Friendly Marketing: Message, Motive, Means

EARLHAM SCHOOL OF RELIGION
AUGUST 16 – 18, 2013
RICHMOND, INDIANA
Organizations exist because their founders believe they have a purpose. They are positioned to offer some service or product to a wider audience. With that belief rooted in their organizational DNA, organizations face the daunting task of communicating their message. That is to say, marketing is a must for organizations who wish to succeed.

Friends often discover resistance to the idea of marketing existing within their ranks. For religious bodies, this can result from tensions around proselytizing or cultural preferences for “letting our lives speak.” However as marketing is practiced in the wider society, a deeper issue exists. This issue is both spiritual and ethical. Much of what is offered today as accepted advertising is designed to create a sense of need. It does this by exaggerating the value or importance of the product. It may promise results that are known to be unlikely, or even untrue. It may closely associate success and happiness with the use of its product. These strategies are designed with the organization’s bottom line in mind. While the bottom line is important, willful deceit and misinformation are not compatible with values like integrity or plain speaking.

How does one market one’s organization with integrity? How does one make a convincing case for the value or benefit of a service without deceiving the prospective buyer? How does one balance the necessity of profit with the virtue of truth-telling?

The 2013 ESR Leadership Conference will address issues such as these as it considers Friendly Marketing: Message, Motive, and Means.
PLENARY SPEAKERS

The Cultural Imperative for Marketing with Integrity
IAN JOYCE

Friends often resist the idea of marketing out of ethical concerns or cultural preferences. But to do so ignores organizations’ strategic imperatives – including generating profit. We’ll explore the compatibility of making a convincing case for products and services while speaking truthfully and respecting customers. And, we’ll look at how the evolution of marketing practices provide opportunities – or perhaps demand – that organizations market with integrity.

Ian Joyce is a marketing strategist and writer, and principal of August Communication Consultants, a creative collaborative that helps corporations, design agencies and nonprofits communicate effectively with customers, employees and other stakeholders through digital and traditional media. During his career Ian has guided communication strategy for agencies and corporations, and has been active in economic development and business startup issues in North Carolina. He serves as a student mentor for UNCG’s Bryan School of Business marketing program, and is the national volunteer chairperson for the JDRF Ride to Cure, a fundraising program for diabetes research. Ian is an active member of First Friends Meeting in Greensboro, NC, where he is the former clerk of Meeting for Ministry and Counsel. He has been a student in Earlham’s Access distance learning program, and is a graduate of the University of Tennessee.

Can We, Should We, Market Our Faith?
THOMAS JEAVONS

Many of us experience Quakerism as a wonderful gift. We look around and see others who it appears might desire and benefit from what we have in Quakerism. For reasons both altruistic and self-interested we would like more people to adopt our faith as their own. We both wish to see more people benefit from an experience of our faith and practice, and would like to have more members in our Meetings to embody that faith in the service and care of others. From a business perspective this is a classic marketing challenge: “How do we help others see the value of what we have to offer, and grow our movement while meeting their needs?” But is it possible or desirable to “market” our faith? Is this a problematic, even dangerous way to frame this work? Are there risks in borrowing concepts from economics and capitalism to shape the work of sharing faith? If so, are there still insights we can draw from the world of marketing to help us grow the Quaker movement without corrupting it in the process? This session will try to bridge the worlds of management and ministry, of economics and theology, to see possible opportunities and identify pitfalls in conceiving of the practices of marketing as a resource for expanding the ranks of Quakers today.

Thomas Jeavons is a Scholar-in-Residence at Earlham School of Religion where he is pursuing several research and writing interests. He is a scholar of philanthropy, nonprofit management, ethics and religious organizations. He has served a variety of Quaker organizations in leadership roles including appointments as General Secretary of Philadelphia Yearly Meeting (1996–2006) and Executive Secretary of Baltimore Yearly Meeting (1979–1988).
Panel #1: MINDING THE MESSAGE

NORVAL REECE is President of Reece Communication, founded in 1988 to develop cable television in the USSR and Eastern Europe, Founding Chair and CEO of Polska Telewizja Kablowa, the largest cable TV company in Poland, and Chairman Emeritus of Kane Reece Associates, a global appraisal and consulting firm for media and financial companies. He served on White House Conferences on Small Business, Economic Development, and Business Opportunities in Eastern Europe under Presidents Jimmy Carter and George H.W. Bush. He is the former Secretary of Commerce in Pennsylvania and was a candidate for the US Senate in the PA Democratic Primary. He is a member of Newtown Friends Meeting (PA), where he has served as Meeting Clerk, Financial Oversight Clerk, and on the Newtown Friends School Committee.

BARRY CROSSNO is the General Secretary of Friends General Conference (FGC). Barry brings to FGC a focus on making the Quaker way more visible and accessible for seekers. Before arriving in Philadelphia, he was a marketing director and professional fundraiser. Barry holds degrees from the University of Dallas and Southern Methodist University.

BETTY TONSING has extensive experience in international development, education, nonprofit executive management and high end fund raising. She has lived and worked overseas for over 13 years, in Africa, the Middle East and Central Asia. She has worked with the United Nations, USAID, the National Democratic Institute for International Affairs, and Catholic Relief Services. Betty has also been a Fulbright Scholar in Lebanon and Senior Fulbright Specialist in Kyrgyzstan. She has been invited to Rhodes University in South Africa as a Senior Fulbright Specialist to present a series of programs comparing US segregation with South Africa’s apartheid period. She has written extensively, including a published study by Mellen Press on Quakers in South Africa: a Social Witness Against Apartheid. Betty is currently the General Secretary of Right Sharing of World Resources.

CHRISTINA REPOLEY is the founding Executive Director of Quaker Voluntary Service, a new year of service program for young adults in the Quaker tradition with programs in Atlanta, Philadelphia, and Portland. She is a member of the Atlanta Friends Meeting (Southern Appalachian Yearly Meeting and Association). She has served on staff of the American Friends Service Committee and has worked professionally for several faith-based nonprofit organizations. She is a graduate of Guilford College and received her Master of Divinity from Candler School of Theology at Emory University where she was a Woodruff Fellow.
Panel #2:  
MINDING THE MESSAGE

**MARGARET C. STARK**, Director of Marketing and Admissions, joined Kendal at Oberlin in May 1994. Prior to Kendal, she worked fifteen years in professional sales and marketing at Xerox Corporation and two regional firms in Northeast Ohio. She is certified through the Xerox Corporation in Professional Selling Skills, Managing and Motivational techniques, and Branch Management. She holds a degree in communication from Ohio University in Athens, Ohio. She currently serves on The Kendal Corporation’s Brand Council.

**TOM FARQUHAR** is head of Sidwell Friends School in Washington, DC. An experienced Quaker educator, administrator, and teacher, he also served as head of Bullis School in Potomac, Maryland, and of Westtown School in West Chester, PA. As a Quaker, Farquhar brings a deep and thorough knowledge of Quaker education as well as broad experience in administration and teaching. A graduate of Earlham College, he earned his master’s degree in education at the University of Pennsylvania and completed graduate-level applied music training at the Boston Conservatory.

**CHRIS HARDIE** is an entrepreneur and technology consultant living in Richmond, Indiana. He’s the Principal of Summersault LLC, which has created Internet solutions for organizations locally and across the country since 1997. Chris blogs about politics, technology, marketing and community-building at ChrisHardie.com.

**MARTIN KELLEY** is editor of Friends Journal, the monthly Quaker magazine, and founder of QuakerQuaker.org, an online community for Convergent Friends. An early adopter of social media, he writes about culture, politics and spirituality at QuakerRanter.org. He lives in New Jersey.

**DIANE RANDALL** is the Executive Secretary of the Friends Committee on National Legislation, a Quaker lobby for peace and social justice in Washington, DC. Her background includes many years as an executive director of statewide advocacy organizations, a record of achievements in lobbying and citizen engagement and a spiritual grounding in the Religious Society of Friends.
Workshop Session #1:

**Find Your Identity**  
IAN JOYCE

Participants will work together to define their organizational identities in ways that are authentic, compelling, and aligned with organizations’ strategic goals. A guided process will equip each person with tools that they can take home, and use to turn what can be a frustrating exercise into a productive search for common ground. This workshop is intended for anyone who has struggled with defining an identity for a business, nonprofit or other organization.

**Applying the Quaker Testimonies to Marketing**  
KAREN TIBBALS

Former Corporate Marketing Researcher and current ESR student Karen Tibbals will review basic marketing principles and how the Quaker testimonies might apply. Learn about the 4 Ps of Marketing (Promotion is only one of them!), how to apply them to your organization and the queries to ask about them to discern right action.

Karen Tibbals left her 30 year marketing research career in the pharmaceutical industry to become a student at ESR in 2012. Her MA thesis will be a historical look at how Quaker business people applied the Testimonies to their business life. She blogs about marketing research and other business topics at karenjtibbals/wordpress.com.

**Why Not Pastor? Women, Leadership, and Power**  
SHELLEY WEINER

During my first ESR intensive, a smart, young classmate told of her ambition to be her church’s assistant pastor of youth ministry. I innocently asked, “Why not pastor? Have you considered that job?” That wasn’t the first time I’d bumped up against this brick wall, and not just with fellow female seminarians, but with business entrepreneurs and technology leaders. Why do 21st-century women continue to deny their power and ambition? What are the words and phrases women use to sabotage their own gifts and callings? How do we create entrepreneurial, gutsy women leaders, both in church and corporate life? When will we value the business side of the church, and when will women learn to love it, too?

Shelley Weiner, President of Business Rules, Inc., an Apple authorized training center, was born and raised in Brooklyn, NY, graduated from Colby College (B.A., English) and completed Columbia University’s Computer Technology and Applications professional certification program. She attended ESR as an M.Div. candidate. Shelley started her career in graphic arts, and spent eight years in commercial printing sales before turning her hand to technology. She lives in the Hudson Valley, where she revels in the creative spirit, superb local cuisine and sheer beauty of the historic region. Cooking with, and for, friends, taking the microphone as a community radio DJ, and reading non-fiction of all types, are a few of her favorite things.
Imagination and Leadership: Fire Starting as a Habit

JENNIE ISBELL

Many feel a need to check their Imagination at the office door, because they experience work as a widget factory. Wherever you are on the organizational chart, you can model and encourage imagination through action and presence. In this session, we’ll consider cultural and organizational attitudes about contemplation and “time-wasting,” ways to cultivate habitual imagination in yourself and others, and reasons we dull our creative impulses at work and encourage others to do the same.

Jennie Isbell, M.A., M.Div., believes that contemplation and imagination are vital aspects of faithfulness. Through her ministry as a spiritual director, retreat leader, bodyworker and yoga therapist, she companions individuals and groups seeking to perceive and respond to glimpses of God’s persistent invitation to be fully alive. She currently serves as Friend in Residence at Woolman Hill Quaker Retreat center in Deerfield, MA.

Modeling the Message

JAY MARSHALL

Marketing gives voice to an organization’s articulation of its worth—its values, its products, its commitment to its customers. It helps set the standard to which clients and the public will hold the organization accountable. Effective leaders will help those who represent the organization to understand and embrace its claims, in effect working toward consistency of message and integrity of purpose. This workshop will explore how leaders can support or undermine institutional integrity by their modeling of the message as they lead within the group.

Jay Marshall is the Dean of Earlham School of Religion, and a graduate of Guilford College, a Quaker liberal arts college located in Greensboro, North Carolina, in 1985. Upon graduation he enrolled in Duke University and earned the master of divinity degree in 1988 and in 1992 earned the doctor of philosophy. Marshall’s doctoral dissertation is titled The Book of the Covenant: An Anthropological Approach to Biblical Law, and was published by Scholars’ Press. His most recent publication, Thanking and Blessing—the Sacred Art, was published by Skylight Paths in 2007. Dean of the School of Religion since 1998, Jay serves as the seminary’s chief operating officer. His is also a vice president of Earlham which includes Earlham College, a distinguished liberal arts college and the School of Religion, the oldest and first fully accredited Quaker seminary, in Richmond, Indiana. Prior to coming to Earlham, Marshall served the Religious Society of Friends in many capacities. Recorded as a Friends minister by the North Carolina Yearly Meeting in 1985, he has fifteen years of pastoral experience.
Workshop Session #2:

Craft Your Message
IAN JOYCE

Creative messages are more than memorable slogans. They express identity while being sensitive to context. We’ll look at how messages are developed, including the use of creative briefs and personas. And, we’ll play with message examples – including those provided by workshop participants – that span traditional and emerging media.

This workshop is designed for people in any type of organization who are responsible for creating marketing campaigns, or who work with marketing agencies. The objective is to provide an understanding of the process of message development, and to learn how to arrive at better outcomes for your organization.

Applying Quaker Testimonies in Marketing (Discernment session)
KAREN TIBBALS

Bring your own marketing issues to this discernment session. Marketing expert Karen Tibbals will lead a discussion session for those who attended her earlier session to wrestle with applying the marketing principles and Quaker testimonies to the issues you want to explore.

Truth or Dare: Risks and Relationships in Marketing
PENNY SITLER

In today’s skeptical environment, your toughest marketing job may be convincing people that you are telling the truth. No one is looking for a one-time contact – whether you are seeking customers, supporters, or members, you are building relationships and taking risks.

We’ll look at some real-world marketing campaigns built on audacious truths – and perhaps some touting bold lies. We’ll review a set of queries to evaluate the integrity of your marketing program. And finally, we will collaborate to outline truthful marketing strategies for a prototype business, nonprofit, and church.

Penny Sitler is a lifelong Friend and a convinced marketer. She manages a full service, hands-on marketing team for Draper, Inc. in Spiceland, Indiana. She has recently been recognized with the Women in AV award, an industry-wide honor. Penny is also presiding clerk of Indiana USFW and edits the Hoosier BusinessWoman magazine for Indiana Business & Professional Women.
Integrity should inform the motive as Quakers communicate their organizational message (marketing). This workshop explores integrity from the perspective of character, by using the classical virtues. Character is basic to Quaker involvement in profit or nonprofit organizations. The bottom line (income) is necessary for both profit and nonprofit organizations to continue. Income results from effectively communicating the organizational message. Motive generates interest. Motive is foundational integrity authentically generating interest in an organization’s service or product. Hopefully, income results.

Alan Kolp holds the Baldwin Wallace University Chair in Faith & Life. Alan is the former Dean of ESR and was Professor of Historical and Spiritual Studies. He also served as Pastoral Leader at First Friends Meeting (Richmond). Alan writes topically on spirituality, leadership and innovation.

Marketing Quakerism: An Inter-generational Dialogue around Message, Motive, and Means

Matt Hisrich

ESR partnered this year with Quaker Leadership programs at George Fox University and Earlham, Guilford, Haverford, and Wilmington Colleges to host a Quaker College Leadership Conference prior to this weekend’s Leadership Conference. Join with participants from these colleges as they explore what Quaker identity is and how that identity is best articulated personally and corporately.

Matt Hisrich is ESR’s Director of Recruitment and Admissions and a 2008 graduate of the school. He lives in Richmond with his wife and two children and is a member of Richmond First Friends.

Parking: Please turn south on College Ave. off National Road West. Turn west on “D” St. into Earlham campus. Turn right at the stop sign, then right again into parking. Due to Earlham College construction, additional parking can be found in other campus parking lots and on College Avenue. Walk to the ESR Center.
CONFERENCE AGENDA

Friday, August 16
5:00 pm  Registration begins
5:30 pm  Dinner
6:30 pm  Plenary: *The Cultural Imperative for Marketing with Integrity*
         – Ian Joyce
7:45 am  Anchor Groups*

Saturday, August 17
8:00 am  Open Worship (Quigg Room)
8:45 am  Breakfast (Dining Room)
9:30 am  Plenary: *Can We, Should We, Market Our Faith?*
         – Thom Jeavons
10:45 am Transition
11:00 am Anchor Groups
12:00 noon Lunch
1:15 pm  Workshop 1
2:45 pm  Break (Downstairs lobby)
3:15 pm  Workshop 2
4:45 pm  Anchor Groups
5:30 pm  Dinner
6:30 pm  *Minding the Message*, Panel Discussion #1

Sunday, August 18
8:00 am  Open Worship (Quigg Room)
8:45 am  Breakfast (Dining Room)
9:30 am  *Minding the Message*, Panel Discussion #2
11:15 am Anchor Groups

*ANCHOR GROUPS will be an important part of this conference, providing a container and community for reflection on the ideas and insights of the conference sessions. As registrations come in, we will work to assign groups to increase the possibility of making new friends while also connecting with other attendees who may have similar interests and concerns. Facilitators will be identified for each group, and queries provided for each meeting time, in the rare event that groups run out of things to discuss.
REGISTRATION FORM

Name _______________________________________________________
Address ___________________________________________________________________________
City __________________________ State _______ Zip ______________
Phone (______) ____________________________ E-mail _______________________________________

Full conference fee and all meals:
☐ Conference Fee & all meals prior to July 15, 2013: $175
☐ Conference Fee & all meals after July 15, 2013: $200

Saturday only conference fee and three meals:
☐ Saturday only conference fee & three meals prior to July 15, 2013: $120
☐ Saturday only conference fee & three meals after July 15, 2013: $145

Students (with valid student ID):
☐ Student fee & all meals: $100
☐ I am attending the Quaker College Leadership Gathering August 15-16

Meals (Please check all meals you will attend):
Friday: ☐ Dinner  Saturday: ☐ Breakfast  ☐ Lunch  ☐ Dinner
Sunday: ☐ Breakfast  ☐ Lunch

Workshop One (Please check your first and second choice):
____ Ian Joyce: Find Your Identity
____ Karen Tibbals: Applying the Quaker Testimonies to Marketing [required for 2nd workshop]
____ Jennie Isbell: Imagination and Leadership: Fire Starting as a Habit
____ Jay Marshall: Modeling the Message

Workshop Two (Please check your first and second choice):
____ Ian Joyce: Craft Your Message
____ Karen Tibbals: Applying the Quaker Testimonies to Marketing (Discernment session)
[1st workshop attendance required for participation]
____ Penny Sitler: Truth or Dare: Risks and Relationships in Marketing
____ Alan Kolp: Integrity + Interest = Income
____ Matt Hisrich: Marketing Quakerism: An Inter-generational Dialogue around Message, Motive, and Means

Transportation/Lodging:
Transportation and lodging costs not included. Contact ESR if you need lodging recommendations.

Send registration to:
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