

Dear Members and Friends of CMA,

For over 30 years now I have been a part of CMA, the last nine years serving as President and Chief Executive Officer. During that time, I have seen a lot of changes in the Association industry as a whole and CMA in particular.

Many of you are also long-time members of the Association as well so it probably won't come as too much of a surprise today when I announce a few changes to how we plan on serving you in the future here at CMA.

While many things will stay the same, for example, e-consulting, quarterly newsletters, special white papers on relevant issues (I have about 20 drafts that I prepared during the year that need final editing and formatting so they can be added to our bookstore), resourcing members via our website, e-mail & phone conversations, and referrals to other experts in law, risk management, human resource management, governance, tax, and compliance related issues will all continue to be available... a few major changes will occur.

Beginning January 1, 2020 we will be implementing three major changes:

1. **We will no longer conduct live seminars.** Instead we will rely on electronic means for sharing relevant information and resources with you.

This doesn't mean that all local networking will go away. Members in the Reno, Nevada area, for example, have been meeting on a regular basis for a number of years to discuss local and national topics of interest. Sometimes bringing in a speaker, such as myself, and other times just having a round table discussion. I expect they will continue to do so. For most of you though, I suspect your main interest is in staying informed on topics of importance to churches and religious organizations in as efficient a manner as possible, and that's fine. CMA will be here to do that for you through all the normal channels you have become used to accessings.

But, if networking with others in ministry is something you are interested in doing in your local area, we would be happy to work with you to set up a group. We can even provide you with the contact information of members near you as you work to get a group started. Feel free to contact our office to discuss setting up a local network in your area whenever you are ready.

2. **Expansion of our e-consulting program.** This program was designed from the beginning for two purposes. First, it provides a ready made vehicle for members to get answers quickly to day-to-day issues affecting religious organizations and ministers. Second, it allows members to bounce off of experts more serious issues that might arise in your ministry where input from an expert can be used to determine if more specialized assistance was needed.

Over the years we have found that your e-consulting questions were almost always based on an immediate and specific problem you are facing – one for which you need an immediate and specific

answer. And while e-consulting answers could often provide sufficient information to help you solve the issues, many times you may have felt a bit let down when I, or one of our resourcing experts, would couch our answers in a generic framework. ***Well now you will be able to get specific assistance from our office on questions and issues of concern to your ministry when you need more than an e-consulting solution at a price that is well below market rates.*** And where we lack the expertise, we will always be able to work with you to find a local expert to be of assistance.

E-consulting will not go away because for many of the issues you face it will remain the most economical way to get the help you need. (*Remember for a small annual fee you can have unlimited e-mail access to professionals to ask your questions on a wide variety of governance, business, insurance, employment, payroll and other operational issues of interest to you.*) But when the tough issues come up and you need the assistance of a professional we will now be able to provide greater assistance directly out of our office. To learn more about how our personal consulting program may help your church or ministry, please contact our office. (info@cmanational.org)

- 3. Improving our website to make more resources available to you along with greater access to other groups and industry experts.** There are a lot of great resources available on the worldwide web that can assist your ministry. Most of the information and materials can be accessed free of charge or at little cost. We are going to work on bringing some of these sites and resources together on our website this year to make it easier for you to get access to them. In addition, we have been working hard putting together white papers on topics of interest to local churches and ministries. Most are still in rough draft form. But once they have been polished-up, they will be made available to you in our on-line store.

One final note. These changes will have an effect on our membership model. Beginning in 2020 there will only be two levels of annual membership; *Basic Membership* (which remains free to everyone who registers) and *Premium Membership* (\$500). The former *Premium Plus Membership* package, which included the e-consulting program, goes away and is replaced with a new Premium Membership package that now includes the e-consulting program. Personal consulting assistance is available at a reasonable price for those situations where an e-consult response cannot resolve the issue and can be arranged by contacting our office.

2020 Annual Memberships are now available to purchase on our website so be sure to sign up now to renew your membership. (<http://christianmanagementassociation.org/membership>)

I hope you find these new changes will provide you with even better access to the information and resources you need to better serve your local church or ministry. As we rollout the changes, if you have questions or find things you think we can improve upon to better serve you, please let us know.

Yours in His Service,

Steve

Stephen Boersma, Ph.D.
President/CEO