we are doing things the way we are, and talk about how we can make this process even better! If you are a JR veteran please join us to imbibe your knowledge. If this is your first time through JR please join us to learn and maybe even question why... If you are apathetic, you can probably do what you like. This session will be a discussion format, with time to ask questions about Joint Recruitment.

YOUR CAMP & THE LUTHERAN MALARIA INITIATIVE

Led by Chandler Carriker, Lutheran World Relief

Description: Connect your camp to the global fight to end malaria deaths by 2015! The Lutheran Malaria Initiative offers resources to engage your campers and staff with this movement to save lives and strengthen communities in Africa. Lutheran World Relief's Congregational Resources Specialist Chandler Carriker will walk you through the resource and answer questions you have about the Lutheran Malaria Initiative. All participants will receive the 2012 LMI Summer Camp Resource to take back to camp with them.

** This same breakout Session will be offered four times with the hopes that everyone will attend at least once to learn more about LMI and to receive the Summer Camp Resource pack.

MARKETING & FUNDRAISING

Led by Rev. Mike Ward

Workshop #1 - Marketing Summer Camp

Summer camp continues to be the core for most outdoor ministries. With changing demographics and changing priorities in American culture, marketing summer camp takes extra effort and attention. This session will explore how to segment between camper retention and camper acquisition. We will also explore using new technology such as voiceblasts and Facebook. You will leave this session with an outline of how to market your summer program.

Workshop #2 - Marketing for year round business

This workshop explores positioning your ministry for solid year round use. What would your ministry look like if 60% of revenue was derived from guests staying in the non-summer. Outdoor education has been the cornerstone of non-summer occupancy for years. It still has a place, but there are many people out there looking for unique places to meet and retreat. Learn who they are and how to find them and why this is an important part of your ministry.

Workshop #3 - Fundraising 101 for Camps

For many, fundraising feels like a necessary evil and we often push it to next week. This session will explore that Fundraising is Ministry and will help identify the most important and most effective uses of your time for the best results. Learn how to turn newsletters and other activities you are currently doing and making them part of your overall fundraising program.

Workshop #4 - The Donor Visit & Reaching New Levels of Success in Fundraising

This session explores the donor call and how to turn a \$25 donor into a \$2,500 donor. This session explores the entire donor encounter from the phone call to set up the appointment through what to bring to the meeting to what you talk about to how you follow up afterward. Time will be left to discuss specific donors you have met with but don't know how to move them to the next level of support for your

USING THE WEB TO INTERACT WITH PARENTS: MARKETING, REGISTRATION AND COMMUNICATION

Led by Ed Metzendorf, Bunk1

This session will cover the different ways you can use the web to improve your interactions with parents. Specifically, we will cover ways you can better market your program, improve your registration process and better communicate with parents: before, during and after the summer season.

Objectives:

1. Concrete ways to employ technology to improve communication; and
2. Suggestions on how to streamline registration options

Tuesday Evening General Session: *"Life of a Leader -- Hearing the Heartbeat of Jesus"*

Description: Now, more than ever, in our post-Christian society, is Christian leadership needed! Leadership is not simply a way of doing things, nor is it applying different tools from one's skill set. Effective Christian Leadership is a lifestyle. It is lived out daily in the routine and mundane as well as in the high profile and highly visible phases of one's vocation and life. This can only be done when reminded of our connection to Jesus in Baptism and that we are bid by Him to lean on His breast and hear His heartbeat daily (hourly, minute-ly!). What does it mean to "hear His heartbeat" and what can we learn from Scripture to be faithful to this, will be the focus of this session.

Keynote Speaker Bio's

Rev. Scott Bruzek

Scott Bruzek is Senior Pastor of St. John Lutheran Church in Wheaton, Illinois. He has taught at the Concordia Seminaries in St. Louis and Fort Wayne, and at Valparaiso University. He has done mission work in Siberia and Ghana, and regularly speaks at seminars and convocations on a variety of theological topics. He and his wife, Kirby have three young adult children.

Rev. Bill Yonker

When he's not enjoying his family or pastoring the folks of Immanuel Lutheran Church in East Dundee, Illinois, Yonker loves to travel around the country talking to people about Jesus. He lives in Illinois, but was born in Milwaukee, WI, and though he grew up in Michigan, he is a true blue "cheese-head", devoted to his state of Wisconsin and the Green Bay Packers. This year Pastor Yonker will travel from San Francisco to Charlotte, NC and from Dallas to Minneapolis telling stories and proclaiming the Gospel of Jesus. He was recently named as one of the 150 most influential alumni at Valparaiso University of the last 150 years. Yonker loves good comedy (Martin Lawrence, Bill Cosby, Garrison Keillor), movies that make you think and be energized ("Mission Impossible," "Sherlock Holmes" etc.), books that make you stay up late into the night (Anything by Harlen Coben, Daniel Silva, Tami Hoag and their ilk) and songs that make you want to dance (60's bubblegum anyone?). Because he lives in Chicagoland, he wrinkles his nose at bad pizza, ketchup on hot dogs and football games that are not played outside. Things that are always good for him are: a cup of strong coffee, a bowl of hot soup, a Beach Boys song, browsing through bookstores, afternoon naps, Dove chocolate, fellow Packer backers and flying first class. Besides spending time with his wife-Joanne and three children, pastoring and speaking, you can usually find Pastor Yonker reading or writing, which are his other passions.