

# Synergy In The Sun

APRIL 19-22 2017

SONESTA HOTEL  
Fort Lauderdale, Florida



A Baptist Communicators Association Workshop



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## A word from our president

Hey BCAers! Welcome to Fort Lauderdale!

We hope you're ready to enjoy a week of fellowship with old friends, meeting new ones, and brushing up on ways to be more effective communicators.

This year's theme is "Synergy in the Sun." So what does this mean? Basically, we're better when we are working together as a team. We're better when we connect, collaborate and bounce ideas off each other. We need to help our colleagues grow -- spiritually and in our craft. Proverbs 27:17 tells us "As iron sharpens iron, so one person sharpens another." We need synergy! This will help us to continue learning and building on our skills, while developing a few new tricks along the way. We should strive for brilliance every day, seeking ways to be sharper and more efficient at what we do.

We have a great program lined up for you this week. Barbara Denman, this year's program chair, has worked hard to line up a great group of speakers, breakout sessions and activities. I can't wait! Through BCA, I've grown closer with my fellow communicators and look forward to continuing to strengthen friendships while building a few new ones. Let's enjoy our time in the sun this week as we experience a little synergy away from the office.

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*Shawn Hendricks*  
BCA PRESIDENT



# Schedule at a Glance

## WEDNESDAY, APRIL 19

### SETTING SAIL

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**10 A.M.** Officers Meeting

**2 P.M.** Registration opens

**4 P.M.**

Member Fellowship to welcome new members  
*BREEZE TERRACE*

Thank you to Baptist Press for  
sponsoring this fellowship.

**6 P.M.**

Dinner cruise and tour of Fort Lauderdale

MEET IN LOBBY for a 10-minute walk to  
catch the boat at the Doubletree Hotel

The workshop will open with a boat trip down Fort Lauderdale's intracoastal waterways where the rich and famous live. Al Fernandez, Florida Baptists' South Florida catalyst, will tell of the diversity and richness of the tapestry known as South Florida—gateway to South and Central America. BCA's own Mike Ebert will share the vision of NAMB's Send City strategy. Together they will explain the mission challenge and spiritual lostness in that region.

Thank you to the North American Mission Board and Florida Baptist Convention for sponsoring this meal and event.

**9 P.M.**

Breeze Terrace will be open for a  
time of mixing and mingling.

## THURSDAY, APRIL 20

### HITTING THE GROUND RUNNING

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**6:30 A.M.**

Member Beach Run | MEET IN LOBBY

BCA's super athletes Margaret Colson and Shawn Hendricks will coordinate a little friendly competition between colleagues.

**7:30 - 8:30 A.M.**

Breakfast | *PRIMANTI BROTHERS—A Fort Lauderdale Institution!*

Go out the front door of the hotel,  
and hang a right to the corner.

Thank you to the Baptist College of  
Florida for sponsoring the breakfast.

**9:15 - 10:30 A.M.**

Breakout Session One

*Reorg and Rebrand*

Micah Ferguson | HORIZON 1

*Creative Communicator's Camp*

Heather Palacios and Fred Uhl | HORIZON 2

*A Personal Journey in Storytelling*

Jim Veneman | HORIZON 3

**10:30 - 10:45 A.M.**

Break | Thank you to the International  
Mission Board for sponsoring the break.

**10:45 - 12 NOON**

Breakout Session Two

*The Making of The Insanity of God*

Marc Hooks-Craig Martin | HORIZON 1

*Visual Storytelling*

Bill Bangham | HORIZON 2

*Smart Phone and Social Media*

Danilda Martinez | HORIZON 3

**12:15 P.M.**

Lunch | SA/A

Mission speaker *Jeremiah Taylor*

Keynote speaker *Michael Ray Smith*

*Good Communication: Sanctuary for All  
Time from the Insults of the Shrii*

Thank you to GuideStone Financial  
Resources for sponsoring this luncheon.

**2:30 - 3:45 P.M.**

Breakout Session Three

*Writing that Moves Statues to Weep*

Michael Ray Smith | HORIZON 1



*Digital Media Revolution*  
Israel Balderas | HORIZON 2

*Risk Communication and Fear*  
Wes Jamison | HORIZON 3

#### **4 P.M.**

Explore the beaches, sights and sounds of Fort Lauderdale. Dinner on your own.

#### **6 P.M.**

Optional Gallery Tour

*National Geographic Photo Gallery*

Westbury's Wacky World Adventure strikes out again for the National Geographic photo gallery on 607 E. Las Olas Blvd. ... one of only five in the nation. Admission is free. Then join him as he leads a stroll along the tropical, winding Riverwalk lined with million dollar yachts and outdoor cafes for your dining experience.

Dinner and transportation is on your own. Meet in lobby at 6 to get adventure details.

#### **9 P.M.**

Showing of "The Insanity of God" | HORIZON 3

## **FRIDAY, APRIL 21**

### **PORT OF CALL**

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#### **7:30 - 8:30 A.M.**

Breakfast | PRIMANTI BROTHERS

#### **9:15 - 10:30 A.M.**

Breakout Session Four

*The Joy of Blogging*

Heather Palacios | HORIZON 1

*Managing the Intergenerational Workforce*

Becky Peeling | HORIZON 2

*The Convergence of Web and Social Media: Forming an Effective Strategy*

Louis Park | HORIZON 3

#### **10:30 A.M.**

Break | Thank you RLS Group for sponsoring this break.

#### **10:45 - 12 NOON**

Affinity groups

*Marketing/PR* – Ish LaBiosa, Innovative Faith Resources, SBC of Virginia

*Editorial* – Kevin Bumgarner, Florida Baptist Witness

*Graphic Design* – Jesse Conte, Alabama Baptist Convention

*Electronic Media* – Cam Tracy, Union University

*Management* – Marc Hooks, Collin Baptist Association

#### **12:15 P.M.**

Lunch | SAIA

Keynote speaker *Tom Kennedy*

*Peering into the Future: Media, Technology, and You*

Thank you to the Florida Baptist Financial Services and Florida Baptist Historical Society for sponsoring this luncheon.

#### **2 - 3 P.M.**

Panel Discussion

*Communicating to the 'Heads Down' Culture*

Tom Kennedy, Shawn Hendricks, Dan Darling

Moderator *Brandon Pickett* | HORIZON 2-3

#### **3 P.M.**

Hit the Beach

Free time for surf, sand and sun

#### **7 P.M.**

Wilmer C. Fields Awards Banquet

"Seas the Day" | INFINITY BALLROOM

## **SATURDAY, APRIL 22**

#### **7:30 - 8:30 A.M.**

Breakfast | HORIZON 2-3

#### **8:45 A.M.**

Devotional *Shannon Baker*

Business meeting *Shawn Hendricks*



## Keynote Speakers



**THOMAS R. KENNEDY** is executive director of American Society of Media Photographers (ASMP), a U.S. trade association representing independent photographers working across commercial and editorial genres. He is an internationally known visual journalist with

extensive print, broadcast, and online journalism experience, including positions as managing editor for multimedia at *The Washington Post*, and director of photography at the National Geographic Society. He has created, directed, and edited visual journalism projects that have earned Pulitzer Prizes, as well as EMMY, Peabody, and Edward R. Murrow awards.



**MICHAEL RAY SMITH** is part of the interactive and multimedia media charge with news and persuasive communication. He is the author of "7 Days to a Byline that Pays" and "FeatureWriting.Net." An award-winning journalist and photographer, he has been quoted in the

*New York Times*, *The Boston Globe*, *The Chicago Tribune*, *The Philadelphia Inquirer*, *USA Today*, *The Arizona Republic*, *The Christian Science Monitor*, *The Louisville Courier-Journal*, *Editor and Publisher*, *Christianity Today*, *Writer's Digest* and many other periodicals. Smith has written seven books, nine peer-reviewed journal articles and hundreds of articles for the popular press. Several of his books are being used by universities as textbooks.

## Breakout Sessions and Speakers

### BREAKOUT SESSION ONE



**MICAH FERGUSON**, director of strategic initiatives for the Florida Baptist Convention, will lead a session on "Reorg and Rebrand," a look behind the reorganization strategy of the Florida Baptist Convention and the subsequent rebranding effort. He has served at the

Convention since June 2015 and is responsible for the launch of the Convention's new ministry visions and objectives, including web presence, social media and other communications management.



Church by the Glades in Coral Springs is one of the fastest growing multi-site churches in the U.S. The "hyper-creative and a fully-charged church where no perfect people are allowed" communicates with a ingenuity that speaks to South Florida's secular society and draws thousands of people to their campus week after week. Staff members **FRED UHL**, worship experience pastor, and **HEATHER PALACIOS**, creative production specialist, play an integral role in developing this culture through a creative



approach that will speak to all communicators. In this workshop, "Creative Communicator's Camp," the two will take you on a 1-2-3- journey that will unlock the creativity within you.





BCA's own **JIM VENEMAN** will share his own personal journey in how he discovered that helping your church and local community tell their stories may result in unexpected professional and personal growth for you. Veneman is visiting professor of photojournalism

at California Baptist University in Riverside, Calif., and teaches special projects photography at The Dixie Performing Arts Center in Huntingdon, Tenn. Each Spring, he assists in the direction of the Southwestern Photojournalism Conference held in Fort Worth, Texas. Along with BCA member Michael Chute, Veneman takes university students yearly to Louisiana State Penitentiary at Angola to produce stories, photographs and video for Awana.

## BREAKOUT SESSION TWO



Long-time Southern Baptist communicators **MARC HOOKS** and **CRAIG MARTIN** will share the trials and joys encountered in the making of the film "The Insanity of God." The feature length docudrama "The Insanity of God" was distributed internationally by Word Films and screened at more than 500 theaters through Fathom Events. This film had a national theatrical release with a viewership of 88,000 and sold \$1.2M in tickets.



Hooks serves as associate director of missions/director of communication for Collin Baptist

Association, a network of more than 130 churches in northeast Dallas. As a seasoned photographer and communicator, Hooks enjoys using images and storytelling to document what God is doing among the people and churches of Collin County.

Martin is an experienced visual storyteller, film-maker and writer with more than 26 years of experience

capturing stories in more than 80 countries. As a video/film producer, director, writer and editor, Martin has produced hundreds of projects both long and short form. With a master of arts in communications from Baylor University, Martin has explored a variety of formats including dramatic and journalistic storytelling with a focus on documentary. In addition to his film accomplishments, Martin has contributed multiple articles for national publications.



**BILL BANGHAM** will present the topic, "Visual Storytelling: In Image, Written and Spoken Word." The photojournalist, writer and editor from Richmond, Va., has worked in over 70 countries and served as editor-in-chief for *The Commission* and *Commission Stories* magazines,

editor of *World Mission Journal* and associate editor of *MissionsUSA* magazine. His work in photography, writing and design has been recognized with major awards in both secular and religious competitions.



**DANILDA MARTINEZ**, visiting instructor of digital media production at Palm Beach Atlantic University, will lead a session focusing on the use of smart phone to capture and edit videos using commonly available, free and low-cost tools. These little videos are perfect for sharing via social media to capture the immediacy of events.

## BREAKOUT SESSION THREE



Keynote speaker **MICHAEL SMITH** will take a look at "Writing that Moves Statues to Weep," sharing ideas on starting, developing and making your "prose grip impressionable minds pass the lead weight of despair into the light breeze of whimsy."





**ISRAEL BALDERAS**, assistant professor of convergence journalism at Palm Beach Atlantic University, will discuss "Journalism that Stands Apart," which is how the New York Times describes a news revolution through digital media. As mainstream media--local TV

stations, magazines and daily newspapers--face the full force of disruption and innovation, content producers need to leverage digital technology. As journalist and author Mark Briggs puts it, "We are living in the age of digital Darwinism." Balderas will speak to "what comes next, at the time that the answer to that question remains a blur at best and an unknown at worst."



**WES JAMISON** will speak about risk management and how groups use language to amplify fear. He is associate professor of communication at Palm Beach Atlantic University, where he teaches public relations, persuasion, political communication, and

communication theory. He holds a Ph.D. from Oregon State University studying interest group activism, and post-doctoral research at the University of Florida researching theories of public relations as they relate to activist communications and urban-rural conflict.

## BREAKOUT SESSION FOUR



**HEATHER PALACIOS** will speak on the "The Bonus of Blogging," a ten-year creative expression of her faith. In this session, she will share her ups and downs along the way. She will also share why she blogs, why she hasn't quit yet, and how it is a BONUS to her ministry.



**BECKY PEELING**, Palm Beach Atlantic University's associate vice president for university relations and marketing, will discuss managing a multi-generational work force, citing research where the workforce is made up of millennials, gen Xers and baby boomers. She

has found that younger people want to know how to deal with their Boomer bosses and the Boomers want to know how to manage millennials.



**LOUIS PARK**, web manager Palm Beach Atlantic University will speak about "The Convergence of Web and Social Media: Forming an Effective Strategy." As part of the University's marketing and development team, Park oversees, edits and approves

all content for [www.PBA.edu](http://www.PBA.edu) and [learn-well.pba.edu](http://learn-well.pba.edu). He creates, designs and builds pages and graphics and oversees development of other web applications and content for PBA's major social media platforms on Facebook, Twitter, Instagram and YouTube.

## COMMUNICATING TO THE "HEADS DOWN" CULTURE

Take a look around. We live in a head's down world. People everywhere -- in restaurants, in churches, in cars -- have their heads down, unrelentingly staring at cell phones and tablets.

How can we reach this culture with a message that will capture their imagination, engage their attention and move them to action?

A panel of experts -- **TOM KENNEDY**, a premiere visual storyteller, **SHAWN HENDRICKS**, who sits at the pinnacle of Southern Baptist communications; and **DANIEL DARLING**, communications for the Ethics and Religious Liberty Commission -- will tackle this topic with direct impact to the Baptist communicator.



# BCA Mission Project

JEREMIAH TAYLOR

CHURCH PLANTER, REDEMPTION CHURCH,  
LITTLE HAITI



This year, BCA members can participate in a mission project without leaving the hotel as they learn, pray and give to help a SEND Miami church planter make inroads into his community.

In November 2013,

JEREMIAH AND LAUREN TAYLOR moved to Miami to plant a gospel-centered church in the inner-city neighborhood of Little Haiti. "Little Haiti is like a foreign country, but with a U.S. zip code," said Taylor. "It is a very diverse community both culturally and economically."

In July 2015, the Taylors publicly launched Redemption Church Miami.

"We knew practically no one upon arriving, but since that time, God has brought many people into our path who also want to see a church planted in the inner-city of Miami."

The couple, who were married in 2010, adopted two children--Jason, 10, and Maya, 7-- in 2015 and welcomed a baby girl, Selah in January 2016. Jeremiah holds a master's degree in church ministry from the Southern Baptist Theological Seminary.

Members of the Baptist Communicators Association will join the Taylors and Redemption Church Miami in providing a community-wide outreach event in the Little Haiti community on Saturday, June 24.

The block party for the entire neighborhood of Little Haiti will offer family friendly games, free food, face painting, bouncy houses, and more. "Our goal is to place a door hanger on every door in Little Haiti inviting them both to this party and our church," Taylor said.

"Our hope is that this event will translate into us making disciples of Jesus Christ from those who attend it."

# Lifetime Member Nomination

For nearly 35 years, ERICH BRIDGES faithfully reported God's work among International Mission Board missionaries across the globe as an IMB international correspondent. His stories brought to life the experiences of missionaries, local believers and unbelievers in a way that raised awareness among Southern Baptists and spurred them to increased prayer and financial support, facilitating the spread of the gospel to some of the hardest-to-reach places on the planet.



Erich's "Worldview" column also inspired and challenged thousands of people as he candidly observed and discussed issues of concern to Southern Baptists and the broader evangelical community.

Ann Lovell, corporate director of communications with LifeSpire of Virginia, was first inspired by Erich as a young college student seeking to find God's purpose in her life. "Then as a young woman in my twenties working for a federal agency in the nuclear industry, Erich's stories about North Korea helped me understand not only the threat North Korea's nuclear ambitions posed but also the intense suffering of North Korean Christians," she wrote in nominating him as a BCA Lifetime Member.

Years later as a Christian worker living in Seoul, Lovell recalled, "I experienced the passion of South Korean Christians as they prayed for the opportunity to take the gospel to the north and heard the stories of some who escaped the hermit kingdom. Erich's stories from the 1990s lit a spark within me that God later fanned into flame—to be alert to the ways God works through international events to make His name known."

Erich's passion for the craft and his no-nonsense approach serve as examples to all. Now in retirement, he continues to develop stories that challenge and inspire, expanding his influence within Richmond and beyond.



## 2016-17 BCA Officers

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# Meeting Floor Plan

The SAIA is located on the south end of the first floor.





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