

# PROFESSIONAL AND LAY LEADERS FALL RETREAT

September 18-19-20, 2017  
Lake Williamson Christian  
Retreat Center / Carlinville, IL



*“The simple believe everything, but the clever consider their steps.”*

Proverbs 14:15



Beth A. Lewis

Beth Lewis is the President and CEO of 1517 Media, the ministry of publishing of the Evangelical Lutheran Church in America (ELCA). 1517 Media is the parent organization for Augsburg Fortress, Fortress Press and Sparkhouse.

Education: Originally from Lexington, KY, Beth is a lifelong Lutheran. She attended the University of Kentucky and completed her undergraduate degree at Maryville University in St. Louis. She is also a graduate of the Advanced Management Program of the Harvard Business School. In May 2008, she received the Doctor of Divinity honorary degree from the Wartburg Theological Seminary.

Professional Background: Beth spent 22 years working for three Fortune 500 publishing companies, Time Warner, McGraw-Hill and Times Mirror. In 1998, Beth decided to pursue a more entrepreneurial venture and acquired a computer and technology training school, Computer Coach, Inc. in Boca Raton, FL.

In August 2002, Beth was called to her current role as President and CEO of 1517 Media. She has led the staff in turning around the organization from a money-losing company to one that is financially stable and sustainable. They did this through intentional strategic focus on key markets and product lines, streamlining of internal processes and moving from a traditional ink-on-paper publishing company to a media company creating SaaS subscription content, video-based curricula, over 2000 eBooks and mobile apps in addition to print content. In 2009, they launched Sparkhouse, an ecumenical faith formation resources publishing venture.

Beth is a popular keynote speaker and teacher in both Lutheran and ecumenical gatherings on a wide variety of topics to assist church and not-for-profit organization leaders: from turnaround strategies for faith-based organizations to strategic thinking to effective use of technology for congregations. In June 2015, the organization was named one of the Top Workplaces in Minnesota by the *Minneapolis Star Tribune*. In 2015, she was recognized with the Women in Business Award by the *Minneapolis/St. Paul Business Journal*. Beth is the immediate Past-President of the PCPA (Protestant Church-Owned Publishers Association). She also serves as Secretary and on the Executive Committee for the Luther Seminary Board of Directors. In addition, Beth serves on the Board of Directors for the Thrivent Federal Credit Union. In November 2016, Beth announced that she will retire from her role as President and CEO for 1517 Media when her fourth, 4-year term concludes in August 2018.

Personal: Beth is married to the Rev. Dr. Richard (Rick) Rouse, author of several books related to congregational life and mission. Beth and Rick are often invited together as speakers for church leaders. They are members of Calvary Lutheran Church in south Minneapolis. Beth and Rick have three adult children and five grandchildren.

## WHERE DO WE MEET...

The Auditorium registration,  
main presentations,  
Worship/prayer, and the  
Bishop's Hour

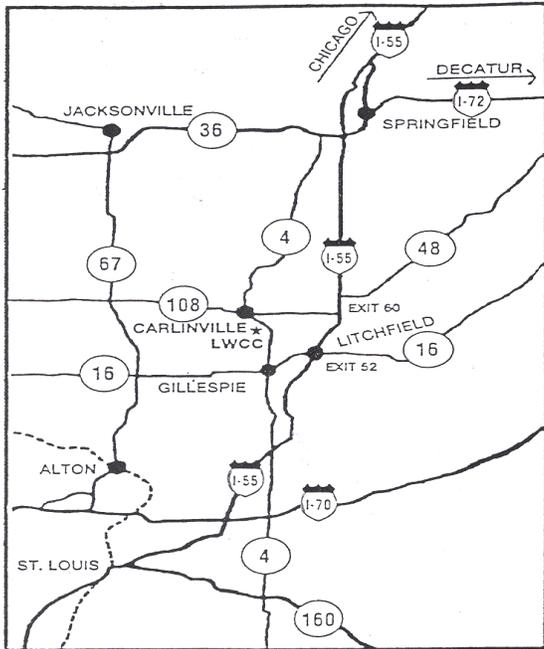
Lakeside Dining Room all meals

Fellowship Time Fireside Room located in  
the Lakeside Dining Room

Sleeping Rooms Williamson Lodge

## DIRECTIONS...

Located off of Highway I-55, take exit #60. Go west on IL Route 108 (approx. 12m). Turn left (south) on Route 4. Travel approx. 1-1½ miles to Lake Williamson Retreat Center located on the west side of Route 4. The main entrance marquee has a large cross across its top.



## MONDAY, SEPTEMBER 18, 2017

# A G E N D A

2:00 PM Registration  
5:00 PM Dinner  
7:00 PM Welcome/Orientation  
**7:15 PM PRESENTATION I—  
Generational Differences in the Church**  
8:30 PM Worship (Eucharist)  
9:15 PM Fellowship (Fireside Room)

## TUESDAY, SEPTEMBER 19, 2017

7:30 AM Breakfast  
8:45 AM Morning Prayer  
**9:15 AM PRESENTATION II—  
Grow, Hold, Fold**  
10:30 AM Break  
10:45 AM Bishop's Hour  
12:00 PM Lunch  
1:00 PM Free Time  
5:00 PM Dinner  
**6:30 PM PRESENTATION III—  
Group Interaction around  
Grow, Hold, Fold**  
7:45 PM Evening Prayer  
8:15 PM Fellowship

## WEDNESDAY, September 20, 2017

7:30 AM Breakfast  
**9:00 AM PRESENTATION IV—  
Strategic Thinking**  
10:15 AM Break  
10:45 AM Worship (Eucharist)  
12:00 PM Lunch  
1:00 PM Check-out Time

-----Tear here and send to synod office.-----

## REGISTRATION FORM

Name \_\_\_\_\_  
Spouse (if attending) or room mate request: \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

### REGISTRATION FEES

**For Resident:**  
2 nights/6 meals (single) \$205 \_\_\_\_\_  
2 nights/6 meals (double) \$165 \_\_\_\_\_

**For Commuter:**  
Mon (Prog/1 meal) \$45 \_\_\_\_\_  
Tues (Prog/3meals) \$65 \_\_\_\_\_  
Wed (Prog/2 meals) \$50 \_\_\_\_\_

**For Spouse:**  
Same as Participant \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**CHECKS PAYABLE TO: C/SIS**  
(A \$25.00 deposit with balance due  
upon arrival will be accepted.)  
**REGISTRATION DEADLINE:**  
**MONDAY, September 11, 2017**

### SEND REGISTRATION TO...

Central / Southern IL Synod  
ATTN: Cindy Koonce  
524 South Fifth Street  
Springfield, IL 62701-1822  
Phone: (217) 753-7915

# Presentation Overview

## Presentation I

### Generational Differences in the Church

This presentation will explore the aging trends in the ELCA, and other mainline denomination congregations, as compared to population demographics in North America as a whole. Why are so many of our congregations failing to reach young adults, youth and children? We will examine the unique formative events and characteristics of the current generations (Builders, Boomers, Gen X'rs, Millennials & the littlest ones in the generation after that) and offer suggestions for worship, faith formation and communications that suit their generational perspectives.

## Presentation II and III

### Grow, Hold & Fold:

### Turning around faith-based organizations for the 21st century

In the face of rapid changes in the importance of religion in society, lifestyles and technology, how do faith-based organizations make the radical shifts necessary to continue to proclaim a grace-filled Gospel while renewing and revitalizing our ministries for the 21st century? 1517 Media, the ELCA's ministry of publishing, has wrestled with this challenge and dramatically changed their priorities and processes in recent years. By focusing on a "grow, hold, fold" strategic framework combined with effective use of technology, not only for delivering content, but also streamlining internal processes, they have moved from a money-losing traditional denominational publishing house to a successful media organization creating dynamic print, digital and video content for congregations, higher education, individuals and families. In this workshop, led by Beth Lewis, President and CEO of 1517 Media, you'll learn some practical techniques to apply to your ministry.

## Presentation IV

### 9 Strategic Thinking: Business Basics for Missional Congregations

Beth Lewis, President and CEO of 1517 Media, the ministry of publishing of the Evangelical Lutheran Church in America (ELCA), will help congregational leaders learn to apply strategic thinking techniques to missional congregational planning. Among the things you will learn are:

- How to educate members of your congregation about strategic thinking and why it's important for your missional calling in your context.
- How to get people thinking strategically for mission rather than tactically.
- How to assess your environments, both internal and external.
- Plus, you'll walk away with specific tools to use in your setting.