

WEDNESDAY, APRIL 28, 2021

Workshop: The Art and Science of Strategic Planning

Description: Strategic planning can help move your pregnancy help organization from good to great. Who doesn't want to be great? This proven strategy will enable you to get started right away.

Presenter: Vivian Koob

Date: 04/28/2021

Time: 12:00 PM

Workshop: Outside the Box Fundraising in a Virtual World

Description: Is it possible to be creative in fundraising in a virtual world? Learn to keep the joy in fundraising and see how you can share the positive impact you have to draw people to who you are and what you do. There is an art to creative fundraising!

Presenter: Lori DeVillez

Date: 04/28/2021

Time: 12:00 PM

Workshop: Overcoming Client Reluctance

Description: Tough topics are the lifeblood of the pregnancy help ministry. It takes courage to broach these subjects but even more strength to persevere when a client resists discussing them. Address the causes of that resistance and how you can continue the conversation of these essential topics with clients.

Presenter: Sharon Greenip, M.Ed.

Date: 04/28/2021

Time: 12:00 PM

Workshop: Succession Planning in Maternity Housing Organizations

Description: Because of the deeply relational aspect of maternity housing work, leadership transition is critically important. Having a plan guiding the transition helps reduce the stress and uncertainty which accompany a transition for the executive role as well as other essential staff roles.

Presenter: Peggy Forrest

Date: 04/28/2021

Time: 12:00 PM

Workshop: Leading with Honor

Description: Set up your ministry for success where every staff member lives in unity with each other 100% of the time. A place where true love is expressed with each other the way Jesus has always intended it to be, yes even in the workplace!

Presenter: Irene Bazan

Date: 04/28/2021

Time: 01:15 PM

Workshop: Powerful Methods to Increase Your Life-Saves

Description: In this course, participants will learn how to create a marketing machine and employ effective strategies that will attract abortion-minded clients to their doors and increase their center's life-saves.

Presenter: Benjamin Kraft

Date: 04/28/2021

Time: 01:15 PM

Workshop: Being Pro-Adoption in a Pro-Choice World

Description: What does it mean to be pro-adoption? Discover how a pregnancy center's attitude about adoption can impact a client's pregnancy options, as well as what clients wish you knew when it comes to choosing adoption for a child.

Presenter: Heather Featherston

Date: 04/28/2021

Time: 01:15 PM

Workshop: Driving and Manipulation of the Transducer*

Description: Ultrasound is operator dependent. This workshop will strengthen and reinforce visual definition of fetal and pelvic landmarks for the intermediate level nurse sonographer. Participants will learn landmarks, instrumentation, image optimization, transducer orientation

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and manipulation and structure characterization Do get lost when searching for the baby? Do you have difficulty centering your image on the monitor? Do you get lost in the vagina with transvaginal imaging? You will learn how to find the lie of the baby, the landmarks and manipulate the transducer to find whatever you are looking for.

Presenter: Shari Richard

Date: 04/28/2021

Time: 01:15 PM

Workshop: How Your "Why" Sustains Your Mission

Description: Trials, opposition and uncertainty force us to ask the question, "Why am I doing this, again?" This workshop will re-calibrate your inner compass and re-fire your passion for life with a fresh, insightful take on God's truth about Life.

Presenter: Susanne Maynes

Date: 04/28/2021

Time: 01:15 PM

Workshop: Love Essentials in the Pregnancy Help Organization

Description: God's love is essential and foundational to leaders and the work of Pregnancy Help Ministries.

Presenter: Joddi-Jay Babcock

Date: 04/28/2021

Time: 02:30 PM

Workshop: Funding Your Mission by Connecting Through Stories

Description: We are called to a holy mission. Funding our vision and mission is essential to our life-saving and life-changing goals. Together, we will explore two key areas -- listening to the stories of our donors and friends -- essentially finding out what drives them to our mission. We will also look at connecting with donor interests to more effectively communicate stories that move their hearts. We see beautiful stories developing every day at our organizations, but how do we tell our donors effectively? We will dive into the heart of storytelling to make funding your vision more successful every day.

Presenter: Cindi Boston-Bilotta

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Time: 02:30 PM

Workshop: Translating Teen Culture

Description: Does it ever seem like teenagers are speaking a whole different language and the gap between your world and theirs seems to be forever widening? Learn practical skills to effectively bridge that gap with communication and connection.

Presenter: Amy Posterick

Date: 04/28/2021

Time: 02:30 PM

Workshop: Dialectical Behavior Therapy

Description: Discover Dialectical Behavior Therapy, a model that teaches mindfulness, distress tolerance, emotion regulation, and interpersonal effectiveness, and how it can be practically used in non-profits.

Presenter: Angie May

Date: 04/28/2021

Time: 02:30 PM

Workshop: An Essential Culture of Trust

Description: Trust is essential to attract more clients and increase donations, and it begins with the leader. Discover key truths that can revolutionize impact through creating a high-trust culture.

Presenter: Robin Fuller

Date: 04/28/2021

Time: 03:45 PM

Workshop: Abortion-Minded Client Stampede

Description: Teach how any center with an ultrasound, can book an extra 20-50 ABM clients every month. Learn how one center maintains a 46% ABM rate and your center can too!

Presenter: Frank McGuire

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Time: 03:45 PM

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Workshop: Saving Two Lives at a Time

Description: The goal of the workshop is to share our lessons learned from working with teenage girls who conceive as a result of sexual abuse. In the context of an African country where, in some cultures, teenage pregnancy and early marriage are acceptable, we hope to share our own holistic approach to sexual violence prevention, response, and empowerment for girls whose lives take a dramatic turn once they become pregnant.

Presenter: Annabelle Nakabiri Ssebakijje

Date: 04/28/2021

Time: 03:45 PM

Workshop: Equipping the Called*

Description:

Presenter: Bryan Williams

Date: 04/28/2021

Time: 03:45 PM

Workshop: Pregnancy Loss: Remember Every Child

Description: The goal of this workshop is to explore ways Pregnancy Help Ministries can offer support to clients who experience pregnancy loss. While some ideas will address consistency in language (number of pregnancies equals number of children) the main focus will be on ways to memorialize the children and acknowledge the real grief of the families.

Presenter: Kim Padan

Date: 04/28/2021

Time: 03:45 PM

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Workshop: Establishing The Culture of Your Center

Description: Every organization has a culture but often it is left to default. The purpose of this workshop is to teach the importance of purposefully establishing a culture in an organization, how to define it and how to go about implementing it.

Presenter: Dinah Monahan

Date: 04/29/2021

Time: 12:00 PM

Workshop: Grant Writing 101

Description:

Presenter: Terri Fox

Date: 04/29/2021

Time: 12:00 PM

Workshop: Loving Well in the Midst of Diversity

Description: Understanding and having strategy on caring and serving a diverse client base is essential. From differences in race, religion, socioeconomic status, and age this session will help participants from a Biblical foundation lead in conversation inside of their organization. We will also provide participants with tools to train and equip board, staff, and volunteers and set strategies to care for the diverse client base walking in their doors.

Presenter: Savannah Marten

Date: 04/29/2021

Time: 12:00 PM

Workshop: Creating felt safety in maternity housing

Description: Learn what felt safety is, and why it is important, especially for women who have experienced childhood trauma. Learn practical ideas of how to create an environment of felt safety in housing ministries.

Presenter: Tim Steele

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Workshop: What's Personality Got to do with it?

Description: To share essential tools for directors and other leaders to gain a better understanding of their employees and volunteers; their strengths and what gets them excited (how they were designed by God) to build an amazing team where everyone is valued! Using tools like the Enneagram, and other team building ideas this break out will help you to prevent staff burn out and bring out the best in each of your Center staff.

Presenter: Melanie Manley

Date: 04/29/2021

Time: 01:15 PM

Workshop: Client Focused Marketing

Description: Uncover strategies to keep marketing focused on the client, staying focused on the fight for life. Turn-off the outside influences drawing us away from the mission of reaching clients and saving lives.

Presenter: Dawn Marie Perez

Date: 04/29/2021

Time: 01:15 PM

Workshop: Fertility Awareness is Essential for Health and Well-Being

Description: Find the benefits of teaching women to understand appreciate their fertility by providing fertility awareness classes, and learn the basics and health benefits yourself!

Presenter: Sharon Pearce

Date: 04/29/2021

Time: 01:15 PM

Workshop: Abortion in 2021*

Description: The COVID-19 pandemic has generated change in abortion access. Abortion in 2021 presents with a no-test protocol and the absence of a physical clinic. The shift in how abortion is executed relies on modern care models that prove abortion is not healthcare. Join me as we review the history of abortion, explore the present-day expansion of abortion access and what this means for the clients we serve in the pregnancy help organization.

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Presenter: Lisa Searle

Date: 04/29/2021

Time: 01:15 PM

Workshop: The V Step: A Glance in a Different Direction

Description: The “V” step – Vision and Value, is the third step of The LOVE Approach™. According to Genesis 1, our value does not depend on what we do. God describes the creation of Adam and Eve as “very good” before they had any opportunity to do anything! We communicate this so well to our clients, but what about for ourselves?

Presenter: Beth Diemert

Date: 04/29/2021

Time: 01:15 PM

Workshop: Essentials When Encountering the Abortion Determined Woman

Description: This workshop will provide firsthand insight into the mindset of the Abortion Determined woman at initial contact. Attendees will also be equipped with principles and practices that will maximize their effectiveness during the primary visit with an abortion determined woman in helping her make a life choice.

Presenter: Christine Schlesiger

Date: 04/29/2021

Time: 02:30 PM

Workshop: Essentials in Serving Victims of Domestic Abuse

Description: Domestic violence isn't something that's good to understand, it's essential. Learn how to recognize abuse in all its forms and what you can do to help those caught in the cycle to begin their healing journey.

Presenter: Stacey Womack

Date: 04/29/2021

Time: 02:30 PM

Workshop: Understanding Your Impact

Description: Discover the importance of understanding impact in anti-poverty work, best practices, and how to think about/partner with a research organization.

Presenter: Fran Gallagher

Date: 04/29/2021

Time: 02:30 PM

Workshop: Media Relations

Description: Information has power, and it's never been more important to have a handle on the narrative concerning your organization. Join Heartbeat International's Lisa Bourne, managing editor for Pregnancy Help News and Heartbeat content writer, for a 101 on navigating media relations in today's climate.

Presenter: Lisa Bourne

Date: 04/29/2021

Time: 03:45 PM

Workshop: The Essential Truth About Sex

Description: Our goal is to educate authorities to understand, equip, and prepare people in the area of sex and abstinence through the use of boundaries, abstinence and the creation of community for accountability in order to eliminate loneliness. Depression, anxiety, sex outside of marriage, and pornography masks other issues and our goal is to help other leaders and authorities communicate the biological truth about sex and abstinence.

Presenter: Rob Kowalski

Date: 04/29/2021

Time: 03:45 PM

Workshop: Virtual Management of Reproductive Grief*

Description: The global health crisis has required shelter in place mandates, social distancing, and a sharp increase in virtual versus office visits resulting in more couples or individuals having to experience a first trimester miscarriage or medical abortion at home. This presentation aims to positively impact the grieving trajectory by equipping virtually-oriented healthcare professionals with the skills necessary to assess reproductive grief and communicate more empathetically through the exploration of exemplar stories, role-play/case study activities, and didactic components.



Virtual Conference Schedule

Presenter: Kathryn Grauerholz

Date: 04/29/2021

Time: 03:45 PM

Workshop: Intro to the Abortion Pill Rescue Network*

Description: In this course, Ashley Vance RN, provides education into how the Abortion Pill Reversal process works, how its Rescue Network operates, and how to best meet the needs of the unique APR client in crisis. Nurses/attendees will learn how to care for women after initiating chemical abortion and seeking to reverse its effects along with best practices to improve client outcomes.

Presenter: Ashley Vance

Date: 04/29/2021

Time: 03:45 PM

Workshop: Heartbeat Consultants Speak: Common Questions & Conflict and Suggested Solutions

Description: There are common questions and areas of conflict that affiliates raise often. These span the full range of center and clinic topics, from fundraising, to operations, to board governance, and client programs. A panel of Heartbeat Consultants will dive in to help dissect the issues and offer practical suggestions to jump these hurdles and move forward.

Presenter: Beth Diemert

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Workshop: 3 Critical Incident Stress Management Lessons

Description: What do we learn from professional, NAF-endorsed, abortion training textbooks, as well as from the professional textbooks on Critical Incident Stress Management (CISM) that especially informs effective pregnancy-related crisis counseling? Come review these textbooks yourself, as we outline 3 essential lessons that ought to guide our approach to crisis intervention and management.

Presenter: John Ensor

Date: 04/30/2021

Time: 12:00 PM

Workshop: Cultivating Your Donors into Lifelong Partners

Description: The easiest way to increase your organization's financial support is to keep, not lose, your current supporters. Many organizations lose donors just as fast as they gain new ones. They come in the front door go and out the back door. Learn 10 strategies for developing loyal, passionate, and longterm financial partners for your nonprofit.

Presenter: Jack Eason

Date: 04/30/2021

Time: 12:00 PM

Workshop: Presenting Adoption to Our Clients

Description: Ease the trepidation and uneasiness that comes with presenting the option of adoption in a pregnancy center or maternity home. We will look at basic, important factors in navigating the conversation in a way that is comfortable for everyone: clients and staff alike.

Presenter: Jeannine Floores

Date: 04/30/2021

Time: 12:00 PM

Workshop: Addiction in Pregnancy*

Description: Understand the most up-to-date information related to addiction in pregnancy. Using cases, participants will verbalize how pregnancy changes our clients with addiction.

Presenter: Marilyn Kindig

Date: 04/30/2021

Time: 12:00 PM

Workshop: Foundations of Relational Adoption Practices

Description: The goal of this workshop is to familiarize those serving women facing an untimely pregnancy with the adoption process while ensuring their approach is ethical and relational.

Presenter: Angela Boblitt; Jenna Everson

Date: 04/30/2021

Time: 01:15 PM

Workshop: The Nuts and Bolts of Prenatal Care*

Description: Often, memorization of testing and ultrasound are ordered by practitioners without a second thought. This workshop will dive deep into the reasons for prenatal care and how to interpret tests that are ordered.

Presenter: Marilyn Kindig

Date: 04/30/2021

Time: 01:15 PM

Workshop: Unmasked? God's Metaphor for Freedom in Christ (We will do this workshop in Spanish)

Description: Masks are perfect metaphors for how we hide our true emotions. We put on the "smiling face" to hide our emotional pain. When we finally turn to Christ, we experience God's forgiveness and freedom as it says in Corinthians 3:16, the veil will be removed as a liberating experience, and unveiling or removing of our masks.

Presenter: Jeanne Pernia; Piroscka Ventura

Date: 04/30/2021

Time: 01:15 PM

Workshop: Adding a Home to Your Pregnancy Center

Description: Residential care is being identified as a pressing need across the country and pregnancy help organizations are discerning their ability to meet this need. This workshop will

provide a high level look at maternity housing in the US and give context and practical content to help pregnancy centers in the exploration phase of housing.

Presenter: Mary Peterson

Date: 04/30/2021

Time: 01:15 PM

Workshop: Important Investment Decisions for Faith Based Investors

Description: Socially responsible and faith-based investing sounds interesting but is it really a smart option? Are my personal values reflected in how my money is being invested? Learn what biblically responsible investing is, how investments are filtered from a biblical perspective, and if your money can grow with this type of investing.

Presenter: Bruce Bruinsma

Date: 04/30/2021

Time: 01:15 PM

Workshop: A Healthy Board Relationship

Description: What does a healthy board look like? What are the purposes of a board? What are essential components for a healthy board/executive director relationship? We'll cover each of these and more!

Presenter: Jennifer McClain

Date: 04/30/2021

Time: 02:30 PM

Workshop: The Sidewalk and Your PHO: Connecting Women from the Abortion Facility to Your Essential Services

Description: Sidewalk Advocates for Life offers essential training, tools and support to equip volunteers to be present outside abortion facilities and help them market the resources of nearby PRCs in an effort to divert women to more loving and life-affirming alternatives.

Presenter: Lauren Muzyka

Date: 04/30/2021

Time: 02:30 PM

Workshop: Client Website Health Check

Description: In this session we'll go over 8 key things you should understand about websites to know if your website is performing to its full potential.

Presenter: Tim Stephens

Date: 04/30/2021

Time: 02:30 PM

Workshop: Joy in the Battle!

Description: Experience a refreshed heart by engaging in practical, affordable, and meaningful ideas to bring abundant joy into the spiritual battle we face every day.

Presenter: Liz McCullough

Date: 04/30/2021

Time: 03:45 PM

Workshop: The Essential Need for Sexual Trauma Recovery

Description: Discover how abortion, abortion recovery, and sexual trauma all go hand in hand, and how your center can have a further outreach by offering this essential service. Offering sexual trauma recovery, whether it's childhood sexual abuse, or a trauma in adulthood, this workshop will teach a more holistic approach of recovery for men and women.

Presenter: Sheila Harper

Date: 04/30/2021

Time: 03:45 PM

Workshop: Essential Narratives

Description: What is true? What does love require? Will I trust God? Narrative identity is a theory that postulates individuals form an identity by integrating their life experiences into an internalized evolving story of the self that provides the individual with a sense of unity and purpose in life. This life narrative integrates one's reconstructed past, perceived present and imagined future.

Presenter: Kim Hayes

Date: 04/30/2021

Time: 03:45 PM



Virtual Conference Schedule

Workshop: Online Advertising Fundamentals

Description: Whether you want to run online ads of your own, or simply want to better understand the reports from your marketing company, this class will cover the basics of online advertising, setting up a Google Ad campaign, and how to improve your results.

Presenter: Bri Laycock

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