



Ministry Summit 2009



AMBASSADOR

WE CONNECT. MINISTRY AND MEDIA.

Welcome!



We know that coming is a significant gift of your time and our prayerful objective is that these hours together will be redeemed in ways both anticipated as well as serendipitously rich in unexpected dimensions too.

Setting the foundation will be four providers of substantive input ... but we know that each participant brings unique perspective that will further contribute to the day's outcome. Please share that freely throughout the day!



Thank you for being here as together we ask the Lord's blessing on this Summit ... and His continued leading in the momentous days ahead of each ministry ... and each of us!

"The fear of the Lord is the beginning of wisdom; all who follow his precepts have good understanding. To him belongs eternal praise." —Psalm 111:10

Peggy Jim

Helpful Info:

Ambassador Office #

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Peggy's Cell #

714.345.9397

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1641 Langley Ave.
Irvine, CA 92614

Jim's Cell #

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Where & When

Sunday, October 11

- 6:15 PM Meet in Hampton Inn lobby for transport to "Sunnyside" for dinner (optional), provided by Ambassador (off-site)

Monday, October 12

- 7:00 AM Breakfast (provided by Hampton Inn)
7:45 AM Meet at hotel front desk for transport to Ambassador
8:00 AM Arrive at Ambassador
8:15 AM Devotions with Stuart Briscoe

Ministry Summit: Morning Session

- 8:45 AM *"How We Survive the Interregnum"* with Bob Lepine
10:00 AM *"Making Waves: Radio on the Verge"* with Mark Ramsey
12:00 PM Luncheon Fellowship with Ambassador staff

Ministry Summit: Afternoon Session

- 1:00 PM *"Sharing the Gospel with New Media: Beyond your Ministry Website"*
with David Evans
2:30 PM *"Engagement and Meaning: What's so Important About our Future?"*
with David Peck
4:00 PM Summary Overviews
5:00 PM Conclusion of Summit
Those who are able — join us for dinner!

Who is Who



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Have we met?

This is Chloe . . .

*(AKA "Ambassador Mascot",
AKA "Beggar of Treats")*

They're so Special



Bob Lepine

Bob Lepine is charged with managing the content developed at FamilyLife and, as such, he wears multiple hats. Since joining FamilyLife in 1992, Bob has helped the ministry develop eight different radio programs that reach a weekly audience of nearly nine million people. To Christian radio listeners across the country, Bob is known as the co-host, with FamilyLife president Dennis Rainey, of the popular daily radio program, *FamilyLife Today*.



Bob is also the author of numerous articles and books including *The Christian Husband* and *Helping Your Children Know God*. He shares his expertise on marriage and family matters by speaking at conferences and events worldwide.

Prior to joining FamilyLife, Bob hosted his own live radio talk show, and held various other positions in radio, from news anchor to station manager. Bob is a member of the board of directors for the National Religious Broadcasters (NRB).

Bob received a bachelor's degree in communications from the University of Tulsa in 1978.

Bob and his wife, Mary Ann, have been married since 1979. They have five children.

twitter.com/FLTBob

facebook.com/people/BobLepine/511166049

Mark Ramsey

Mark Ramsey is president of Mark Ramsey Media LLC and Radio Intelligence U.S.



Ramsey is the creator of the leading radio-centric strategy blog *hear2.0*. He is a noted authority on trends shaping radio's future and the future of digital audio entertainment and information.

He is the author of *Fresh Air: Marketing Gurus on Radio* and the recently-released radio industry best-seller, *Making Waves: Radio on the Verge*.

Ramsey consults media brands on navigating the challenges and opportunities of these fast-changing times.

Broadcast clients include Clear Channel Communications, CBS Radio, Greater Media, Bonneville Broadcasting, Sirius/XM Radio, Public Radio International, and major media players like EA Sports and Apple.

hear2.com

twitter.com/mramsey1

facebook.com/markramseymedia

They're so Special



David Evans

David A. R. Evans has served as Division President, Interactive, Publishing and New Business Development for Salem Communications since 2007.



He served as Senior Vice President and Chief Financial Officer of Salem from 2000 to 2005 and was promoted to Executive Vice President, Business Development and Chief Financial Officer in 2005.

From 1997 to 2000 Mr. Evans served as Senior Vice President and Managing Director-Europe, Middle East, Africa for Warner Bros. Consumer Products in London, England. He also served at Warner Bros. Consumer Products in Los Angeles, California, as Senior Vice President-Latin America, International Marketing, Business Development from 1996 to 1997 and Vice President-Worldwide Finance, Operations, Business Development from 1992 to 1996.

From 1990 to 1992 he served as Regional Financial Controller-Europe of Warner Bros. in London, England.

Prior to 1990, Mr. Evans was an Audit Manager with Ernst & Young in Los Angeles and worked as a U.K. Chartered Accountant for Ernst & Young in London.

David Peck

As associate vice president for university relations at Azusa Pacific University, David champions story telling across communication platforms to advance the mission and purpose of the university. He advocates the implementation and use of technology to foster relationship-building across APU's diverse constituencies. In order to promote and protect the university's brand, he spearheads marketing, public relations, and social media endeavors, while establishing standards of excellence and garnering third-party endorsements for this Christ-centered university. He has worked at APU for 13 years. David also teaches journalism and public relations as well as mentors members of the men's soccer team.

Prior to his foray into higher education, David worked in the movie industry on the distribution and marketing side of Disney, and in studio relations with United Artists Theatre Circuit. David is pursuing a Ph.D. in Media Psychology at Fielding Graduate University, and holds both an M.B.A. and B.S. in Marketing from Azusa Pacific. He and his wife, Dreena, have been married for 18 years and have four children.

apu.edu



(a few)
Recommended Resources



Recommended Blogs

Marketing

Seth Godin
sethgodin.typepad.com

Radio Industry

Mark Ramsey
hear2.com
Tom Taylor
radio-info.com

New Media

Denise Wakeman
biztipsblog.com
Chris Brogan
chrisbrogan.com
Mashable
mashable.com

Fundraising

The Agitator
theagitator.com

Recommended Podcasts

This Week in Tech
leoville.tv/podcasts/twit

This Week in Google
leoville.tv/podcasts/twig

Harvard Business Video IdeaCast
feeds.harvardbusiness.org/harvardbusiness/videoideacast

Harvard Business School's John Kotter
feeds.harvardbusiness.org/harvardbusiness/ask-john-kotter



Other Blogs/Podcasts/iPhone apps I need to check out:
