

## NORTH AMERICAN DIVISION

2017 Presidents of  
Large Conferences  
Retreat

### *In Attendance*

Conference	President
Allegheny East Conference	Henry Fordham
Arizona Conference	Ed Keyes
Central California Conference	Ramiro Cano
Florida Conference	Michael Cauley
Greater New York Conference	Henry Beras
Northeastern Conference	Daniel Honoré
Northern California Conference	Jim Pedersen
Oregon Conference	Dan Linrud
Potomac Conference	William Miller
South Atlantic Conference	William Winston
Southeastern Conference	Gregory Mack
Southeastern California Conference	Sandra Roberts
Southern California Conference	Velino Salazar
Upper Columbia Conference	Paul Hoover
Washington Conference	Doug Bing

*Thank you for your participation!*

**"The growth and development of people is the highest calling of leadership." –Harvey S. Firestone**

Office of Executive Training, Coaching, and Development

Alvin M. Kibble, *Vice President* | Maricel S. Pascual, *Executive Assistant*

## NORTH AMERICAN DIVISION



2017

## PRESIDENTS OF LARGE CONFERENCES RETREAT

**Hyatt Centric Santa Barbara**  
**1111 E. Cabrillo Blvd., Santa Barbara, CA 93103**  
**August 28-31, 2017**



# Fellowship Dinner

Monday, August 28, 6 P.M. | La Cantina

## MENU

### Salad

Mixed Greens | Tomatoes | Cucumber | Shaved Carrots  
Mediterranean Penne Pasta Salad

### Soup

Vegetarian Chili Bean Soup

### Entrée

Vegetable Garden Burger | Corn on the Cob

### Side

Kaiser Rolls | Pumpkin Ravioli

### Dessert

Warm Berry Cobbler | Vanilla Ice Cream | Sliced Fruits

### Beverage

Lemonade

(Dress Code: Business Casual)

# Recreational Options



## HIMALAYAN SALT CAVE

740 State St., Santa Barbara, CA 93101 | 805.963.7258

45-minute session – \$25  
Hours: 10 a.m. – 7 p.m.



## SANTA BARBARA BOTANIC GARDEN

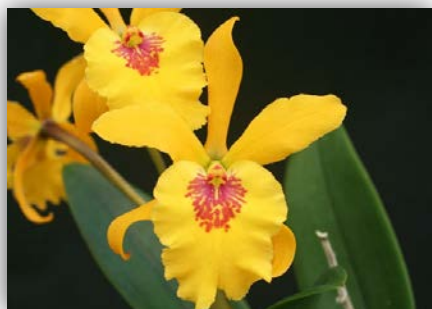
1212 Mission Canyon Rd.,  
Santa Barbara, CA 93105  
805.682.4726

Adult: \$12 per person  
60+: \$10 per person

Hours: 9 a.m. – 6 p.m.



# Recreational Options



## SANTA BARBARA ORCHID ESTATE

1250 Orchid Dr.,  
Santa Barbara,  
CA 93111

805.967.1284

Hours:  
8:00 a.m. – 4:30 p.m.

**Free to visit**



## TROLLEY TOURS | SANTA BARBARA TROLLEY

1 Garden St., Santa Barbara, CA 93103 | 805.965.0353  
90-minute tour – \$22 per person | Hours: 9 a.m. – 5 p.m.



## SCHEDULE

**Tuesday, August 29**

8:15 – 8:30	Music/Meditation.....Carolyn Sallion-Love Worship Leader.....Alvin M. Kibble <i>Vice President, North American Division</i>
8:30 – 9:15	Devotional.....Anthony Medley, PhD <i>Pastor, Emmanuel Brinklow SDA Church</i>  <b>“Mt. Called”</b>
9:15 – 10:00	Plenary Session 1.....John Sackett <i>Vice President &amp; COO, Adventist HealthCare</i>  <b>“Operational Excellence”</b>
10:00 – 10:10	Break
10:10 – 10:55	Plenary Session 2.....John Sackett  <b>“Extending God’s Care”</b>
10:55 – 11:40	Plenary Session 3.....Paul Brantley <i>Vice President, North American Division</i>  <b>“Mission-Driven Strategy”</b>
11:40 – 12:40	Plenary Session 4.....Harvey Alférez, PhD <i>Professor, Universidad de Montemorelos</i>  <b>“Data Science: How to Turn Data into Actionable Mission-Oriented Decisions”</b>

**All sessions will be held at VISTA 1 & 2**

# SCHEDULE

Wednesday, August 30

8:30 – 8:45 Music/Meditation.....Carolyn Sallion-Love  
Worship Leader.....Ken Denslow  
*Assistant to the President, North American Division*

8:45 – 9:30 Devotional.....Anthony Medley, PhD

## "Mt. Covenant"

9:30 – 9:45 Video....."Why Innovation Is Important"

9:45 – 10:00 Break

10:00 – 10:45 Plenary Session 5.....Alvin M. Kibble

## Breakout Groups: "Why Innovation Is Important"

10:45 – 11:30 Plenary Session 6.....Paul Brantley

## "How to Foster Innovation, Inclusion, and Creativity"

11:30 – 12:30 Plenary Session 7.....Paul Hopkins  
*Director, Big Data & Social Media  
North American Division*

Jamie Jean Schneider  
*Digital Media Strategist  
North American Division*

## "Social Media Is More than a Selfie. Big Data Doesn't Have to Be Scary."

# Recreational Options



## DOUBLE DOLPHIN SUNSET CRUISE

302 W. Cabrillo Blvd., Santa Barbara, CA 93101

805.962.2826 | 2-hour cruise (6-8 p.m.) | \$35 per person



## JET SKIING

301 W. Cabrillo Blvd.,  
Santa Barbara, CA 93101

805.570.2351

Hours: 9 a.m. – 5 p.m.



## Capacity/Rate: (1 hour)

1-3 People: \$135

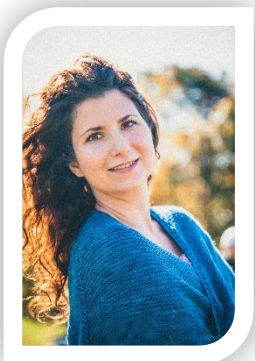
5 People: \$225

8 People: \$265

(Two-day advance reservation  
recommended)

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**Jamie Jean Schneider**  
*Presenter*

Jamie Jean Schneider is an experienced digital marketing professional with a proven record of building results-focused, integrated digital marketing strategies. Prior to joining the North American Division in 2016, she worked as digital marketing specialist for the Smithsonian Associates, the largest museum-based education program in the world. She was responsible for developing and implementing communications strategies for email and social media that led to explosive growth, contributing significantly to the organization becoming revenue-neutral for the first time in fifty years.

She was also the digital marketing manager of the Baltimore Symphony Orchestra. During her time managing its e-commerce strategy, the symphony received national recognition for its technological achievements. The BSO was voted as best orchestra in the metropolitan area by the *Washington City Paper*, which noted, "This is one tech-happy organization, and it pursues a Web strategy that a newspaper publisher or two could perhaps borrow from." The BSO also received the Orchestra Website Review Special Recognition Award in 2009 for its marketing innovations.

Jamie Jean has presented across the North American Division for events such as the International Tessitura Conference, the Montgomery County (Maryland) Arts Council, Capacity Interactive Digital Marketing Boot Camp in NYC, Columbia Union ASI Conference, Adventist Ministries Convention, Society of Adventist Communicators Convention, and the Emerging Arts Leaders Symposium. She runs the social media campaigns for the North American Division and provides resources for training and equipping others to become digital evangelists.

## SCHEDULE

Thursday, August 31

8:30 – 8:45 Music/Meditation.....Carolyn Sallion-Love  
Worship Leader.....Ken Denslow

8:45 – 9:30 Devotional.....Anthony Medley, PhD

### "Mt. Conclusion"

9:30 – 9:50 Video....."The Unstoppable Team"

9:50 – 10:00 Break

10:00 – 10:45 Plenary Session 8.....Alvin M. Kibble

### Breakout Groups: "Benefits of Team Building"

10:45 – 12:15 Plenary Session 9.....Sung Kwon, PhD  
*Director, Adventist Community Services  
North American Division*

### "LeaderShift Through Discipleship Development"

12:15 – 1:00 Roundtable & Summation.....Ken Denslow



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**Anthony A. Medley, DMin**  
*Devotional Speaker*

Dr. Anthony A. Medley is the senior pastor of the Emmanuel Brinklow SDA Church and a certified pre-marriage and marriage counselor with Prepare/Enrich.

Dr. Medley has a rich and extensive background of over 25 years in ministry. His passion is to help people grow holistically toward Christian maturity.

As a certified martial arts instructor, he has developed and taught a specialized curriculum for high school students called, Developing Youth Through Spiritual and Physical Disciplines, which transforms practitioners from the “martial way” to the Christian way of living.

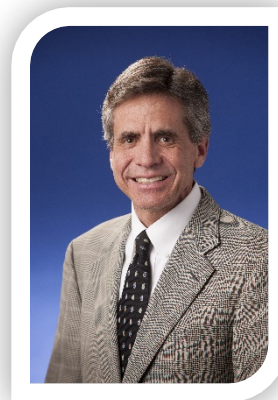
Besides establishing and developing church ministries, preaching, and cultivating spiritual enrichment activities, Dr. Medley is also an avid fish aquarium hobbyist, and enjoys sports and reading.

His biblical world view is shaped by Romans 12:1, 2, “Therefore, I urge you, brothers and sisters, in view of God’s mercy, to offer your bodies as a living sacrifice, holy and pleasing to God—this is your true and proper worship. Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is—His good, pleasing, and perfect will.”

He is married to Dr. India (Pinkney) Medley, his high school sweetheart. They have two adult children, Mylon and Anthony II.

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**John Sackett**  
*Presenter*

John Sackett is nearing his third decade in healthcare leadership, inspiring hospital employees, physicians, and community members to deliver a world-class patient experience.

Prior to joining Adventist HealthCare in April 2013, he served for 24 years as president and chief executive officer of Avista Adventist Hospital, a comprehensive medical center in Louisville, Colorado.

Currently, he serves as president of Adventist HealthCare Shady Grove Medical Center, a 290-bed acute care hospital in Rockville, Maryland, and is the chief operating officer for its parent system, Adventist HealthCare.

He received his bachelor of arts degree in business administration from Walla Walla College in 1980, and his master's degree in health administration from Loma Linda University in 1982. He is a Fellow of the American College of Healthcare Executives.

John lives life to the fullest and especially enjoys playing the cello, running each morning, and spending time with his wife, Sue, and their two adult children, Greg and Rena.

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**Sung Kwon, PhD**  
*Presenter*

Dr. Sung Kwon is an ordained minister and the director of the Adventist Community Services for the North American Division. He holds a bachelor's degree in theology from Washington Adventist University, a master's degree in public administration, concentrated in nonprofit management, from Wright State University, and a PhD in leadership from Andrews University. He received a Milton Murray Fellowship from Harvard Business School Executive Education and earned the designation of chaplain for Civil Air Patrol – US Air Force Auxiliary. He is also a member of Pi Lambda Theta – National Honor Society of Educators, and Society of Certified Senior Advisors.

For eight years, Dr. Kwon served as executive director of the Good Neighbor House, an ACS agency in Dayton, Ohio. In 2000, he was recognized in the "40 Under 40 – Dayton's Brightest Young Business Leaders" by the *Dayton Business Journal*, Dayton, Ohio.

He had the privilege of planting the Korean congregation as a company in Dayton, Ohio and has served as administrative pastor for Miracle Temple Seventh-day Adventist Church in Allegheny East Conference. He also served on the board of the National Voluntary Organizations Active in Disaster (NVOAD), the Maryland Association of Nonprofit Organizations, National Interfaith Coalition on Aging (NICA), and National Mass Care Council.

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**Carolyn Sallion-Love**  
*Musician*

Carolyn Sallion-Love sings with a combination of contemporary, gospel, and jazz styles. Her name, Carolyn, means "pretty singer." She has been involved in music for over 30 years. Her passion in life is to give hope, to help set people free from bondage, and to help families in distress.

She was born in Trinidad, WI but presently resides in California where she received her PhD in marriage and family therapy.

One of her earliest memories is singing with her cousin, Esther, who has influenced her the most. Carolyn expresses, "When I was young, impressionable, and not so confident in myself, Esther was the one who helped me hone this special gift from God. Like clockwork, every Friday night she played the piano and encouraged me to sing along." It was through this humble beginning that she began singing in churches and ultimately inspired her to use her voice in the amazing ways that have been afforded to her to date.

Carolyn has sung at conferences, prisons, and churches in both North America and the Caribbean. She has been privileged to sing with Faith Chorale in Canada under the direction of Sharon Riley. She has also been the featured vocalist on Loma Linda Broadcasting Network (LLBN).

It is interesting to note that in high school Carolyn used to sing alto, but she was not satisfied to settle there. By practicing and singing along with tapes of Sandi Patti, her vocal range expanded to soprano. It is her joy to offer her music as a "Sacrifice of Praise" for the Lord.

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**Harvey Alférez, PhD**  
*Presenter*

Dr. Harvey Alférez is a professor at the School of Engineering and Technology, Universidad de Montemorelos, Mexico, where he leads the school's Global Software Lab. He holds a PhD in computer science (Summa Cum Laude) from Universitat Politècnica de València (Spain), an MSc in information and communication technology from Assumption University (Thailand), and a BSc in computer science engineering from Universidad EAFIT (Colombia).

His research interests include services computing, model-driven engineering, models at runtime, autonomic computing, data science, big data, and dynamic software product lines. He has contributed to publications in top scientific journals, written book chapters, and attended international conferences such as SPLC, ECOWS, MODELS, ICWS, IUPESM WCMPBME, ICAI, HIMS, and SERP (Scopus h-index: 6).

He has managed global enterprise software development projects and worked in universities, IT companies, and research groups in four continents (America, Asia, Australia, and Europe). He is also a member of the IEEE Monterrey Section and the IEEE Computer Society. He recently became a research fellow of Peru's National Council for Science, Technology, and Technological Innovation (CONCYTEC).

Dr. Alférez enjoys playing the piano and family time with his wife, Doris, and sons, Johan and Daniel.

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**Paul Hopkins**  
*Presenter*

Paul Hopkins is an accomplished executive with over a decade of philanthropic experience in the nonprofit sector, in addition to an extensive, proven track record of professional accomplishments as a fundraiser, strategic planner, organizational developer, manager, trainer, and consultant.

Under his watch as annual fund manager for the Adventist World Radio (AWR), donor acquisition costs dramatically dropped, and donor response to direct mail campaigns rose 20-60% above industry norms, producing roughly 80% of the AWR fundraising budget. The donor base also expanded by 22%, and the amount fundraised doubled, despite economic decline and reduced budget.

While serving as associate director for Philanthropic Service for Institutions (PSI), he helped shift executive perspectives of philanthropy into an institutional directive and empowered leadership with "Why?" as opposed to "How?" thinking. His website redesign allows clients to collaborate more closely and provides a rich multimedia platform that broadens the scope of what PSI can do, such as disseminating its training and resources in a cost-effective manner.

Paul is the director of Social Media + Big Data Services for the North American Division. His responsibilities include creating and overseeing a comprehensive plan to equip the Church in North America to utilize digital communication effectively, and educating denominational employees and members about the benefits of utilizing social media, as well as how to interpret analytic data. He is currently focusing on data visualization dashboards to make data analysis friendly, revealing amazing insights, and allowing interaction with data that supports strategic decision-making.