



Register online at [www.umcommunicators.org](http://www.umcommunicators.org)

Registration Cost: \$340

Registration Deadline: September 5, 2010



# UMAC 2010 Annual Meeting San Francisco, CA Oct 19-22



# Hotel Whitcomb

## Hotel Information

Hotel Whitcomb  
1231 Market Street  
San Francisco, CA 94103

Phone: 415-626-8000  
Fax: 415-861-1460  
Email: [Reservations@hotelwhitcomb.com](mailto:Reservations@hotelwhitcomb.com)

Online:  
[www.hotelwhitcomb.com/](http://www.hotelwhitcomb.com/)

[www.facebook.com/HotelWhitcomb](http://www.facebook.com/HotelWhitcomb)

<http://twitter.com/WhitcombHotel>

Use the Code:  
**"United Methodist Church"**  
to get the special UMAC room rate



Welcome to San Francisco's historic Hotel Whitcomb, an early 20th-century masterpiece that is a favorite among travelers. When you walk through the front doors of the landmark Hotel Whitcomb from bustling Market Street, you'll discover an elegant boutique hotel with high cathedral ceilings and lovely interiors recalling turn-of-the-century architecture.

San Francisco History. History makes the Hotel Whitcomb unique in structure and aura. After the 1906 earthquake ruined the city, the hotel served as San Francisco's City Hall from 1912 to 1915.

Downtown San Francisco Hotel. Located on Market Street, across from the Orpheum Theater, the hotel is a San Francisco sanctuary surrounded by trendy Soma and Hayes Valley restaurants, shops and attractions. You'll enjoy walking or riding the Cable Cars to the Theatre District, Yerba Buena Gardens, The Castro District, City Hall, the Moscone Center, Union Square, the Financial District, Fisherman's Wharf, Chinatown, Golden Gate Bridge, SBC Park and Ghirardelli Square.

Historic San Francisco Rooms. The hotel's 460 spacious and beautifully-appointed guestrooms and 12 parlor suites deliver a luxurious hospitality experience with an array of modern amenities and exceptional value. For an unforgettable experience, the Penthouse Governor's Suite offers spectacular views of San Francisco.



San Francisco Style. Complementing its historic grandeur, San Francisco's Hotel Whitcomb provides the city's most modern services, such as a Starbucks Coffee, a fitness center, an internet café, a business center, high speed wireless internet, meeting and wedding facilities - a unique mix of vintage hospitality and urban convenience.

# Schedule



## **Tuesday Oct. 19**

9:00am Registration

10:30am Worship with Bishop Brown

11:30am Mission in The Mission District

5:30pm New Member/Attendee Orientation with Mentors

6:30pm Dinner with Keynote

## **Wednesday Oct. 20**

**7:00am to 8:30am**

Breakfast

**8:30am-9:15am**

Bible Study

**9:15am-10:45am**

Business Meeting

**10:45am-11:00am Break**

**11:00am-12:30pm**

Workshops

**12:30pm-2:30pm**

Lunch on your own

**2:30pm-4:00pm**

Workshops

**4:15pm-6:00pm**

Jurisdictional Meetings

## **Thursday Oct. 21**

**7:00am to 8:30am**

Breakfast on your own

**8:30am-9:00am**

Bible Study

**9:00am-10:30am**

Round Table -How to talk I.T.

**10:30am-10:45am Break**

**10:45am-1:00pm**

Workshops

**1:15pm-2:45pm**

Lunch with Larry Hollon

**3:00pm-4:15pm**

Agency Presentation

**7:00pm-10:00pm**

Awards

## **Friday Oct. 22**

6:30am - 8:00am Breakfast on your own

8:00am-9:30am Business Session / Photo Contest

9:30am-9:45am Break

9:45am-10:30am Closing Devotional

# Workshops



## **Cyberspace and Sacredspace**

Rev. Eric Law

Author, artist and Episcopal Priest

Hear more from keynote speaker, Eric Law, who is founder and director of Kaleidoscope Institute, focused on training and developing leaders in a multi-cultural world and building inclusive communities. Law trains people to use audio-visual and electronic media to foster inclusivity.

Author of seven books, which explore diversity, inclusion, sacred arts, leadership in multicultural contexts and more, Law began working, last year, with the General Board of Discipleship's the Rev. Kwasi Kena and the Rev. Safiyah Fosua on creating prayer videos. Check it out on at Law's You Tube page, GraceinCyberspace.

## **Pelosi Said What?**

Wayne Rhodes, Director of Communications, General Board of Church & Society

Sometimes, communicators get pulled into the turbulent seas roiled by controversy. Frequently, it happens unexpectedly, such as U.S. Speaker of the House Nancy Pelosi's surprise declaration that caused phones to ring across the country, when she thanked the United Methodist Church for supporting health-care reform.

This presentation will address how to handle calls and avoid being caught off guard in the future. "Controversial" issues, such as the United Methodist Social Principles and the General Board of Church & Society, social justice advocacy, who speaks for the denomination and how communicators should relate to all of these and more will be broached.

## **Rethink Church – Prepare to Engage!**

Jackie Vaughan and Jennifer Rodia

Join the Rethink Church team as they demonstrate how local churches can make an Impact in their neighborhoods, and get the results of 20 community events that were held in 2010.

Learn about the 2011 Change the World Event, local church resources, new seeker site, and the new Rethink Church edition, Common English Bible.

## **Viral Video**

Eric Halverson and Jay Walters - Our Church Videos

Utilizing affordable video technologies with the internet enhances the communications of local churches and annual conferences with the people they serve. Live streaming and video archiving will also be discussed.

In addition, basic equipment needs and videography techniques will be covered; along with how to solicit video content from other sources within one's organization and church that will perpetuate the conference/church/congregant communicative link and help build a video resource library.



# Workshops



## Copyright Essentials

Television clips. Songs. Cartoons. Icons. As the church strives to creatively connect with an increasingly visual audience, it's enticing to borrow from popular culture. But, the law is specific about how churches can and can't use the ideas and creative concepts of others. This workshop will explore copyrights, intellectual property, trademarks and more. Learn how these laws are applied to the work of communicators. And, learn to protect the original works of your church, including sermons, songs, books, websites and more.

## Telling The Giving Story

Vicki Wallace and Mary Lynn Holly

United Methodists are able to make an impact on the world because of the way we live and give connectionally. Mary Lynn and Vicki have spent years at United Methodist Communications staffing InfoServ and explaining the connection to the "people in the pews." Come and learn the language to move people from seeing the connection as a burden, to seeing the opportunity for connectional impact that no one church could make alone.

## The Care and Feeding of Photographers

Mike Dubose

Learn how to recruit, evaluate and work with photographers to better meet the needs of your conference or organization.

We will discuss submission guidelines for photography and explore when it's okay to rely on a hobbyist, when you need to call in a pro, and ways to help hobbyists shoot like professionals.



## Safe Sanctuary: What's Changing With New Emerging Media?

Susan Hay and Carolyn Dandridge  
General Board of Discipleship

Learn to reduce the risk of abuse in the church for children, youth, adults working with youth and the elderly. Consider the impact of videos, web site postings and social media on the confidentiality of information from church worship services and activities. What happens when an individual's use of emerging media unknowingly puts themselves or others at risk? And, are there laws to protect individuals from themselves? The workshop will look at the present laws and explore ways to support continuous education as the world's media continues to evolve.

## How to Effectively Use PowerPoints

New options – video/sound  
PowerPoint for Web

# Rev. Eric Law

## Keynote Speaker



### The Ministry of Communication in a World of Electronically-Expanded People

Author, artist and Episcopal Priest, the Rev. Eric H. F. Law will be the keynote speaker for our opening banquet Tuesday night. He will discuss the shift from a ministry of communication that emphasized print media to one that is responding to emerging media. With the fast-paced ever-changing word of electronic media, how can we revision this ministry that is faithful and authentic to who we are and at the same time connecting with a population that is powerfully electronically expanded/extended?

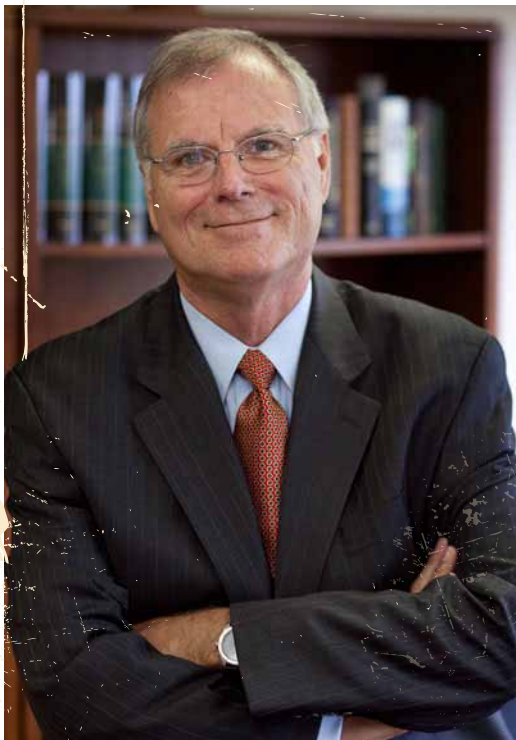
Rev. Law is the founder and director of Kaleidoscope Institute, focused on training and developing competent leaders in a diverse changing world. In the early 1980s, Law developed a passion for using media to communicate faith, and offers a workshop during the summer called, "Media and Faith: Creating Audio-Visual and Electronic Media to Build Inclusive Communities." He has written seven books: *Finding Intimacy in a World of Fear*, *The Word at the Crossings: Living the Good News in a Multicontextual Community*, *Sacred Acts*, *Holy Change: Faithful Diversity and Practical Transformation*, *Inclusion: Making Room for Grace*, *The Bush Was Blazing but Not Consumed: Developing a Multicultural Community Through Dialogue and Liturgy*, and *The Wolf Shall Dwell With the Lamb: A Spirituality for Leadership in a Multicultural Community*. Last year, Law began working with the General Board of Discipleship's the Rev. Kwasi Kena and the Rev. Safiyah Fosua on creating prayer videos. Check it out on at Law's You Tube page, [GraceinCyberspace](#).



# Lunch with Larry



## Rev. Larry Hollon



The Rev. Larry Hollon is the chief executive of United Methodist Communications, the global communications agency of The United Methodist Church. United Methodist Communications seeks to increase awareness of the denomination in communities and nations around the world, as well as offering services, tools, products and resources for communications ministry.

Since being named general secretary in 2000, Hollon has overseen the creation of more than \$40 million in advertising that has significantly raised public awareness of The United Methodist Church. In May 2009, he led the launch of Rethink Church, a new advertising and welcoming campaign targeting 18- to 34-year-olds that seeks to redefine church as an out-of-church experience where people are actively involved in the world beyond.

Rev. Hollon's visionary leadership on global health issues played a pivotal role in catalyzing the denomination to become a founding partner in *Nothing But Nets*, a grassroots campaign to save lives by preventing malaria, as well as developing a new global health initiative for The United Methodist Church. The Global Health Initiative is engaged in *Imagine No Malaria*, a comprehensive, church-wide effort to raise \$75 million over five years to fight malaria.

Before joining United Methodist Communications, Hollon was an award-winning producer whose primary focus was telling the stories of persons affected by poverty. His work has taken him to more than 30 countries to collaborate on projects ranging from the stories of street children in Brazil to economic self-development in rural villages in Africa. His clients have included Fortune 500 companies, governmental agencies, and nonprofit organizations. He has also worked in television news and commercial radio as a talk show host, and has been published in numerous publications. Hollon is an ordained elder in The United Methodist Church.





# Bishop Warner H. Brown, Jr.

Resident Bishop, San Francisco Area



## SAN FRANCISCO

Bishop Brown is a native of Baltimore, Maryland. He was baptized, as a child, at Ames Memorial United Methodist Church in Baltimore. At the age of 13 he felt a call to serve the church. At first he did not see himself serving as a pastor, but he began preaching as a youth and was encouraged to continue doing so. He graduated from the University of Maryland with a B.A. in Sociology in 1969 and from Wesley Seminary in 1974. He was planning to serve the church as a layperson, but while serving as a Wesley student intern, the call to ordained ministry became clear.

As a pastor the bishop has served local churches and administrative roles in both the Western Pennsylvania and California-Nevada Annual Conferences. In the California-Nevada Annual Conference he was Conference Council Director (1980-1983), Golden Gate District Superintendent (1983-1987), senior pastor at Taylor Memorial UMC, Oakland (1987-1998), and senior pastor at First UMC, Bakersfield (1998-2000).

Bishop Brown was elected and consecrated a bishop in July 2000. He served as bishop of the Denver Area from September 2000 to August 2008. That area includes the states of Colorado, Montana, Wyoming and Utah.

Serving as resident bishop for the California-Nevada Annual Conference since September 2008, he leads the more than 350 United Methodist congregations and ministries in the northern two-thirds of California and in northern Nevada. The bishop's General Church responsibilities include serving as a director on the General Board of Global Ministries and as President of United Methodist Development.





# **MISSION EXPERIENCE IN THE MISSION DISTRICT**



## **MISSION EXPERIENCE IN SAN FRANCISCO**

The 46.7 square miles of San Francisco is one of the most diverse areas of the United States – and appropriately enough, the ministries within it are equally diverse.

Among the needs being addressed by United Methodist congregations are hunger and homelessness, education, justice and equality issues, violence against women and children, environmental concerns, and immigration law and other issues confronting a 36.8% immigrant population (based on the 2000 Census). This year we will begin the UMAC annual meeting with a mission experience to introduce some of those ministries and enable opportunities for hands-on service.

Included on the Tuesday Mission Experience tour will be a stop at Glide Memorial United Methodist Church. Among numerous other ministries, Glide serves breakfast, lunch, and dinner to people in need, seven days a week – filling 934,000 plates in 2009.

The Mission Experience tour is guaranteed to be richly rewarding for those who choose to participate.

# CAPTURE UMAC

Annual Photo Contest



## Bring your camera!



### F.A.Q.s

1. This is fun and casual.
2. No, you don't need a professional camera.
3. Yes, you can use your iPhone camera.
4. We'll think about letting you use a Blackberry.
5. Yes, the subject will be announced at UMAC.
6. Chances are we'll show your photo.
7. Chances are we'll make some fun of the photos.
8. Yes, you have a chance of beating Mike Dubose.  
(but it's a very very very very very very very very very very small chance)
9. Winner will receive a Think Geek Gift Card

