



EVANGELICAL PRESS ASSOCIATION ANNUAL CONVENTION

APRIL 10-12, 2022



**"You have given us as
You swore to our
fathers, a land flowing
with milk and honey."**

Deuteronomy 26:15

Come to the Holy Land.

Walk in Jesus' footsteps and you will feel closer to Him than ever before.

In the Holy Land, you can experience a baptism in the Jordan River, sail on the Sea of Galilee, walk to Golgotha, and visit the Garden Tomb.

The Bible will come alive as you journey through the places you've been waiting your whole life to see."





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Statements and publications from speakers and workshop presenters do not necessarily reflect the official positions of the Evangelical Press Association.



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April 10-12



EPA 2022

Colorado Springs

Christian Media Convention

Welcome to EPA's 2022 Convention!

I grew up east of the Mississippi river and never ventured “West” until after college. The mountains I experienced as a child were from drives through the Appalachian Mountains in West Virginia and North Carolina. The snow-topped peaks of the Rockies were enjoyed only through books or wall calendars. Then as a young adult, I visited Colorado and saw the majesty and grandeur of the Rocky Mountains in person. The photographs from my childhood failed to capture the magnitude and wonder of God's creation. Sometimes there is no comparison to experiencing something in person.



So for me, it's fitting that these mountains provide the backdrop for this year's convention as we meet again ... in person. I think we would all agree that amid the many technological capabilities for communication and virtual meetings, sometimes it's nice just to gather in person.

The 2022 EPA convention offers opportunities for inspiration, instruction, and interaction with others in the Christian media industry. Expand and sharpen your skills with 33 sessions—plus two intensives—led by 32 great speakers. Reconnect with old friends and make new connections over the next few days. Learn about valuable resources available at our exhibitor booths, and listen for your publication's name in our Higher Goals and Awards of Excellence presentations.

I'm excited to gather together with fellow professionals as we seek to encourage and sharpen each other in serving the kingdom of God through written, print, and digital communication.

Dan Stelzer
EPA Board President

Join the conversation.
Send private messages.
Receive push notifications.
Create your personal agenda.

Download the **WHOVA** mobile app from the Apple iOS or Google Android stores. Log in using the email address under which you are registered.



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and sponsor of the EPA



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The Voice of the Martyrs



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Contact: David Pilcher
740-658-4014 | dppilcher@freeportpress.com

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Contact: Jill Daly
312-803-7080 | jilld@goisrael.gov.il

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Contact: Cassandra Atchison
573-644-7024 | CAtchison@modernlitho.com

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The Christian Post – ChristianPost.com is a comprehensive Christian news website which was launched in March 2004 with the vision of delivering up-to-date news, information, and commentaries relevant to Christians across denominational lines. It presents national and international coverage of current events affecting and involving Christian leaders, church bodies, ministries, mission agencies, schools, businesses, and the general Christian public. Learn more at christianpost.com.

Contact: Christopher Chou
202-629-4039 | cchou@christianpost.com

The Voice of the Martyrs – VOM is a Christian missions organization dedicated to serving the persecuted church worldwide through practical and spiritual assistance and leading other members of the body of Christ into fellowship with them. Learn more at persecution.com.

Contact: Jeremy Burton
405-448-3374 | jburton@vom.org

EXHIBITORS

Magazine Training International – Since 1989, Magazine Training International's mission has been to encourage, strengthen, and provide training and resources to Christian magazine publishers in under-resourced countries as they seek to build the church and reach their societies for Christ. Learn more at magazinetraining.com.

Contact: Sharon Mumper
719-598-9743 | semumper@magazinetraining.com

Summit Ministries – Summit Ministries exists to equip and support rising generations to embrace God's truth and champion a biblical worldview. Through conferences and semester-long programs, they teach students to stand for truth and justice in the most unexpected way. Learn more at summit.org.

Contact: Aaron Klemm
217-737-6382 | aaron.klemm@summit.org

Telios Teaches – Telios Teaches serves ministries, churches, businesses, and individuals, providing them training in HR, with an emphasis on Sexual Harassment Prevention, and Child Safety. Telios Teaches' concise, values-based training teaches from an Imago Deo perspective helping your learners understand prevention and empowering them to fulfill their calling. Learn more at teliosteaches.com.

Contact: Bruce Sidebotham
(719) 300-6968 | bts@telioslaw.com

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Please interact with our sponsors.

Sponsorships are in integral part of our convention and provide much-needed funding for EPA's general budget. Please support our sponsors and exhibitors by visiting their exhibits. Let them know you appreciate their investment and support of EPA. Even if you are not in need of their products or services, your interaction with them will go a long way in making them feel this was a worthwhile experience.



DAILY SCHEDULE

APRIL 10, SUNDAY

| | | |
|-----------|---|-----------------------|
| 1:00 p.m. | Convention Check-in and Registration Opens | Pre-Function |
| 3:45 p.m. | First-time Attendee Orientation | Amphitheater |
| 4:30 p.m. | Opening Plenary Session with John Stonestreet | Colorado Ballroom |
| 6:00 p.m. | Dinner and Networking | Grand Rivers Ballroom |
| 7:45 p.m. | Table Talk | Colorado Ballroom |

APRIL 11, MONDAY

| | | |
|------------|---|-------------------|
| 8:15 a.m. | Workshop Block 1 | |
| 9:10 a.m. | Networking Coffee Break | Pre-Function |
| 9:40 a.m. | Workshop Block 2 | |
| 10:35 a.m. | Networking Coffee Break | Pre-Function |
| 11:05 a.m. | Plenary Session with The Dr. Jeff Show | Arkansas / Platte |
| 12:15 p.m. | Luncheon Higher Goals Presentation Part 1* <i>Luncheon sponsored by ISRAEL</i> | Colorado Ballroom |
| 2:35 p.m. | Workshop Block 3 | |
| 3:30 p.m. | Free Time in Colorado Springs - Dinner on your own | |

APRIL 12, TUESDAY

| | | |
|------------|---|-------------------|
| 8:15 a.m. | Plenary Session with Phil Cooke | Arkansas / Platte |
| 9:10 a.m. | Networking Coffee Break | Pre-Function |
| 9:40 a.m. | Workshop Block 4 | |
| 10:35 a.m. | Networking Coffee Break | Pre-Function |
| 11:05 a.m. | Workshop Block 5 | |
| 12:15 p.m. | Luncheon Business Meeting Higher Goals Presentation Part 2* | Colorado Ballroom |
| 2:35 p.m. | Workshop Block 6 | |
| 5:00 p.m. | Closing Dinner and Plenary Session with Trillia Newbell Awards of Excellence* | Colorado Ballroom |

APRIL 13, WEDNESDAY

| | | |
|------------------------|--|----------------|
| 8:00 a.m. - 12:00 p.m. | Book Publishing 101 Post-Con Intensive | White River I |
| 8:00 a.m. - 3:00 p.m. | Content Strategy Post-Con Intensive | White River II |

* The Monday Higher Goals Awards are primarily writing-oriented awards. Tuesday lunch will feature primarily design-oriented and editorial/design combination awards. The Closing Banquet will include the entire Awards of Excellence presentation.

BLOCK TIME WORKSHOPS AT A GLANCE**PRESENTER(S)****ROOM**

| | | | | | |
|-----|---|------|--|---------------------------------|----------------|
| Mon | 1 | 8:15 | To Be or Not to Be: Self-editing drills to get rid of eliminate weak verbs | Diane McDougall, Joyce K. Ellis | Amphitheater |
| Mon | 1 | 8:15 | As Honest as the Bible: How to Investigate and Share Bad News About Christians | Bob Smietana | Arkansas |
| Mon | 1 | 8:15 | Photography for the Ages | Gary Fong | Gunnison |
| Mon | 1 | 8:15 | The Biggest Decision You Ever Make ... Deciding WHAT to Publish | Dean Merrill | White River I |
| Mon | 1 | 8:15 | How to Build a Better Website | Robb Erickson, Brian Erickson | White River II |

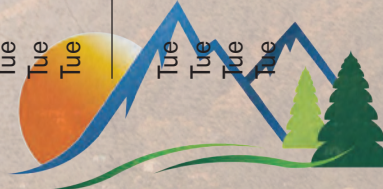
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|-----|---|------|--|-------------------------------|----------------|
| Mon | 2 | 9:40 | Brainstorming Secrets of a Theme Park Designer | C. McNair Wilson | Amphitheater |
| Mon | 2 | 9:40 | Fire Up Your Magazine Writing With Fiction's Best Techniques | Patricia Raybon | Arkansas |
| Mon | 2 | 9:40 | Photography for Non-Photographers | Gary Fong | Gunnison |
| Mon | 2 | 9:40 | Not Another Meeting | Ron Hunter, Jr. | White River I |
| Mon | 2 | 9:40 | Content Marketing Trends and Strategies for 2022 | Robb Erickson, Brian Erickson | White River II |

| | | | | | |
|-----|---|------|---|---|----------------|
| Mon | 3 | 2:35 | Recapturing Your Creative Spirit | C. McNair Wilson | Amphitheater |
| Mon | 3 | 2:35 | Reporting on Religion: Truth Seeking and Accountability | Steve Rabey, Bob Smietana, Sevil Omer, Warren Smith | Arkansas |
| Mon | 3 | 2:35 | Context, Context, Context: Shooting Environmental Portraits | Gary Fong | Gunnison |
| Mon | 3 | 2:35 | Going Digital? | Tom Orsat | White River I |
| Mon | 3 | 2:35 | Mis-communicating God's Mission | Geoff Peters | White River II |

| | | | | | |
|-----|---|------|--|-----------------|----------------|
| Tue | 4 | 9:40 | Is Hollywood Anti-Christian? Discover What God is Really Doing in the Entertainment Industry | Kathleen Cooke | Amphitheater |
| Tue | 4 | 9:40 | How Journalism Can Save Evangelicalism | Warren Smith | Arkansas |
| Tue | 4 | 9:40 | Anatomy of a Picture Story | Gary Fong | Gunnison |
| Tue | 4 | 9:40 | Writing and Editing for Clarity | Warren Maye | White River I |
| Tue | 4 | 9:40 | Go Viral: Marketing on Social Networks | W. Terry Whalin | White River II |

| | | | | | |
|-----|---|-------|--|-----------------|----------------|
| Tue | 5 | 11:05 | Surviving a Crisis in a Cancel Culture World | Phil Cooke | Amphitheater |
| Tue | 5 | 11:05 | Becoming a Fearless Editor | Jerry Jenkins | Arkansas |
| Tue | 5 | 11:05 | Photographic Illustration: When a Picture Can't Replace a Thousand Words | Gary Fong | Gunnison |
| Tue | 5 | 11:05 | Intro to Podcasting | George P. Wood | White River I |
| Tue | 5 | 11:05 | Write for the Reader | Lori Wildenberg | White River II |

| | | | | | |
|-----|---|------|--|------------------|----------------|
| Tue | 6 | 2:35 | Taking a Manuscript from Good to Great | Dean Merrill | Amphitheater |
| Tue | 6 | 2:35 | Harnessing Data to Strengthen and Visualize Your Message | Jon Hirst | Arkansas |
| Tue | 6 | 2:35 | Juicing Your Ideas | Sherri Langton | White River I |
| Tue | 6 | 2:35 | Leading Up: How to Manage Your Boss | Marshall Shelley | White River II |



PLENARY | SUN, APR 10 | 4:30 p.m.

JOHN STONESTREET | Keynote Speaker



John Stonestreet serves as president of the Colson Center for Christian Worldview. He's a sought-after author and speaker on areas of faith and culture, theology, worldview, education and apologetics. John is the daily voice of BreakPoint, the nationally syndicated commentary on the culture founded by the late Chuck Colson. He is also the voice of the Point, a daily one-minute feature on worldview, apologetics and cultural issues. Before coming to the Colson Center in 2010, John served in various leadership capacities with Summit Ministries and was on the biblical studies faculty at Bryan College (TN). John has co-authored four books: *A Practical Guide to Culture*, *Restoring All Things*, *Same-Sex Marriage*, and *Making Sense of Your World: A Biblical Worldview*.

JON EAGAN | Worship Leader

Integrity Music artist Jon Egan is a worship leader and songwriter serving New Life Church in Colorado Springs, who is best known for the songs "I Am Free," "Overcome," "Strong God," "Make A Way" and "On The Throne." Jon is a co-founder and former leader of the student-focused Desperation Band. He will be joined by Dee Wilson, a fellow worship leader at New Life Church.



PLENARY | MON, APR 11 | 11:05 a.m.

The Dr. Jeff Show: Thinking and Writing from a Biblical Worldview

A live podcast recording with Dr. Jeff Myers interviewing Heather Walker Peterson

JEFF MYERS



Dr. Jeff Myers is president of Summit Ministries. As an educator and entrepreneur, Jeff has become one of America's most respected authorities on youth leadership development. Through his speaking engagements and media appearances Dr. Myers has become a fresh voice offering humor and insight from a Christian worldview. He is the author of 14 books, including *Understanding the Faith*, *Understanding the Times*, and *Understanding the Culture* textbooks which are studied by tens of thousands of students. Jeff holds a Doctor of Philosophy degree from the University of Denver.

HEATHER PETERSON



Heather Walker Peterson, Ph.D., is the Senior Editor at the Colson Center for Christian Worldview. A former associate professor of English, she's written for publications such as *Mere Orthodoxy*, *InterVarsity's The Well*, and *the Mudroom*.

PLENARY | TUE, APR 12 | 8:15 a.m.

Phil Cooke | Keynote Speaker



Filmmaker, writer, media consultant, and founder of Cooke Media Group, Phil Cooke has produced media programming in more than 60 countries around the world. He's created and produced many of the most influential and successful Christian and inspirational TV programs in history, and his book "Unique: Telling Your Story in the Age of Brands and Social Media" is changing the way church and ministry leaders engage today's culture with the gospel. Co-written with Jonathan Bock, "The Way Back: How Christians Blew Our Credibility and How We Win it Back" takes a hard look at why today—particularly in the media—Christians are dismissed as irrelevant. His new book is "Maximize Your Influence: How to Make Digital Media Work for Your Church, Your Ministry, and You." It's the ultimate reference book for pastors and Christian leaders in today's digital age. He's been called "one of the most innovative communicators of our generation." In addition to writing his popular blog at philcooke.com, he also blogs for The Huffington Post, and has been a contributor to Fast Company, Forbes.com, Wired.com, and FoxNews.com and is a visiting professor at Oral Roberts University.

PLENARY | TUE, APR 12 | 5:00 p.m.

The program will include the Awards of Excellence presentation.

TRILLIA NEWBELL | Keynote Speaker



Trillia Newbell is the author of the kids' books *Creative God*, *Colorful Us* and *God's Very Good Idea*, a Bible study on Hebrews 11, *A Great Cloud of Witnesses*, and a Bible study on Romans 8, *If God Is For Us*, as well as the books *Sacred Endurance: Finding Grace and Strength for a Lasting Faith*, *Enjoy: Finding the Freedom to Delight Daily in God's Good Gifts* (2016), *Fear and Faith: Finding the Peace Your Heart Craves* (2015) and *United: Captured by God's Vision for Diversity* (2014). Her writings on issues of faith, family, and diversity have been published in the Knoxville News-Sentinel, *Desiring God*, *True Woman*, *Christianity Today*, *The Gospel Coalition*, and more. She was also a commentator for World Radio (a sister platform for World Magazine). She has spoken at numerous conferences, churches, women's retreats, colleges and seminars, including *True Woman*, *The Gospel Coalition Women's conference*, *Southeastern Theological Seminary*, and more. She spent seven years serving as the Director of Community Outreach for the Ethics and Religious Liberty Commission for the Southern Baptist Convention. She is currently an acquisitions editor for Moody Publishers.



WORKSHOP BLOCK 1 | MON, APR 11 | 8:15 a.m.

To Be or Not to Be: Self-editing drills to get rid of eliminate weak verbs

Diane McDougall, Joyce K. Ellis

Amphitheater
Editing | Writing

Are you tired of theory and want to get your hands dirty? Join us for an interactive workshop to practice eliminating weak verbs from your sentences (or the sentences of those you edit).

You will learn:

- Transform passive verbs to active
- Scrutinize helping verbs
- Recognize when adverbs simply prop up feeble verbs

As Honest as the Bible: How to Investigate and Share Bad News About Christians

Bob Smietana

Arkansas
Editing | Reporting | Writing

Churches and other Christian groups are filled with people who want to do the right thing. But being human, they sometimes fail. And at times, leaders misuse their power and the resources at their disposal for their own gain. This session is a primer on how to investigate the finances and practices of faith groups and Christian leaders that may have gone astray.

Photography for the Ages

Gary Fong

Gunnison
Photography

How do your pictures communicate in context to history? Some, but not all photos, stand the test of time. What we record in words or pictures is a micro-moment of world history. How can we keep the historical perspective during coverage?

You will learn:

- How to understand the depth of your story
- How to project the interest of the story for years or generations to come

The Biggest Decision You Ever Make ... Deciding WHAT to Publish

Dean Merrill

White River I
Editing | Management

Our days are filled with decisions: how much to spend on this article or that design ... who should be hired ... what promotions to launch ... which overhead costs are mandatory, and which aren't. But at the core of our work is the biggest of all: WHAT TO PUBLISH. To quote the esteemed John P. Dessauer: "Publishers must never forget that they are injecting live matter into the cultural bloodstream." How do we do this intelligently, responsibly, and in a way that God can honor?

You will learn:

- Four make-or-break questions we must ask ourselves every time we decide to run a piece of copy.

How to Build a Better Website

Brian Erickson, Robb Erickson

White River II
Design | Digital

Hoping to build a more effective website? Join Brian and Robb Erickson (King Grizzly Marketing & Design) as they show you a step-by-step process for building better websites. From strategy to implementation—this session is packed with specific ways to help your next project succeed.

You will learn:

- Easy ways to get to know your customer before you build your website
- Tips on using SEO to analyze competitor websites
- A simple design process that gives stakeholders multiple opportunities for input/feedback
- Helpful tools for assessing your website's performance

WORKSHOP BLOCK 2 | MON, APR 11 | 9:40 a.m.

Brainstorming Secrets of a Theme Park Designer

C. McNair Wilson

Amphitheater

Design | Editing | Management

Most brainstorming sessions are NOT brainstorming. More likely it's playful arguing with snacks on the table. McNair Wilson has observed this dysfunctional "system" in professional groups at all levels. "Even at Disney Imagineering (when I first got there) we had no system for team creativity!" Typically one team member's idea is immediately met with a host of reasons why it won't work. McNair's highly effective "7 Agreements of Brainstorming®" are simple-to-learn, fun-to-use principles to transform your team into a creative force. Implement them quickly to design, plan, invent, launch, redesign, create, develop, or solve any challenges while make your wildest dreams a reality. McNair's process was used to create the world's best 40th birthday party and design five new Disney theme parks and a haunted hotel elevator!

You will learn:

- How to create using all five senses
- How to handle negative thinkers
- How to realize big ideas on tiny budgets

Fire Up Your Magazine Writing With Fiction's Best Techniques

Patricia Raybon

Arkansas

Editing | Writing

Why should fiction writers have all the fun? Tap into the most time-tested, dynamic, and effective fiction techniques to add sizzle, style, and substance to your nonfiction toolbox. In this writer-friendly workshop, award-winning author, essayist, and novelist Patricia Raybon shares fictional theories, tips and techniques for making your nonfiction magazine writing as dynamic and daring as the most exciting fiction. Gain writing takeaways that elevate your writing style and competence while increasing your writing output and enjoyment. Ready to sharpen your magazine-writing skills to their crafting best? Here's a workshop to help you achieve that.

Photography for Non-Photographers

Gary Fong

Gunnison

Photography

Yes, editors and writers can take serviceable photos. Sometimes a snapshot can show a fragment of the story, but with today's more sophisticated visual palette, the image must expand and enlighten the message.

You will learn:

- How to take great photos even if you are not a professional photographer
- How to understand where the eye flows in composition
- How to identify the components of a story-telling image

Not Another Meeting

Ron Hunter, Jr.

White River I

Editing | Management

Don't waste your team's time with another boring meeting or one that wastes their time. Learn what constitutes a need for a meeting and set the expectations for that meeting. Discover simple ways to help people look forward to meeting, set and measure key performance indicators, and deal with groupthink.

Content Marketing Trends and Strategies for 2022

Robb Erickson, Brian Erickson

White River II

Digital | Marketing | Social Media

Find out what the experts and evidence are saying about the state of content marketing and what you should do about it. Plus, how to create content that stands out from the crowd and why that matters more than ever.

You will learn:

- Get content marketing insights (and recommendations) from King Grizzly and other industry leaders
- Learn helpful tips for creating compelling content
- Understand the role content channels like social media and e-mail play in content marketing



WORKSHOP BLOCK 3 | MON, APR 11 | 2:35 p.m.

Recapturing Your Creative Spirit

C. McNair Wilson

Amphitheater

Design | Editorial | Management | Writing

Are there only a few creative (gifted) people, while everyone else is merely a spectator? Why do children exhibit more uninhibited creativity than “grownups”? Maybe, everyone is born with a creative spirit (as standard equipment) that gets diminished, devalued, and tramped down over time. How do we fix this and Recapture Our Creative Spirit?

Everyone shares a handful key of characteristics—Creative Habits—used by the most “actively creative” people. They are history’s great inventors, entrepreneurs, rule-breakers, innovators—creators in all artistic disciplines. They are also teachers, ministry professionals, moms and dads—even writers and editors!

This is McNair’s now-famous TED Talk/keynote featured at hundreds of major conferences. This is the foundation for all of McNair’s work. Your creativity may just be a bit rusty. Here’s your tune up. Time to punch the RESET button and reignite our original “Creator spirit” and start living life “actual size”—even in the workplace!

Reporting on Religion: Truth Seeking and Accountability Through Hard Questions, Research, Verification, and Investigation

Steve Rabey (moderator), Bob Smietana, Sevil Omer, Warren Smith

Arkansas

Reporting | Writing

Veteran reporters who have served both Christian and mainstream news outlets show how they’ve covered religious leaders and organizations, highlighting “good news” while exposing concealed sin, deception, hypocrisy, financial fraud, sexual abuse, and other problems. At a time when some complain of “fake news,” reporters show the challenges and rewards involved in the dogged pursuit of truth.

You will learn:

- Learn different approaches to reporting the news
- See how reporters follow the money trail
- How does reporting hold religious leaders and organizations accountable?
- Examine models of investigative reporting

Context, Context, Context: Shooting Environmental Portraits

Gary Fong

Gunnison

Photography

A photo should communicate to the reader much more than just what the subject looks like. The mug shots of yesteryear only allowed the reader to identify the subject, as in a police lineup. But today’s readers want to understand the context the subject has to the story.

You will learn:

- How to recognize what light does for the subject
- How to appreciate body language
- How everything flows in context of background and what the subject is doing

Going Digital?

Tom Orsat

White River I

Digital | Editing

It is the digital age, and most people are receiving content on the go through digital devices. You want your audience to be able to receive your content at their convenience, but going digital can be a daunting task if you aren’t a technical person. In this session, we will walk through how to create a digital strategy by starting small and scaling at a comfortable pace. Tom works with Rubico, a business as mission web development shop. They will discuss the best platforms for your goals and audience, how to optimize your digital reach, and how to find digital talent to help your organization have a greater impact.

You will learn:

- Whether you already have a digital presence and are looking to grow your footprint, or are new to the digital space, you will learn insights from the tech community to help you grow your organization.

Mis-communicating God’s Mission

Geoff Peters

White River II

Editing | Issues | Writing

For years our words have painted the wrong picture of God’s mission. According to research with regular church-going, Bible-study-attending Christians, God’s mission is a part-time gig for just a few superhero believers to select parts of the world. We know that is wrong! The language we use is part of the reason less than 1% of professing Christians engage in cross-cultural missions. We need to change the way we communicate about the mission of God.

You will learn:

- The top five words and phrases that miscommunicate
- The knowledge gaps we need to fill, to better communicate

WORKSHOP BLOCK 4 | TUE, APR 12 | 9:40 a.m.

Is Hollywood Anti-Christian? Discover What God is Really Doing in the Entertainment Industry Today

Kathleen Cooke

Amphitheater
Issues

Kathleen Cooke is founder of an unusual ministry in Hollywood that mentors, encourages, and inspires influential Christian women in the entertainment and media industry. As believers, we often get conflicting opinions about Hollywood, and in this session, Kathleen will open your eyes to what God is really doing in today's turbulent entertainment world.

How Journalism Can Save Evangelicalism

Warren Smith

Arkansas
Issues | Reporting | Writing

Evangelicalism is in the midst of a crisis, a crisis that is largely a crisis of authority. The largest churches in the nation are no longer part of denominations. Christian publishers are owned by Wall Street. Historical systems and processes for clergy accountability have become irrelevant. That's why independent Christian journalism is so vital today. Christians are supposed to be people of the light, and journalism can be the tool to bring sunlight to the evangelical world.

You will learn:

- Christian journalists will be ENCOURAGED to pursue their vocations with vigor and the confidence that it is a noble, sacred vocation.
- Christian journalists will be able to DEFEND their vocation against charges that the media is the problem.

Anatomy of a Picture Story

Gary Fong

Gunnison
Design | Photography

Like a written story in which each additional paragraph contributes to the development of the story thread, pictures can follow the same story thread or highlight the most important elements of the narrative. We'll discuss the components and developmental process in creating effective visual stories.

You will learn:

- How to create tight, medium, and overall coverage for a more comprehensive narrative
- How each visual component contributes to the overall story
- How page design and sequencing is vital to the presentation

Writing and Editing for Clarity

Warren Maye

White River I
Editing | Writing

Write the vision; make it plain on tablets, so he may run who reads it" (Habakkuk 2:2). Many people with advanced degrees have become experts in their field, but fail to effectively convey what they truly know because their writing skills have lagged sadly behind. This workshop will show how to write brilliant ideas clearly, powerfully, and succinctly. Through a unique editing process, participants will gain the ability to select only the best and most creative words and phrases.

You will learn:

- Three words you need to drop from your writing vocabulary
- Five questions you need to answer that will bring your perspective into crystal focus
- A three-step process you can use that will clarify the most complex concept

Go Viral: Marketing on Social Networks

W. Terry Whalin

White River II
Digital | Marketing | Social Media

Social media can seem like a huge waste of time—and it can be without a plan. Terry Whalin spends about 30 minutes or less a day on his social media and has over 200,000 Twitter followers, over 17,000 LinkedIn connections and over 4,900 Facebook friends. In this workshop, Terry reveals his inside secrets and tips for Twitter, Facebook and LinkedIn so you too can grow your platform and presence without wasting hours of time.

You will learn:

- How to grow your presence without consuming lots of time
- Discover the tools for effective engagement



WORKSHOP BLOCK 5 | TUE, APR 12 | 11:05 a.m.

Surviving a Crisis in a Cancel Culture World

Phil Cooke

Amphitheater
Issues | Management

From controversies like Joe Rogan and Spotify, parents versus school boards, and the shocking multitude of pastors and church leaders experiencing moral failures of all kinds these days, how should publishers be ready when cancel culture comes to your door? Phil Cooke has advised some of the largest and most respected churches, ministries, and nonprofits in the country during times of extraordinary crisis, and in this fascinating session, he'll share vital insights on how to deal with authors, book content, and attacks of all kinds.

Becoming a Fearless Editor

Jerry Jenkins

Arkansas
Editing | Writing

Jerry Jenkins' Ultimate Self-Editing Checklist urges writers to become ferocious self-editors—and it works as well for publication editors. Apply these tips and tricks to your copy until you're happy with every word.

You will learn:

- How to edit with a reader-first mentality and the confidence to make bold choices.

Photographic Illustration: When a Picture Can't Replace a Thousand Words

Gary Fong

Gunnison
Design | Photography

When the story goes beyond photographic reality, shooting some story concepts may not be practical, (i.e., what might heaven and hell look like?) However, blending the conceptual disciplines of a photographer/illustrator can produce explanatory Images that bring lofty concepts down to earth.

You will learn:

- Concepts and collaboration between the editor/writer/photographer/illustrator
- When and where not to use photo illustrations

Intro to Podcasting

George P. Wood

White River I
Digital | Technology

This session will explore how to start a high-quality, low-cost podcast. Topics will include how to record and syndicate your podcast, how to select guests and prepare for interviews, and how to use social media to grow your audience.

Write for the Reader

Lori Wildenberg

White River II
Writing

No book (other than the Bible) is for everyone. Learn the four questions to ask, create a reader avatar, and discover the three keys to meet your readers' needs. Use this approach and the writer's secret weapon (social media) to fine tune your focus, connect with, and communicate effectively with your reader to expand your reach.

WORKSHOP BLOCK 6 | TUE, APR 12 | 2:35 p.m.

Taking a Manuscript from Good to Great

Dean Merrill

Amphitheater
Editing | Writing

Almost every writer thinks they've delivered a masterpiece. And every editor knows it could be even better, with some judicious help. This session will deal with: MACRO-EDITING—six key questions to ask at the start, then four improvements to consider ... followed by MICRO-EDITING—the many details that prevent future embarrassment; how much tightening to attempt; and what to do about third-person singular pronouns (he/him/his and she/her/her vs. they/them/their)!

You will learn:

- The importance of polishing text until the reader can't put it down.
- An orderly checklist of editing tasks so as to avoid missing vital responsibilities.

Harnessing Data to Strengthen and Visualize Your Message

Jon Hirst

Arkansas
Design | Editing | Reporting

We are surrounded by data but often don't know how to bring it to life. As a communicator today, you need to be able to understand data and use it in your work. But most communicators love Microsoft Word and are allergic to Microsoft Excel. So it's time to learn! Without being technical, this session will be very practical, focused on examples and heavy on tips you can use as you work with others to bring data to life.

You will learn:

- How to work with designers, researchers and data providers to take that spreadsheet and bring it to life in the form of infographics, data visualizations and compelling graphs

Juicing Your Ideas

Sherri Langton

White River I
Editing | Writing

You just went through an experience and want to write an article about it. But is that all there is? The same experience can be "juiced" to get more: a devotional, opinion piece, profile – and more. Bring your ideas and see how much you can "squeeze" from them for different readerships!

You will learn:

- How to stretch your thinking about your experiences so they don't fit just one mold
- How to stretch your writing skills to write other types of manuscripts for different audiences
- How to repackaging reprints to reach more people"

Leading Up: How to Manage Your Boss

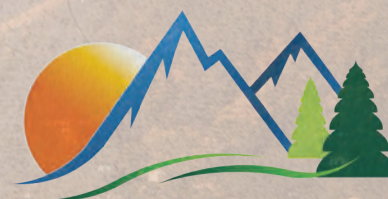
Marshall Shelley

White River II
Management | Personal Development

Everybody reports to someone. Even CEOs report to a board, and a board to various regulators. Within organizations, most good supervisors recognize that they might have blind spots. They appreciate those they supervise taking some initiative to make sure that their working relationships are both faithful and effective in accomplishing the mission of the organization. Here's how to competently manage those above you, with integrity.

You will learn:

- Seeing things from a boss' point of view
- Steps that almost every boss will appreciate
- What good bosses do NOT appreciate



POST-CON INTENSIVES | WED, APR 13 | 8:00 a.m.

Content Matters: Strategy that Meets Business Goals and Reader Needs

Lou Ann Sabatier

White River I

Content is everywhere. But what's the point of it all? That depends on your strategy. If content is king, then content strategy is king-maker. A great content strategy is founded on an understanding of audience, business needs, and amplification. And the more research and planning you can perform to develop this understanding, then the more likely you are to get the results and reader engagement you want. Having a plan is essential. It's what turns your ideas, research, and concepts into reality. And how you plan your content will have a huge impact on your organization or ministry.

Both post-convention intensives require pre-registration.
Content Strategy fee: \$99 | Book Publishing fee: \$19

Book Publishing 101: So You Want to Write a Book

W. Terry Whalin, Dean Merrill,
Larry Weeden, Andy Scheer

White River II

Where do you start? How do you approach a publisher? Should you self-publish? We are lining up experts in the book publishing industry to share their insights and advice to guide you towards a successful book publishing experience. Although designed for those looking to write their first book, those who have already dabbled in book writing can also benefit from new ideas.

- Book Proposals that Sell: 21 Secrets to Speed Your Success
- Two Heads, One Book: How Collaboration Actually Works
- Book Writing 101: Dos and Don'ts
- 10 Tests for Your Book



THINGS YOU MIGHT WANT TO KNOW

- The mobile app is the best way to follow the convention and to connect with each other. Download the **WHOVA** mobile app from the Apple iOS or Google Android stores. Search for **EPA 2022 Colorado Springs**.
- Social media hashtag: #EPAideas.
- Award certificates for all awards will be available after the closing banquet.
- The Board Room is available for private meetings, consultations, and media interviews. Sign up at the registration desk for a time slot.
- Get to know all our exhibitors and sponsors. Thank them for helping to underwrite the cost of the convention.
- Table Talk is back Sunday night after dinner – these are roundtable discussions on a variety of subjects. Pick a table with a subject of interest to you and join in.
- Ride a free shuttle van to downtown Colorado Springs on Monday evening for dinner at a restaurant of your choice. The shuttle will depart the resort on the hour at 4:00, 5:00, 6:00 and 7:00. The shuttle will return from downtown leaving the designated location on the half hour at 5:30, 6:30, 7:30, and 8:30. If you miss the last bus, use Uber/Lyft.

EPA BOARD NOMINEES

Candidate for Secretary: Leah Pickard

Leah Pickard was elected to the board in 2021 to fill the final year of Sandra Glahn's term as secretary when Sandra was elected president-elect. Now she is being nominated for a full term in the same role.



A content and marketing strategist, Leah excels in brand voice development, corporate and crisis communications, and telling stories that connect people to God's work. She currently serves as the Senior Communications Strategist for ABWE, a global family of ministries that focuses on missionary work. She joined EPA in 2013 with ABWE's flagship publication, Message Magazine, of which she previously served as editor-in-chief.

Leah attended her first convention in 2013 in Nashville and assisted in the planning for the 2016 convention in Lancaster, PA. She resides just outside of Philadelphia, with her husband and three children.

Nominations from the floor

The candidates will be presented to the membership for approval at the annual business meeting on Tuesday. Members may make additional nominations from the floor during the business meeting. However, it is necessary to confirm, in advance, the ability and willingness to serve by the potential candidate. Their presence is recommended, but not required. In the case of additional nominations from the floor, a vote will be taken during the meeting.

Candidate for Adviser: Ann-Margret Hovsepian

Ann-Margret, a native of Montreal, Quebec, joined EPA as an associate member about 20 years ago and has been freelancing for more than 25. She attended her first convention in Bloomington, MN, in 2004 and has not missed a convention since 2007. She has often said: "I can't afford to NOT attend the convention!"



Ann-Margret has written hundreds of articles, mainly for EPA publications, and has written, collaborated on, or illustrated more than a dozen books. She serves as managing editor of the Christian Freelance Writers Network blog and moderates a Zoom call for EPA freelancers on the first Friday of each month. An avid cheerleader for EPA, she has been instrumental in developing a strong core of freelancers within EPA.

She has the distinction of being the first associate member ever elected to the board, something made possible by last year's bylaw change that granted associate members full membership status for the first time.



SPEAKERS



Kathleen Cooke is a media executive, actress, speaker, writer and Co-Founder of Cooke Media Group and the nonprofit The Influence Lab. She leads the initiative "Influence Women" in Hollywood (and now Atlanta) for Christian professionals in the industry. Kathleen is the author

of the acclaimed devotional "Hope 4 Today: Stay Connected to God in a Distracted Culture," and posts the weekly online Influence Lab Journal. She speaks globally and has been interviewed on numerous national and international radio programs, podcasts, as well as Christian TV networks such as CBN, TBN, and The Hillsong Channel.



Phil Cooke is a filmmaker, writer, media consultant, and founder of Cooke Media Group. He has produced media programming in more than 60 countries around the world. He's created and produced many of the most influential and successful Christian and inspirational TV programs

in history, and his book "Unique: Telling Your Story in the Age of Brands and Social Media" is changing the way church and ministry leaders engage today's culture with the gospel. Co-written with Jonathan Bock, "The Way Back: How Christians Blew Our Credibility and How We Win it Back" takes a hard look at why today—particularly in the media—Christians are dismissed as irrelevant. His new book is "Maximize Your Influence: How to Make Digital Media Work for Your Church, Your Ministry, and You." It's the ultimate reference book for pastors and Christian leaders in today's digital age. He's been called "one of the most innovative communicators of our generation." In addition to writing his popular blog at philcooke.com, he also blogs for The Huffington Post, and has been a contributor to Fast Company, Forbes.com, Wired.com, and FoxNews.com and is a visiting professor at Oral Roberts University.



Joyce K. Ellis has been writing and editing for more than forty-five years. She has published hundreds of articles and 18 books, including the humorous grammar book, Write with Excellence 201, the picture book, The Fabulous World That God Made, and her new interactive devotional book

for men and women, Our Heart Psalms. She is the former assistant editor of two EPA publications.



Brian Erickson leads design and website development at King Grizzly. Driven by relentless curiosity, he loves partnering with like-minded clients across a wide range of industries. With extensive experience inside and outside of the publishing industry, Brian is able to combine the

best of both worlds solving new publishing projects.



Robb Erickson leads marketing and strategy at King Grizzly. He has a passion for helping brands grow online and spends his days supporting business owners and their marketing teams. You'll typically find him doing things like SEO research, PPC advertising, content

marketing, and website strategy.



Gary Fong launched Genesis Photo Agency in 2003 after three decades at the San Francisco Chronicle. Genesis Photo is a group of professional photographers with a dream of elevating the effectiveness of photography in evangelical and secular publications around the world. Gary's major

stories covered include the 1989 earthquake in San Francisco, Mt. St. Helen's volcano eruption in Washington State, Pope John Paul II's visit to San Francisco in 1988, the Democratic National Convention in 1984, and the assassination attempt on President Gerald Ford in 1976. Fong has served as a juror for the Pulitzer Prize and judge for the annual National Press Photographer's Pictures of the Year. His awards include an unprecedented five time, Photographer of the Year, from the SFBAPP and two time, California Press Photographer of the Year.



Jon Hirst is the Chief Innovation Officer at SIL International. He has over 20 years of experience bringing global mission, innovation and communications together in service to the Kingdom. Early in his career, he helped develop one of the early interactive evangelistic websites for young people.

Jon went on to help start two companies focused on serving nonprofit organizations with innovation, strategy, content and technology solutions. Jon is an author, marketer, publisher and, most recently, he was CEO for GMI (Global Mapping International), where he helped launch the first ministry infographic service.



Ron Hunter Jr., Ph.D. is the executive director and CEO of Randall House Publishing. His doctorate is in the field of leadership with a core of business from the Cook School of Leadership at Dallas Baptist University. He wrote curriculum for the masters in the leadership program at Dallas

Baptist University where he is an adjunct professor teaching both leadership and family ministry, also at a master's level. Within his expertise, he has been a sought after speaker and consultant for organizations like the U.S. Army, Hasbro, the University of Alabama, Americare, The Gideons International, Orange County Public Schools, and numerous churches and other nonprofit organizations. Ron has written policy, taught policy, and been part of board development for several organizations. He has written over 70 articles for various magazines and authored or helped author four books.



Jerry Jenkins is former editor of Moody Magazine and former vice president for publishing at Moody Press. He is the author of 196 books, including 21 New York Times bestsellers with sales of more than 71 million copies. His novel, Left Behind, was named one of America's 100 favorite

books by PBS's Great American Read. He's a member of the Colorado Authors Hall of Fame. He owns the Jerry Jenkins Writers Guild with more than 2,000 online students. Jerry's writing has appeared in Time, Reader's Digest, Parade, Guideposts, and dozens of other periodicals. He also served for many years as a contributing editor to Writer's Digest. He's a former EPA board president and is a Member Emeritus.



Sherri Langton, associate editor of the Bible Advocate magazine and of Now What? e-zine, has worked over 30 years in Christian publishing. She is an EPA award-winning freelance writer whose work has appeared in Focus on the Family, In Touch, Upper Room, Today's Christian Woman, Marriage Partnership, Discipleship Journal, Decision, LIVE, and other publications. She is currently writing assignments for AG News, Standard, and The Quiet Hour. Sherri also has contributed to two Chicken Soup for the Soul volumes, My Turn to Care, Teatime Stories for Women, Becoming a Godly Man, Faces of Faith, Hurray God!, and Understanding Depression and Suicide: Hope in the Darkness. In addition, she teaches workshops at several Christian writers conferences. Sherri lives in Denver, Colorado.



Warren L. Maye is the editor-in-chief of SACONNECTS, the Salvation Army's award-winning lifestyle magazine, published in English, Spanish, and Korean. He is the author of "Soldiers of Uncommon Valor: The History of Salvationists of African Descent in the United States" (The Salvation Army, 2008) and "When God Calls: The Heart and Ministry of a Holiness Preacher, Rev. Dr. V. Seymour Cole" (Nazarene Publishing House, 2012). He has also co-authored several books. Warren is a board member for EPA. He is also a member of the American Society of Magazine Editors (ASME) and the National Religious Broadcasters (NRB). From September 11, 2002 to July 6, 2003 over 1 million visitors saw the exhibition "September 11: Bearing Witness to History" at the Smithsonian's, National Museum of American History that included Warren's 9/11 photos. He earned a B.F.A., from Parsons School of Design and the New School for Social Research and a M.A., from Fordham University. He is a Society of Illustrators award winner, Scholastic Magazines scholar, and former 90.7 WFUV FM co-host and first voice of "Cityscape," a weekly talk show addressing New York City issues, now in its 34th year.



Diane J. McDougall believes that the best articles result from a trusting partnership between creator and editor. She specializes in magazine writing/editing and memoir editing, with clients ranging from the faith-based nonprofit world (including numerous EPA members) to higher education. She's now available via McDougall Editorial for freelance writing and editing, and the coaching of writers and editors.



Dean Merrill is a member of EPA's Legacy Council, having led award-winning EPA publications, such as Leadership Journal, Focus on the Family magazine and Christian Herald, for more than two decades. He served a term as EPA president (1985-87) and has been a frequent contest judge. He is now an independent author/collaborator living in Colorado Springs whose books have won ECPA Gold Medallions and even made The New York Times bestseller lists.



Dr. Jeff Myers is president of Summit Ministries. As an educator and entrepreneur, Jeff has become one of America's most respected authorities on youth leadership development. Focus on the Family founder James Dobson referred to him as "a very gifted and inspirational leader."

Evangelist Josh McDowell called him "a man who is 100% sold out to preparing the next generation to reflect the character of Christ in the culture." Through his speaking engagements and media appearances Dr. Myers has become a fresh voice offering humor and insight from a Christian worldview. He is the author of 14 books, including Understanding the Faith, Understanding the Times, and Understanding the Culture textbooks which are studied by tens of thousands of students. Jeff holds a Doctor of Philosophy degree from the University of Denver. He continues to engage college students and adult learners by serving as a trustee of Colorado Christian University and through a Signature Leadership Course offered by Pearson Education, which serves the training needs of many Fortune 100 companies.



Trillia Newbell is the author of the kids' books Creative God, Colorful Us and God's Very Good Idea, a Bible study on Hebrews 11, A Great Cloud of Witnesses, and a Bible study on Romans 8, If God Is For Us, as well as the books Sacred Endurance: Finding Grace and Strength for a

Lasting Faith, Enjoy: Finding the Freedom to Delight Daily in God's Good Gifts (2016), Fear and Faith: Finding the Peace Your Heart Craves (2015) and United: Captured by God's Vision for Diversity (2014). Her writings on issues of faith, family, and diversity have been published in the Knoxville News-Sentinel, Desiring God, True Woman, Christianity Today, The Gospel Coalition, and more. She was also a commentator for World Radio (a sister platform for World Magazine). She has spoken at numerous conferences, churches, women's retreats, colleges and seminaries, including True Woman, The Gospel Coalition Women's conference, Southeastern Theological Seminary, and more. She spent seven years serving as the Director of Community Outreach for the Ethics and Religious Liberty Commission for the Southern Baptist Convention. She is currently an acquisitions editor for Moody Publishers.



Sevil Omer is an award-winning professional with extensive journalism and communications expertise. Sevil is a former NBC News (formerly msnbc.com) journalist and Gannett editor with 20+ years of experience managing newsrooms, creative content development teams and strategy

for digital and mobile platforms. As senior communications manager for Humanitarian & Emergencies Affairs, Sevil seeks to bring innovative and compelling storytelling to readers and elevating staff development and organizational mission.



SPEAKERS



Tom Orsat joined Rubico after an extensive career in senior management focusing on sales, operations and organizational development. In 2018, he had his first experience in the Business As Missions (BAM) world in South Asia and felt the call to change career directions to explore BAM as

a full-time career choice. He feels that the operation of a Christ-centered organization that has the means to be a profitable business provides the greatest opportunity to alleviate poverty, and that it is in maximizing relational time with co-workers that the true opportunity to share Christ naturally occurs.



Geoff Peters' passion is to inspire people to be a living witness of God's love in the world. He speaks regularly on the common fears and barriers that prevent Jesus followers from accepting their role – and actively participating – in God's mission of love and compassion. His heart beats to

encourage people to step beyond the safety of their comfort zones and experience the joy and freedom that comes with servanthood. He has authored two books, *The Family Business* (Tyndale) and *Love Child* (to be released in 2022) and has led speaking engagements and workshops in more than 10 countries for churches, ministries, and conferences. Geoff holds an MBA from Concordia University Irvine and has spent the lion's share of his professional life in global marketing. Years of research in multiple countries around the world has afforded Geoff a unique window into the hearts of Christians. Geoff's ability to see beyond the surface and identify real motivators among Christian audiences has translated into years of practical experience helping ministries engage more effectively with their people. Currently, Geoff is global Chief Marketing Officer at Operation Mobilisation (OM) International. He previously served on the executive teams of international ministries like publishing firm David C Cook and humanitarian aid organization Compassion International."



Heather Walker Peterson, Ph.D., is the Senior Editor at the Colson Center for Christian Worldview. A former associate professor of English, she's written for publications such as *Mere Orthodoxy*, *InterVarsity's The Well*, and the *Mudroom*.



Steve Rabey is a veteran author and journalist who has published more than 50 books (including the bestsellers *Rachel's Tears* and *The Lessons of St. Francis*) and written/reported more than 2,000 articles on religion, spirituality and culture, in dozens of EPA publications as well as

The New York Times, *Washington Post*, *Los Angeles Times*, etc. Steve was also an instructor at Fuller and Denver seminaries and the U. S. Air Force Academy.



Patricia Raybon worked for a dozen years in Denver as a newspaper journalist at *The Denver Post*, where she was Sunday Contemporary Magazine editor, and at the *Rocky Mountain News*, where she was a feature writer. Mid-career she joined the journalism faculty at the University of

Colorado at Boulder where she taught print journalism courses for 15 years, getting promoted to professor emerita in 2006. She now writes full-time on matters of faith. A regular contributor at *Our Daily Bread Ministries* and (in)courage at DaySpring, she teaches at writing conferences and workshops nationwide. She also writes for several faith-related sites and is a Certified Instructor of the Journal to the Self® Workshop. Patricia's essays on family and faith have been published in *The New York Times Magazine*, *Newsweek*, *USA Today*, *USA Weekend*, *Country Living Magazine*, *Chicago Tribune*, *The Denver Post*, *Guideposts*, *In Touch Magazine*, *Our Daily Bread*, *Christianity Today*, *Today's Christian Woman*, popular blogs including (in)courage at DaySpring, the *Washington Post's* *Acts of Faith* and *HerMeneutics*, and aired on National Public Radio.



Lou Ann Sabatier is passionate about developing people, growing and fixing businesses, identifying new markets, products, and publications. During her 37+ years of experience as a publisher, trainer, and consultant, Sabatier has been deeply involved in strategic planning,

business development, content strategy, business and financial management, audience development, revenue development, digital media, and operations management. As principal and lead consultant at Sabatier Consulting, she works with clients to diagnose their needs and offer creative and efficient solutions.



Andy Scheer began working in Christian publishing in 1984. He's served as editor-in-chief for the Christian Writers Guild, editorial director for Believers Press, and an editor for Moody magazine. As a book editor, he's worked with fiction and nonfiction for traditional and indie publishers and

clients including Jerry B. Jenkins, Dirk Cussler, McNair Wilson, DiAnn Mills, and Sammy Tippit. Since 2018, he's served as editor of *The Restorer* for the Model A Ford Club of America, producing a bimonthly, 64-page magazine.



Marshall Shelley is director of the D.Min. program at Denver Seminary. For 34 years, he served as editor (of *Leadership Journal* and other magazines) and eventually as vice president at Christianity Today International. His books include *Well-Intentioned Dragons*, *The Leadership Secrets*

of Billy Graham, and (as general editor) *The Quest Study Bible*.



Bob Smietana is a veteran religion journalist who has investigated megachurch leaders, Christian nonprofits, and leaders of abusive congregations over the past two decades. He is senior editor for Religion News Service, a national news organization focused on nonsectarian coverage of

faith, spirituality and values. He is a past president of the Religion News Association, former religion reporter for the Tennessean in Nashville, and former senior news editor for Christianity Today.



Warren Smith is the president of Ministry-Watch. He has held leadership positions at The Colson Center for Christian Worldview and at WORLD Magazine. Newspapers he edited are multiple prize winners from the Evangelical Press Association and the Fellowship of Christian

Newspapers. He is the author or co-author of more than 10 books, including *A Lover's Quarrel With The Evangelical Church*, *Faith-Based Fraud*, *Prodigal Press: The Anti-Christian Bias of the American News Media* and *Restoring All Things*.



John Stonestreet serves as president of the Colson Center for Christian Worldview. He's a sought-after author and speaker on areas of faith and culture, theology, worldview, education and apologetics. John is the daily voice of BreakPoint, the nationally syndicated commentary on the

culture founded by the late Chuck Colson. He is also the voice of the Point, a daily one-minute feature on worldview, apologetics and cultural issues. Before coming to the Colson Center in 2010, John served in various leadership capacities with Summit Ministries and was on the biblical studies faculty at Bryan College (TN). John has co-authored four books: *A Practical Guide to Culture*, *Restoring All Things*, *Same-Sex Marriage*, and *Making Sense of Your World: A Biblical Worldview*. John holds degrees from Trinity Evangelical Divinity School (IL) and Bryan College (TN).



Larry Weeden is a veteran of Christian publishing, having previously worked for Moody Publishers, Christian Herald, Thomas Nelson, and Christianity Today's Leadership Journal. He now serves as Editor in Chief, Book Publishing, at Focus

on the Family. He has also written more than 20 books.



W. Terry Whalin has been blogging since 2008 and has one of the top writing blogs online. He has written for more than 50 magazines and is the author of more than 60 books including *Billy Graham: A Biography of America's Greatest Evangelist*, *Jumpstart Your Publishing Dreams*, and

Insider Secrets to Skyrocket Your Success. He is an acquisitions editor at Morgan James Publishing.



Lori Wildenberg's writing organically grew from her speaking ministry. She is the author of 6 traditionally published books with *Messy Hope: Help Your Child Overcome Anxiety, Depression, or Suicidal Ideation* being her most recently published book. You can find articles written by Lori over at

Focus on the Family, Mom Life Today, Crosswalk.com, Her View from Home, Just Between Us, More to Life, and others. Lori was a regularly featured columnist in Marriage Magazine and Red Rocks Views. She's the co-founder of 1 Corinthians 13 Parenting ministry and lead mentor and administrator for the popular Moms Together Facebook Community (followed by over 23,000) and Moms Together Facebook Group (over 2,100 members).



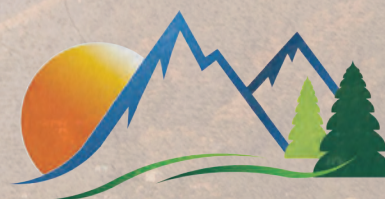
C. McNair Wilson is a corporate creativity coach and conference speaker—with clients from Apple Computer to The Salvation Army. McNair captures the creative spirit from ministry professionals, NASA engineers, medical workers, to educa-

tors, parents groups, and media execs from London to LA. His latest book is *HATCH! Brainstorming Secrets of a Theme Park Designer*. McNair was a concept designer, "thinking up" for entirely new parks and major attractions for existing parks. The majority of this work was on staff as a Disney Imagineer (design teams for 5 new parks): Disney-MGM Studios, Pleasure Island (Adventurers Club, etc.) and Disney's Animal Kingdom. He was lead Imagineer for the concept and design team that dreamt up the now-legendary Tower of Terror. McNair is a frequent contributor as cartoonist, writer, cover concepts, and film critic. He was the art director for The Wittenburg Door. He continues to provide brainstorming and creative coaching consultations, training executives and ministry professionals to take their communications skills to higher levels of effectiveness.



George P. Wood is executive editor of Assemblies of God Publications, including Influence magazine, and coordinator of Religious Freedom Initiatives for the national office of the Assemblies of God. He lives in Springfield, Missouri, with his wife and three children. He is

ranked as a Top 500 Reviewer on Amazon.com.

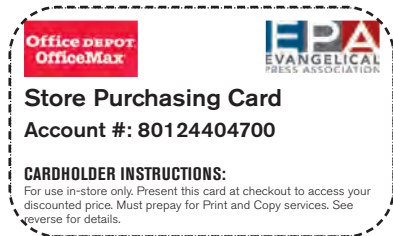


EPA MINISTRY & BENEFIT PARTNERS

EPA Benefit Partner

**Office DEPOT®
OfficeMax®**

Office Depot/Office Max provides a free purchasing card with below-retail discounts of 15% or more to EPA members whether shopping online or at the store. Use it for both ministry and individual purchases.



Learn more on the EPA website under Ministry & Benefit Partners.

EPA Benefit Partner



Magazine Training International has an extensive library of online products and resources including manuals, DVD courses, and e-books. They also provide webinars, web-based video training, and online trainer-led courses. MTI offers EPA members free webinars six times a year and a 40% discount off all products and training resources available from their online store.

Learn more on the EPA website under Ministry & Benefit Partners.

EPA Benefit Partner

CAMBHEY&WEST

Cambey & West's core business is subscription fulfillment and integrated database management. They offer a free month's fulfillment service for new clients along with a waived conversion fee for EPA member publications.

Learn more on the EPA website under Ministry & Benefit Partners.

EPA Benefit Partner



Cornerstone Payment Systems is a Christian-owned credit card processing company offering guaranteed low rates on online and retail payment solutions. Cornerstone also offers online donation systems, Text2Give, and many other merchant processing features. Through Processing with a Purpose, EPA will earn a part of the proceeds generated from each organization.

Learn more on the EPA website under Ministry & Benefit Partners.

EPA Ministry Partner

FreeportPress®

Freeport Press is the official printer for the Evangelical Press Association. They provide printing services for the organization's annual directory, quarterly newsletter (Liaison) and convention program at no charge.

EPA Benefit Partner



The Advisers of Christian Collegiate Media (ACCM) is composed of faculty members at Christian colleges and universities who advise the student campus publications, whether in print or online. ACCM facilitates the placement of qualified student interns at EPA publications.

Learn more on the EPA website under Ministry & Benefit Partners.

EPA MINISTRY & BENEFIT PARTNERS

EPA Benefit Partner



Flagler Law Group knows Christian publishing. They have more than 30 years combined experience handling matters for a diverse variety of Christian publishers, ministries, and other organizations from the publishing perspective. Flagler Law Group offers EPA members a Legal Hotline on issues regarding publishing with a 30% discount off regular rates.

Learn more on the EPA website under Ministry & Benefit Partners.

EPA Benefit Partner



The Christian Community Credit Union has partnered with EPA to provide our members access to all the benefits and personal financial services a credit union has to offer. When an EPA member applies for credit union membership and opens a new personal checking account, they receive a \$100 cash bonus and EPA receives a \$50 referral bonus.

CCCU offers an introductory 18-month Welcome Certificate for new individual members and a 7-month introductory Welcome Certificate for new ministry members at above market rates.

Learn more on the EPA website under Ministry & Benefit Partners.

EPA Benefit Partner



Agathon Group offers a full set of hosting, design and development solutions for websites. They are specialists in hosting custom WordPress-optimized sites, including migration support, cloud backup, effective security and SSL support. EPA members get 10% off of hosting packages.

Learn more on the EPA website under Ministry & Benefit Partners.

EPA Benefit Partner



Infinity Concepts' services include consulting, brand development, fundraising, media management, creative services, public relations, websites, and digital media. EPA members receive a 20% discount on all Infinity Concepts' services.

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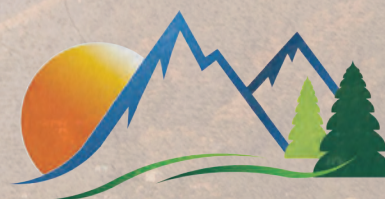


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