



Make your own hotel reservations at the special SWALDE rate of \$46.00 per night, plus fees and taxes, by calling the Excalibur at 1-800-937-7777 by September 10. Mention the discount code XLUTHER for the special \$46 room rate! This rate is good for the nights of October 3, 4, and 5, so you can come early or stay late if you like, and enjoy Las Vegas!

The Excalibur is located right on Las Vegas Boulevard, also known as The Strip, and has many amenities. Visit their website at Excalibur.com.



3850 Las Vegas Blvd. South
Las Vegas, NV 89109-4300
800-937-7777

South West Association of Lutheran
Development Executives - SWALDE
For more information on ALDE,
Visit www.alde.org



SWALDE Chapter Officers:

- Greg Shepherd, President
- Mike Fischer, Vice-President
- Brenda Bogue, Treasurer
- Bryan Woken, Secretary

**Join Us for SWALDE's
Fall Conference
October 4 - 5, 2010
At the Excalibur Hotel
Las Vegas, Nevada**

**Fundraising in
a Down
Economy -
Returning to
Camelot!**



Featured Speakers



Ray Christenson, our keynote speaker, was born and raised in west central Wisconsin. His undergraduate degree was in Elementary Education and Psychology from Wisconsin State University - River Falls. He graduated from Lutheran Seminary, St. Paul, MN. His first

pastorate was in Burlingame, CA. He was then called to begin a new congregation in Las Vegas, NV. By the year 2005, Community Lutheran Church grew to over 4,000 members. For the next four years he worked for RSI, a church fundraising company based in Dallas, TX. He worked primarily with Roman Catholic and Lutheran parishes. After RSI, he founded Philanthropic Stewardship Counsel. In 2010, he was called to become pastor at Grace Lutheran Church in Kingman, AZ, where he currently lives.

Gabriel Shepherd, who will lead our plenary session on social networking, is the Founder and President of **Just Professionals**, the premier Web Design, Development, and Internet Marketing company in the state of Nevada. Gabriel is a successful entrepreneur, who manages all marketing, advertising and internet-based strategies to further cement **Just Professionals** as the elite of Web Development.

Kevin Dunning, Executive Director of Faith Lutheran Junior/Senior High School in Las Vegas, Nevada, the largest Lutheran school in the United States with over 1300 students (450 students when he began his leadership); and **Bryan Woken**, Senior Pastor of Shepherd of the Valley Lutheran Church and School in West Hills, California since 1985 and a leader in the school's funding and development, are our break-out session presenters for the school and congregation tract.

Joel Wudel, our break-out session presenter for the endowment tract, is the Vice President for Seminary Relations at Pacific Lutheran Theological Seminary in Berkeley, California. Joel has been instrumental in developing curriculum and teaching seminarians about endowment funds.

Conference Agenda

Monday, October 4, 2010

- 10:00 a.m. Opening session
11:00 a.m. Welcome & Introduction
 “The Challenging Task of Digging Deeper for Purposeful Giving” - Part 1
 Ray Christenson, Keynote Presenter
12:00 noon Lunch
1:00 p.m. **“Social Networking in the 21st Century”**
 Gabriel Shepherd, Presenter
3:00 p.m. Break
3:30 p.m. Break-out Sessions:
 • **“Thriving, Not Surviving: Strategies for Lutheran Schools Facing Tough Times”**, Kevin Dunning, Presenter
 • **“Endowments - From Vision to Joy” Part 1**, Joel Wudel, Presenter
6:00 p.m. Reception with hors d'oeuvres and beverages/Entertainment provided by Faith Lutheran High School musicians

Tuesday, October 5, 2010

- Breakfast on your own
9:00 a.m. SWALDE Business meeting
10:00 a.m. Break-out Sessions:
 • **“Working Smarter During Declining Enrollment”** - Bryan Woken, Presenter
 • **“Endowments - From Vision to Joy” Part 2** - Joel Wudel, Presenter
11:00 a.m. **“The Challenging Task of Digging Deeper for Purposeful Giving” - Part 2**
 Ray Christenson, Keynote Presenter
12:30 p.m. Lunch
1:30 p.m. Depart

EARLY BIRD SPECIAL: Register by September 15 to receive these rates: \$195.00 (\$100.00 for Monday only; \$50 per guest/spouse) Mail one form per person to:

**Ms. Brenda Bogue
Development Director
Faith Lutheran Junior/Senior High School
2015 Hualapai Way
Las Vegas, NV 89117-6949**

Registration Form (one per person)

(photocopy this form as needed)

Name: _____

Organization: _____

Address: _____

City, State Zip: _____

Email: _____

Phone: _____

Years in Development: _____

Registration Fee - \$195 or \$220 after 9/15 \$ _____

Monday only - \$100 or \$125 after 9/15 \$ _____

Spouse/Guest - \$50 or \$65 after 9/15 \$ _____

Total Fees Enclosed \$ _____

Breakout Session #1 Choice (check one):

- “Thriving, Not Surviving: Strategies for Lutheran Schools Facing Tough Times”
 “Endowments - From Vision to Joy” - Part 1

Breakout Session #2 Choice (check one):

- “Working Smarter During Declining Enrollment”
 “Endowments - From Vision to Joy” - Part 2

Return registration form by (date) with your check made payable to Southwest Chapter of ALDE to:

Ms. Brenda Bogue, Development Director
Faith Lutheran Junior/Senior High School
2015 Hualapai Way
Las Vegas, NV 89117-6949