

# 60 YEARS

## THE 2022 ANNUAL CONFERENCE

Anaheim, California  
October 2-5, 2022

### CONFERENCE SCHEDULE

#### Sunday, October 2, 2022

- 8:00 am – 7:00 pm . . . . . Registration/Information Desk Open
- 2:00 pm – 3:00 pm . . . . . Orientation for First Time Attendees
- 3:00 pm – 5:30 pm . . . . . Mass of the 27th Sunday in Ordinary Time and Opening Plenary Session
- 6:00 pm – 7:00 pm . . . . . Welcome to Anaheim Reception with Exhibitors

#### Monday, October 3, 2022

- 7:45 am – 9:00 am . . . . . Breakfast and Plenary Session
- 9:30 am – Noon . . . . . Morning conference sessions
- 2:00 pm – 4:30 pm . . . . . Afternoon conference sessions
- 5:15 pm – 6:30 pm . . . . . Concelebrated Liturgy

#### Tuesday, October 4, 2022

- 7:30 am – 8:30 am . . . . . Breakfast with Exhibitors
- 8:30 am – 11:00 am . . . . . Morning conference sessions
- 11:45 am – 1:00 pm . . . . . Awards Luncheon and Plenary Session
- 1:00 pm – 2:00 pm . . . . . Dessert Reception Exhibit Hall
- 2:00 pm – 4:30 pm . . . . . Afternoon conference sessions
- 5:30 pm – 6:45 pm . . . . . Concelebrated Liturgy at Christ Cathedral

#### Wednesday, October 5, 2022

- 9:15 am – 10:00 am . . . . . Closing Plenary Session
- 10:30 am – 11:30 am . . . . . Closing Concelebrated Liturgy

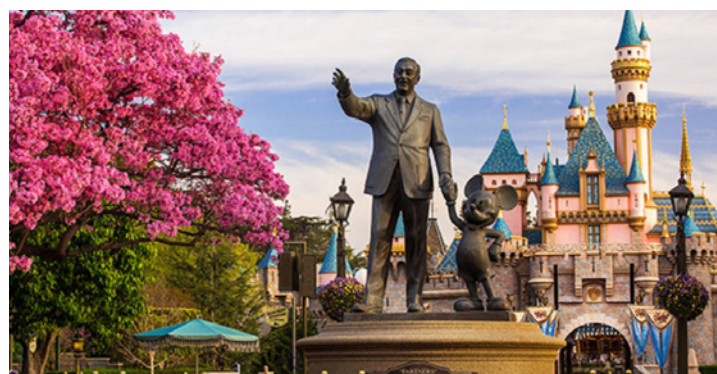
### Catholic Foundations Forum

Begins Saturday, October 1, 2022 at 2:00 pm  
Ends Sunday, October 2, 2022 at Noon



### ICSC Conference Headquarters Hotel

The Hilton Anaheim Hotel is the ICSC Conference Headquarters Hotel for this year's conference. The Hilton Anaheim is conveniently located and within walking distance to the Disneyland Resort, California Adventure and Downtown Disney District. The hotel is close to world-class shopping, dining and entertainment as well. Comfortable rooms and suites and first-class facilities ensure you will have an unforgettable stay in Anaheim!



# SCHEDULE AT-A-GLANCE

## Sessions by Date and Time

### Sunday, October 2, 2022

- 8:00 am – 6:00 pm Registration / Information  
Desk Open
- 9:00 am – 3:00 pm Exhibitor Set – up
- 2:00 – 2:45 pm Conference Orientation for  
First-Time Attendees  
CALIFORNIA BALLROOM A
- 3:00 – 6:00 pm Sunday Mass and Opening  
Plenary Session  
CALIFORNIA BALLROOM CD
- 6:00 – 7:00 pm Welcome to Anaheim  
Reception with Exhibitors  
PACIFIC BALLROOM B - D

### Monday, October 3, 2022

- 9:30 am – 4:30 pm Chapel Open / Capilla Abierta  
SAN CLEMENTE
- 7:30 am – 4:30 pm Registration / Information  
Desk Open
- 7:45 am – 9:00 am Breakfast and Plenary Session  
CALIFORNIA BALLROOM CD
- 10:30 am – 3:30 pm Exhibit Hall is Open  
PACIFIC BALLROOM B – D
- 9:30 – 10:30 am Session 1 LAGUNA  
**Introduction to the Spirituality of Stewardship: What  
the Bishops' Pastoral Letter is All About**  
SPEAKER: Most Rev. Salvatore Cordileone  
Archbishop of San Francisco, California
- 9:30 – 10:30 am Session 2 HUNTINGTON  
**Stewardship Through and Through: How to Weave  
Stewardship into the Fabric of Parish Life for Lasting  
Impact**  
SPEAKER: Leisa Anslinger  
Founder  
Catholic Life and Faith  
Nashville, Tennessee

- 9:30-10:30 am Session 3 CAPISTRANO  
**Evangelization: The Only Way to Create Active  
Stewards**  
SPEAKERS: Tony Brandt  
Co-Founder and President  
Chris Stewart  
Co-Founder and COO  
Casting Nets Ministries  
Wichita, Kansas

- 9:30-10:30 am Session 4 AVALON  
**First Things First: Knowing Your Parishioners and  
Customizing Your Approach**  
SPEAKER: Robin Margraf  
Stewardship and Development Manager  
St. Francis Xavier Church  
Phoenix, Arizona

- 9:30-10:30 am Session 5 SANTA MONICA  
**Introducción a la Carta Pastoral sobre la  
Corresponsabilidad: Respuesta de los Discípulos /  
Introduction to the Pastoral Letter on Stewardship:  
A Disciple's Response**  
SPEAKER: Carlos Proaño  
Director of Stewardship and Development  
Diocese of San Jose, California

- 9:30-10:30 am Session 6 EL CAPITAN A  
**Developing the Message of Christian Stewardship in  
our Diocesan Development Offices**  
SPEAKERS: Brian Niebrugge  
Executive Director of Stewardship and  
Annual Catholic Appeal  
Archdiocese of St. Louis, Missouri  
Cory Howat  
Executive Director Catholic Community Foundation  
Archdiocese of New Orleans, Louisiana

- 9:30-10:30 am Session 7 EL CAPITAN B  
**Development and Finance: Working Together  
Successfully in a Diocesan Setting**  
SPEAKERS: David Zaleski  
Chief Financial Officer  
Tim Thomas  
Chief Financial Officer  
Diocese of Marquette, Michigan  
President, Diocesan Fiscal Managers Conference

9:30-10:30 am Session 8 AVILA

**Transforming Your Planned Giving Program from Top to Bottom**

*SPEAKER: Jim Normandin  
Interim Director  
Orange Catholic Foundation  
Garden Grove, California*

9:30-10:30 am Session 9 SAN SIMEON

**Preparing Your School for a Capital Campaign**

*SPEAKER: Johnny Day  
Senior Vice President, Chief Financial Officer  
Greater Mission  
Annville, Pennsylvania*

9:30-10:30 am Session 10 PALOS VERDES

**Do Not Give... A Closed-Door Conversation on Generosity**

*SPEAKERS: Trevor Gavin  
Sales Director  
Alexy Etheridge  
Sales Executive  
ParishSOFT  
Ann Arbor, Michigan*

10:30 – 11:00 am Break with Exhibitors  
PACIFIC BALLROOM B - D

11:00 am – 12:00 pm Session 11 LAGUNA

**We Want to be a Stewardship Parish: Creating a Plan that will Keep You on Target**

*SPEAKER: Jennifer Van Zandt  
Communication and Member Engagement Coordinator  
Our Lady of Fatima Catholic Church  
San Clemente, California*

11:00 am -12:00 pm Session 12 HUNTINGTON

**For Clergy: How Stewardship Can Transform Your Parish**

*SPEAKER: Rev. Christopher Smith  
Rector Emeritus  
Christ Cathedral  
Diocese of Orange, California*

11:00 am-12:00 pm Session 13 CAPISTRANO

**Using Social Media to Engage and Evangelize Your Parishioners**

*SPEAKER: Tommy Shultz  
Business Development Representative  
Diocesan  
Byron Center, Michigan*

11:00 am - 12:00 pm Session 14 AVALON

**From Christendom to Apostolic Mission– Equipping the Modern Apostles for Mission**

*SPEAKERS: Anthony Welch  
Catholic Business Development Manager  
ParishStaq  
Molly Matthews  
Chief Executive Officer  
Pushpay  
Redmond, Washington  
Tom Martin  
Chief Information Officer  
Archdiocese of Seattle*

11:00 am -12:00 pm Session 15 SANTA MONICA

**Orando, Promoviendo y Participando: La Implementación de una Campaña de Capital Exitosa en una Comunidad Bilingüe / Praying, Promoting and Participating: Implementing a Successful Capital Campaign in a Bilingual Community**

*SPEAKER: José De Jesús  
Executive Vice President Diocesan Services  
Guidance in Giving, Bayport, New York*

11:00 am-12:00 pm Session 16 EL CAPITAN A

**A Better Way: 5 Strategies to Create and Share Diocesan Content with Parishes**

*SPEAKER: Nic Prenger  
Chief Executive Officer  
Prenger Solutions Group  
Omaha, Nebraska*

11:00 am-12:00 pm Session 17 EL CAPITAN B

**Gift Planning Culture: Addressing Endemic Fundraising Challenges by Focusing on Legacy and Noncash Asset Gifts That Benefit Your Parishioners**

*SPEAKER: Thomas Kissane  
Principal Managing Director  
CCS  
New York, New York*

11:00 am-12:00 pm Session 18 AVILA

**Why Development Directors Should Care about the Stewardship of Your Organization's Investments**

*SPEAKER: Sloan Smith  
Principal Director  
Innovest  
Denver, Colorado*

# SCHEDULE AT-A-GLANCE

# Sessions by Date and Time

11:00 am-12:00 pm Session 19 SAN SIMEON

**Vitality and Advancement in the Catholic School Marketplace**

*SPEAKER: Steve Michalek  
Chief Operating Officer  
Ruotolo, Associates, Inc.  
Englewood Cliffs, New Jersey*

11:00 am-12:00 pm Session 20 PALOS VERDES  
**Revolutionizing Giving and Stewardship with Artificial Intelligence and Data**

*SPEAKER: Shawn Olds  
Co-founder & CEO  
boodleAI  
Tysons, Virginia*

12:00 – 2:00 pm **Break and Visit with Exhibitors CALIFORNIA BALLROOM B -D**

2:00 – 3:00 pm Session 21 LAGUNA

**All Are Welcome! Cultivating a Spirit of Hospitality in our Parishes and Beyond**

*SPEAKER: MaryAnne Russell  
Director of Stewardship and Evangelization  
St. Brigid Catholic Church  
San Diego, California*

2:00-3:00 pm Session 22 HUNTINGTON  
**Clergy - to - Clergy: A Panel of Pastors Discusses How Stewardship Can Transform a Parish**

2:00-3:00 pm Session 23 CAPISTRANO  
**Engaging Young Adults in the Life of the Parish**

*SPEAKER: Armando Cervantes  
Director of Youth and Young Adult and Hispanic Ministry  
Diocese of Orange, California*

2:00-3:00 pm Session 24 AVALON

**Helping Parishioners Understand Their Parish Giving Options**

*SPEAKERS: Valeria Vessels  
Director of Stewardship and Development  
Diocese of Owensboro, Kentucky*

2:00-3:00 pm Session 25 SANTA MONICA

**Plan de Acción para la Introducción de la Corresponsabilidad en la Parroquia / Plan of Action for Introducing Stewardship in the Parish**

*SPEAKER: Domingo Betancourt  
Senior Account Executive  
Our Sunday Visitor  
Huntington, Indiana*

2:00 -3:00 pm Session 26 EL CAPITAN A

**The Impact of Storytelling – Showcasing the Results from the Diocese of Austin**

*SPEAKERS: Kate McDonough Cominsky  
Senior Managing Director of Fundraising  
Cathedral Corporation  
Rome, New York  
Lisa Rosenberger  
Associate Director Annual Appeal  
Margaret Kappel  
Associate Director of Stewardship  
Diocese of Austin, Texas*

2:00 – 3:00 pm Session 27 EL CAPITAN B

**Major Gift Research through a Stewardship Lens**

*SPEAKER: Mary J. Foley  
Managing Director, Mission Advancement  
Christian Brothers Services  
Romeoville, Illinois*

2:00 – 3:00 pm Session 28 AVILA

**Strengthening Parish Finances through Parish Endowment Funds and Gift Annuities**

*SPEAKER: Mark Henry  
President  
Stewardship Planned Giving  
Tyler, Texas*

2:00-3:00 pm Session 29 SAN SIMEON

**The 82% Are Waiting to be Invited: Here's How to Do it**

*SPEAKER: Liz Canney  
Co-owner, Happiness Engineer  
Flocknote  
Austin, Texas*

2:00-3:00 pm      Session 30      PALOS VERDES

**The Strategic Importance of Donor Retention**

SPEAKER: *Darryl Moser*  
*Business Development Manager*  
*DonorPerfect*  
*Fort Washington, Pennsylvania*

3:00 – 3:30 pm      **Break and Visit with Exhibitors**  
**CALIFORNIA BALLROOM B-D**

3:30 – 4:30 pm      Session 31      LAGUNA

**Stewardship of Treasure: the Message, the Money and the Mission!**

SPEAKER: *Steve Homiak*  
*Director of Parish Support and Annual Campaigns*  
*Archdiocese of Seattle, Washington*

3:30-4:30 pm      Session 32      HUNTINGTON

**Preaching Stewardship: How Effective Homilies Are Essential to the Stewardship Message**

SPEAKER: *Rev. Stephen Jones*  
*Director of Stewardship*  
*Diocese of Jefferson City, Missouri*

3:30-4:30 pm      Session 33      CAPISTRANO

**Go and Make Disciples: Evangelization Is Important to Our Life of Faith**

SPEAKER: *Most Rev. Donald Hanchon*  
*Auxiliary Bishop*  
*Archdiocese of Detroit, Michigan*  
*ICSC Episcopal Moderator*

3:30-4:30 pm      Session 34      AVALON

**Five Traits of a Good Steward of Human Resources**

SPEAKER: *Brian Burgin*  
*Business Manager*  
*St. Anastasia Catholic Church*  
*Troy, Michigan*

3:30-4:30 pm      Session 35      SANTA MONICA

**Las Mujeres en la Iglesia: La Poderosa Influencia de las Madres al Dar / Women in the Church: The Powerful Influence of Mothers on Giving**

SPEAKER: *Alma Benitez*  
*Director of Stewardship*  
*Diocese of Yakima, Washington*

3:30-4:30 pm      Session 36      EL CAPITAN A

**Database Tips for Stewardship and Development Offices**

SPEAKERS: *Margaret Trahan*  
*Director of Stewardship and Development*  
*Diocese of Lafayette, Louisiana*  
*Claudia Broman*  
*Director of Charitable Giving*  
*Diocese of Rockford, Illinois*  
*Kathy Dalsaso*  
*President*  
*ROI Dataworks, Inc.*  
*Denver, Colorado*

3:30-4:30 pm      Session 37      EL CAPITAN B

**Diocesan Annual Appeals: What We're Still Learning in this Ever-Evolving Post-Pandemic Environment**

SPEAKERS: *Jeanne Combos*  
*Director of Annual Appeals*  
*Diocese of Arlington, Virginia*  
*Jim Kelley*  
*Director of Development*  
*Diocese of Charlotte, North Carolina*  
*Scott Whitaker*  
*Director of Stewardship and Development*  
*Diocese of Austin, Texas*

3:30-4:30 pm      Session 38      AVILA

**Building Parish Planned Giving Programs That Work**

SPEAKERS: *Gina Rhodes*  
*Director of Planned Giving*  
*Diocese of Charlotte, North Carolina*  
*Maggie Keenan*  
*Director of Planned Giving*  
*Catholic Community Foundation, Diocese of Richmond*

3:30-4:30 pm      Session 39      SAN SIMEON

**Preparing for a 2023 Capital Campaign: Are You Ready?**

SPEAKER: *Matt Vuorela*  
*President*  
*Steier Group*  
*Omaha, Nebraska*

# SCHEDULE AT-A-GLANCE

# Sessions by Date and Time

3:30-4:30 pm Session 40 PALOS VERDES

All-in-One Catholic Organization Digital Fundraising, Donor Relationship Management, Fundraising Strategies and Best Practices to Thrive in a Forever Changed Fundraising World

SPEAKERS: *Chris Fink*  
Chief Operating Officer  
*Arreva*  
Palo Alto, California

5:15 – 6:30 pm Concelebrated Mass  
CALIFORNIA BALLROOM CD

## Tuesday, October 4, 2022

7:00 am – 4:30 pm Chapel Open / Capilla Abierta  
San Clemente

7:30 am – 4:30 pm Registration / Information Desk  
Open

7:30 am – 8:30 am Continental Breakfast  
with Exhibitors  
PACIFIC BALLROOM B-D

7:30 am – 3:30 pm Exhibit Hall is Open  
PACIFIC BALLROOM B-D

8:30 – 9:30 am Session 41 LAGUNA

Building Engagement through Small Christian Communities

SPEAKER: *Deacon Mark Murphy*  
St. Martin de Porres Catholic Church  
Yorba Linda, California

8:30-9:30 am Session 42 HUNTINGTON

The Importance of Discipleship in Parish Renewal

SPEAKERS: *Mike Cusick*, Senior Director of  
Technical Sales  
*Katie Herzing*, Parish Coach  
*Our Sunday Visitor*  
Huntington, Indiana

8:30-9:30 am Session 43 CAPISTRANO

Building Stewardship in the Vietnamese Community:  
The Importance of Understanding the Culture

SPEAKERS: *Rev. Bill Cao*  
Pastor  
St. Anthony Claret Catholic Church  
Anaheim, California  
*Rev. Tuyen Nguyen*  
Pastor  
Blessed Sacrament Catholic Church  
Westminster, California

8:30-9:30 am Session 44 AVALON

What We are Still Learning About Re-Engaging  
Parishioners Post Pandemic: A Panel Discussion

ICSC Parish Business Managers and Administrators

8:30-9:30 am Session 45 SANTA MONICA

Vayan y Hagan Discípulos: La Evangelización es  
Importante para Nuestra Vida de Fe / Go and Make  
Disciples: Evangelization Is Important to Our Life  
of Faith

SPEAKER: *Reverendísimo Donald Hanchon*  
Obispo Auxiliar  
Arquidiócesis de Detroit, Michigan  
Moderador Episcopal del ICSC

8:30-9:30 am Session 46 EL CAPITAN A

The Artful Journey: A Master Class on Donor-Centered  
Philanthropy for Dioceses and Parishes – Part I

SPEAKER: *Ray Watts*  
Associate Vice President for Development  
Claremont McKenna College  
Claremont, California  
Sponsored by: Catholic Extension  
Chicago, Illinois

8:30-9:30 am Session 47 EL CAPITAN B

Using Technology for Sustainable Fundraising

SPEAKER: *Bridget Daly*  
Vice President of Business Development  
GiveCentral, Chicago, Illinois

8:30-9:30 am Session 48 AVILA

**Getting Your Message Out with Social Media**

SPEAKER: *Scott Whitaker*  
Director of Stewardship and Development  
Diocese of Austin, Texas

8:30-9:30 am Session 49 SAN SIMEON

**How to Cultivate and Solicit a \$1,000,000 Gift to Your Parish Capital Campaign**

SPEAKER: *Denis Greene*  
President  
Church Development  
Kansas City, Missouri

8:30-9:30 am Session 50 PALOS VERDES

**The Generosity Crisis: The Case for Radical Connection at the Heart of Stewardship**

SPEAKER: *James Friend, Jr.*  
Managing Director  
Changing Our World  
New York, New York

9:30 – 10:00 am Break and Visit with Exhibitors  
CALIFORNIA BALLROOM B-D

10:00 – 11:00 am Session 51 LAGUNA

**Communicating Effectively with all Generations of Parishioners to Build Engagement**

SPEAKER: *Katie Price*  
Director of Mission Advancement and Parish Vitality  
Diocese of Springfield, Illinois

10:00-11:00 am Session 52 HUNTINGTON

**Beyond Christendom: Challenging Findings from the ACST American Beliefs Study and Ideas for Helping Parishes Thrive**

SPEAKER: *Terry Poplava*  
Director, Strategic Expertise  
ACS Technologies  
Florence, South Carolina

10:00-11:00 am Session 53 CAPISTRANO

**8 Ways to Build Parish Community**

SPEAKERS: *Leisa Anslinger*  
Founder  
Catholic Life and Faith  
Nashville, Tennessee

10:00-11:00 am Session 54 AVALON

**The Church and the Financial Well-Being of Christians**

SPEAKER: *Jan Engkasser*  
Director, Member Engagement Strategies  
Thrivent  
Appleton, Wisconsin

10:00-11:00 am Session 55 SANTA MONICA

**Una Historia Parroquial: Reflexiones sobre la Corresponsabilidad en Parroquias Principalmente Hispanas / A Parish Story: Reflections on Stewardship in Primarily Hispanic Parishes**

SPEAKERS: *Rev. Ed Poettgen, Pastor*  
*Deacon Freddy Hernandez*  
St. Boniface Catholic Church  
Anaheim, California  
*Yaret Macedo, Pastoral Administrator*  
Immaculate Heart of Mary Church  
Santa Ana, California  
*Enrique Soria*  
Diocese of Orange, California

10:00-11:00 am Session 56 EL CAPITAN A

**The Artful Journey: A Master Class on Donor-Centered Philanthropy for Dioceses and Parishes – Part II**

SPEAKER: *Ray Watts*  
Associate Vice President for Development  
Claremont McKenna College  
Claremont, California  
Sponsored by: Catholic Extension  
Chicago, Illinois

10:00-11:00 am Session 57 EL CAPITAN B

**Enhancing Major Gift Fundraising in a Catholic School Environment**

SPEAKER: *Ben Hoke*  
Director of Development for Catholic Schools  
Diocese of Charlotte, North Carolina

10:00-11:00 am Session 58 AVILA

**The State of Planned Giving in 2022 and How to Get More Members to Leave a Legacy within the Church**

SPEAKER: *Abe Berryshimm*  
FreeWill  
New York, New York

# SCHEDULE AT-A-GLANCE

# Sessions by Date and Time

10:00-11:00 am	Session 59	SAN SIMEON	2:00-3:00 pm	Session 65	SANTA MONICA
<b>Is There a “New Normal” in Fundraising?</b> SPEAKER: <i>Kevin Lynch</i> <i>President</i> <i>Lynch Development Associates</i> <i>Huntington, New York</i>			<b>La Importancia de la Inclusión de los Jóvenes y los Adultos Jóvenes y los Pasos para Atraerlos y Mantenerlos / Importance of Inclusion of Youth and Young Adults and Steps to Attract and Keep Them</b> SPEAKER: <i>Armando Cervantes</i> <i>Director of Youth and Young Adults</i> <i>and Hispanic Ministry</i> <i>Diocese of Orange, California</i>		
10:00-11:00 am	Session 60	PALOS VERDES	2:00-3:00 pm	Session 66	EL CAPITAN A
<b>Small Dioceses- Group Discussion: Using Donor Databases More Effectively</b>			<b>Charting the Course: Annual Appeal Project Management</b> SPEAKER: <i>Theresa Aide</i> <i>Sales Representative</i> <i>Suttle-Straus</i> <i>Waunakee, Wisconsin</i>		
11:00 – 11:45 am	Break		2:00 -3:00 pm	Session 67	EL CAPITAN B
11:45 am – 1:00 pm	Luncheon and Plenary Session		<b>Maximizing Your Annual Appeal’s Potential: “Doing More with Less”</b> SPEAKERS: <i>Rebecca Hancock</i> <i>Director of Annual Giving and Stewardship</i> <i>Catholic Foundation of Southeastern Massachusetts</i> <i>T.J. Wilson</i> <i>Assistant Vice President</i> <i>Letter Concepts</i> <i>Berlin, Connecticut</i>		
1:00 – 1:45 pm	Dessert Reception with Exhibitors in Exhibit Hall CALIFORNIA BALLROOM B-D		2:00-3:00 pm	Session 68	AVILA
2:00 – 3:00 pm	Session 61	LAGUNA	<b>Development is from Mars! Finance is from Venus! Integrating Development and Finance for Greater Stewardship</b> SPEAKERS: <i>Heather LeVan</i> <i>Principal Demand Generation Marketing Manager</i> <i>Brandon Sak</i> <i>Account Executive, Senior Principal</i> <i>Blackbaud</i> <i>Charleston, South Carolina</i>		
<b>Best Practices to Help Parishes Promote Stewardship More Effectively</b> SPEAKER: <i>Dave Baranowski</i> <i>Director of Stewardship Education and Leadership Formation</i> <i>Archdiocese of St. Louis, Missouri</i>			2:00-3:00 pm	Session 69	SAN SIMEON
2:00-3:00 pm	Session 62	HUNTINGTON	<b>Take Out the Guesswork: Using Data to Drive Your Appeal Strategy</b> SPEAKER: <i>John Cuneen</i> <i>Vice President of Catholic Institutions</i> <i>The Lukens Company</i> <i>Arlington, Virginia</i>		
<b>Practical Steps to Developing Stewardship in the Parish</b> SPEAKER: <i>Shari Navarre</i> <i>Client Manager</i> <i>Catholic Stewardship Consultants</i> <i>Evans, Georgia</i>					
2:00-3:00 pm	Session 63	CAPISTRANO			
<b>Creating a Culture of Witness in Your Parish</b> SPEAKER: <i>Rev. Tim Donovan</i> <i>Chaplain</i> <i>Santa Margarita High School</i> <i>Santa Margarita, California</i>					
2:00-3:00 pm	Session 64	AVALON			
<b>Praying, Promoting and Participating: Implementing a Successful Capital Campaign in a Bilingual Community</b> SPEAKER: <i>José De Jesús, Executive</i> <i>Vice President Diocesan Services</i> <i>Guidance in Giving, Windermere, Florida</i>					



- 2:00-3:00 pm      Session 70      PALOS VERDES  
**Small Dioceses – Group Discussion:  
Better Use of Social Media**
- 3:00 – 3:30 pm      Break and Visit with Exhibitors  
CALIFORNIA BALLROOM B-D
- 3:30 – 4:30 pm      Session 71      LAGUNA  
**How Stewardship Committees Add Significant Value to  
a Parish’s Stewardship Efforts**  
SPEAKER: *Jim Kelley*  
*Director of Development*  
*Diocese of Charlotte, North Carolina*
- 3:30-4:30 pm      Session 72      HUNTINGTON  
**Carrying the Intentional Discipleship Torch Forward:  
How Young Families Can Engage Other Young Families  
to Participate More Fully in the Life of the Parish**  
SPEAKERS: *Deacon Pat Derrington*  
*Stewardship Director*  
*Levi and Beth Pole*  
*Lance and Jennifer Fredrickson*  
*Stewardship Committee Members*  
*St. Nicholas Catholic Church*  
*Tea, South Dakota*
- 3:30-4:30 pm      Session 73      CAPISTRANO  
**How Stewardship is about Putting the Eucharist into  
Action: A Primer for the Eucharistic Revival**  
SPEAKER: *Michael Murphy*  
*Executive Director*  
ICSC
- 3:30-4:30 pm      Session 74      AVALON  
**Growing the Relationship and Support Between  
Parishioners and  
Your Catholic School**  
SPEAKER: *Michael Spillman,*  
*former Director of Business Administration*  
*St. Joseph Catholic Church*  
*Placentia, California*
- 3:30-4:30 pm      Session 75      SANTA MONICA  
**Mejores Prácticas para Hacer una Corresponsabilidad  
de Tesoro Impactante: Petición desde el Púlpito /  
Best Practices for Making an Impactful Stewardship of  
Treasure Ask from the Pulpit**  
SPEAKER: *Julio Chavez*  
*Associate Chief Development Officer*  
*Diocese of San Bernardino, California*
- 3:30-4:30 pm      Session 76      EL CAPITAN A  
**Attracting Young Donors - Meeting Them on Their  
Terms: The Rise of Donate Now, Pay Later**  
SPEAKER: *Dave Marcacci*  
*Senior Vice President, Sales*  
*B Generous*  
*Charleston, South Carolina*
- 3:30-4:30 pm      Session 77      EL CAPITAN B  
**How We Are Improving Parish Communications and  
Mass Participation**  
SPEAKER: *Jennifer Rodriguez*  
*Director of Stewardship and Development*  
*Archdiocese of San Antonio, Texas*
- 3:30-4:30 pm      Session 78      AVILA  
**Creating and Nurturing Associations for Women  
Committed to Philanthropy**  
SPEAKER: *Margaret Keightley*  
*Executive Director*  
*Catholic Community Foundation, Diocese of Richmond*  
*ICSC Board Chair*
- 3:30-4:30 pm      Session 79      SAN SIMEON  
**Amen Generosity**  
SPEAKER: *Tom Sonni*  
*Founder and President*  
*Greater Mission*  
*Annville, Pennsylvania*
- 3:30-4:30 pm      Session 80      PALOS VERDES  
**Mission Campaigns: How to Raise Capital-level  
Funding without Capital Projects**  
SPEAKER: *Chris Kuetemeyer*  
*Partner*  
*American Philanthropic*  
*Denver, Colorado*
- 5:30 – 6:45 pm      Concelebrated Mass  
CHRIST CATHEDRAL

**Wednesday, October 5, 2022**

- 9:00 – 9:45 am      Closing Plenary Session  
CALIFORNIA BALLROOM CD
- 10:00 – 11:15 am      Closing Concelebrated Mass  
CALIFORNIA BALLROOM CD