

# CONNECTIONS

JANUARY/FEBRUARY 2011

## THE FIRST WORD

### VENDORS, EXHIBITORS PROVIDE MAJOR SUPPORT

Did you know that Mennonite Health Assembly sponsors and exhibitors reduce the registration fee by 25 percent?

This support benefits MHS Alliance members in three ways:

- Staff from small organizations can afford to attend.
- Members can meet personally with vendors and consultants in the exhibit center.
- Members who are also sponsors contribute to the Assembly's mission of bringing people together.

We encourage you to invite vendors you recommend to consider a sponsorship. These members and businesses have already made a commitment:

- Everence – Assembly Co-sponsor
- Highmark – MHS Members Meeting
- Resource Partners – Friday Plenary
- Greencroft Communities – Aging Services Luncheon and DOOR Service Project
- Advancement Associates – Development Luncheon
- Landis Homes – Golf Outing

If you would like to be a sponsor, visit [www.mhsonline.org](http://www.mhsonline.org).



Mim Shirk  
Vice President



Theo Omo, CEO of Thurston Woods, Sturgis, Mich., makes a point during a 2010 workshop while Bob Shreiner of Oaklawn, Goshen, Ind., listens intently.

## ASSEMBLY WORKSHOPS HIGHLIGHT BEST PRACTICES AND GENERATE IDEAS

Mennonite Health Assembly participants will likely encounter their most prized take-away idea or eager-to-try new best practice in one of the 22 workshops. The workshops are geared to several of 11 different sub-groups labeled aging services, chaplains, development, developmental disabilities, governance, human resources, mental health, nursing, pastors, physicians, and students.

The brief descriptions below illustrate the range of workshops scheduled for the 2011 assembly:

### Ways to Boost Your Benevolent Funds

Retirement community leaders were asked in a recent survey, "How much would you like your benevolent fund to grow from its current value?" The collective answer was, "More than twice its current size." Hear fund-raising issues discussed at this workshop.

- Ed Brubaker, President/CEO, Living Branches Communities
- Nancy Hopkins-Garriss, Executive Director, Pleasant View, Inc.
- Richard Gerig, Principal, Advancement Associates, Inc.

### Strengthening Ministry Ties with Congregations

Evangelical Homes of Michigan, a faith-based ministry related to the United Church of Christ, has developed an integrated healthy

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George Lehman, Bluffton University, and Karen Lehman, Friends House Retirement Community, prepare for their 2010 workshop.

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connector program with its surrounding congregations. Learn how focus group conversations across southeast Michigan allowed local church members and pastors to define their unique needs around health and wellness education.

- Denise B. Rabidou, President/CEO, Evangelical Homes of Michigan

### **Undoing Racism in the Workplace**

Recruiting and retaining people of color in a predominantly white office has proved difficult.

This workshop is designed to help participants understand, identify and work toward undoing racism in the culture of their office or constituency.

- John Powell, Anti-racism Coordinator, Mennonite Mission Network

### **Organizational Social Responsibility in 2011**

How does a not-for-profit organization act in a socially responsible way? What are the indicators of social responsibility, especially for MHS Alliance member organizations? This workshop will examine ways not-for-profit organizations can demonstrate community benefits. Leaders of organizations will share their experiences.

- Panel of Emerson Leshner (Messiah Village), Steve Lindsey (Garden Spot Village) and Mark King (Greencroft) facilitated by Bill Hartman, Vice President, Everence Trust Company

### **Anabaptism 101**

The Naked Anabaptist: The Bare Essentials of a Radical Faith by Stuart Murray has become a 2010 bestseller for the Mennonite Publishing Network. This workshop, like the book, will include discussion of some fundamental issues and questions.

- Marty Lehman, Associate Executive Director for Churchwide Operations, Mennonite Church USA

### **Maintaining Identity in a Pluralistic Market**

Many established organizations have a strong identity rooted in a faith tradition and community who now face the challenges of serving a broader diverse audience. These changes are driven by both changing demographics and organizational strategies. This workshop will specifically examine how MMA worked at

changing its branding and name to Everence.

- Larry Miller, President/CEO, Everence

### **Setting Executive Compensation**

The board of directors is responsible to determine compensation for the chief executive officer.

Boards should establish a process for setting compensation that recognizes and affirms the experience, skills, and contributions of the executive. This session will demonstrate how benchmark comparisons and a thoughtful philosophy can lead to fair and reasonable compensation.

- Randall Jacobs, Partner, Yoder, Ainlay, Ulmer & Buckingham
- Dale Weaver, Board Member, Greencroft Communities



### **GRAD PROGRAM OFFERED FOR VALUES-BASED ALUMNI**

If you have completed the Values-based Leadership Program, you are invited to reflect on your learning at a deeper level by participating in the Values-based Leadership Graduate Program that will be offered March 9-10 as a prelude to Mennonite Health Assembly.

Now that you have had experience in applying Anabaptist values to your leadership strategies, you can bring your questions and stories of challenge and success to a two-part seminar in San Antonio. Consultant Lee Schmucker, minister Linford King, and MHS Alliance president and CEO Rick Stiffney will lead the sessions.

To participate, indicate your interest when you register for the Assembly.



### **DIVING INTO SOCIAL MEDIA**

By Deb Laws-Landis

Landis Homes, Lititz, Pa., entered the social media world in 2009 by launching Facebook and Twitter accounts. Later, we opened a Youtube account, and many team members are on LinkedIn.

Prior to launch, a local consultant met with administrators to set up policies and guidelines. Topics included who is responsible, how to handle negative content, and how to attract fans.

## MENNONITE, LUTHERAN ORGANIZATIONS FORM LUMEN RESOURCES



Keith Stuckey

MHS Alliance and Lutheran Services in America (LSA) have agreed to work collaboratively to strengthen services to members of both constituent organizations by creating a new entity called LUMEN Resources.

Initially, LUMEN Resources will make additional consulting services available in two areas: a fund-raising support program and a governance support program. Leaders of LUMEN Resources will continually seek the input of member organizations in developing and testing new services.

According to the agreement that gave birth to LUMEN Resources, the following principles will characterize the collaboration:

- Strengthening the faith identity and church connection of member organizations;
- Supporting the growth of strong boards and staff leaders;
- Strengthening the operating effectiveness of member organizations;
- Meeting needs without creating dependencies;
- Providing high quality at reasonable prices; and
- Supporting the reach and financial performance of LSA and MHS Alliance.

LSA and MHS Alliance plan to conduct periodic assessments of the collaboration, with the goal being ongoing improvement of the program.

MHS Alliance vice president Keith Stuckey will provide program management and coordination for MHS Alliance members. He will also direct the governance support program. Bob York of Lutheran Services of American will direct the fund-raising support program.

Administrators of MHS Alliance member organizations interested in engaging the services of LUMEN Resources should make contact with Stuckey at 717-560-4296 or keith@mhsonline.org.

Growth has been steady. We have added 30-35 Facebook friends per month and now have 600. A dozen countries and four language groups are represented. Our audience members are residents, prospective residents, their families, and team members.

Most response has come to these items: a snow sculpture (resulting in a visit by a local TV crew), efforts to develop a sustainable, green campus, and a "contest" to feature our 500th friend.

Facebook has been very helpful in sharing the story of Landis Homes' new hybrid homes and cottages. Entries have focused on the step-by-step building process and have educated readers about environmentally friendly design.



## COMING ATTRACTIONS

### ASSEMBLY SCHEDULE

#### Wednesday, March 9

- 9 – 5 Commission for Sponsorship  
1:30 – 8 Values-based Leadership  
Graduate Program  
2 – 9 Executive Circle

#### Thursday, March 10

- 8 – 2 Values-based Leadership  
Graduate Program  
8 – 2 Executive Circle  
8 – 3:30 Board and Committee Meetings  
4 – 6:30 Members Meeting and Reception  
7:30 – 10 Opening Session and Reception

#### Friday, March 11

- 7 – 9 Continental Breakfast with  
Exhibitors  
7:45 – 8 Morning Prayers  
9 – 12 Plenary Session and Discussion  
12:30 – 5:30 Half-day Governance Session  
12:30 – 2:15 Networking Luncheons  
2:30 – 3:45 Workshops  
4 – 5:15 Workshops  
6 – 7 Networking in Lobby  
7 – Dinner on your own

#### Saturday, March 12

- 7:15 – 10:15 Breakfast; Medical Expense Plan  
Meeting  
7:45 – 8 Morning Prayers  
8 – 10 Personal Time  
8:30 – 9:45 Workshops  
10:15 – 11:30 Plenary Session  
12 – 6 Volunteer, Sightseeing or Golf  
2:30 – 3:45 Workshops  
6 – 7 Networking Reception  
7 – 9:30 Banquet

#### Sunday, March 13

- 9 – 10 Worship  
10:15 – 12 Assembly Planning Committee

## MEMBERS INVITED TO ANNUAL MEETING

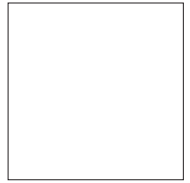
MHS Alliance members are invited and encouraged to attend the annual meeting and reception at Mennonite Health Assembly March 10 from 4 to 6 p.m.

The meeting agenda follows:

- Report by Rick Stiffney, President and CEO
- Election of board members;
- Introduction of LUMEN Resources;
- Input on protocols for confidentiality; and
- Member Minute – members will have the opportunity to share a highlight or topic for discussion with others during the Assembly.



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## THE LAST WORD

Once upon a time, organizations did 25-page strategic or long-range plans. Not anymore. Today, strategic work is never done. Boards and senior leaders need to be thinking strategically at all times.

Four years ago, the MHS Alliance board adopted a strategic framework, a one-page articulation of the kinds of results we hope to create with our members and relating denominations. The framework includes our key strategic priorities.

In November, the board adopted a revised strategic framework. This revision includes a review of our past, information about our member organizations' current needs, summaries of dialogues with our relating denominations, and an analysis of relevant external trends. We compiled inputs from both our members and invited consultants, but the board itself really engaged in the process.

The board reached consensus that we as MHS Alliance would focus on these key outcomes:

- Raise the level of member-to-member sharing and support;
- Deepen the application of Anabaptist/Mennonite values throughout the network;
- Expand resources for governance and executive leadership development;
- Increase participation within the network and in reaching out to others; and
- Explore opportunities for new initiatives with our relating denominations.

We invite your comments.

Rick Stiffney, President/CEO

