

The background of the entire image is a dark, monochromatic pattern of interlocking gears of various sizes, creating a mechanical and industrial aesthetic.

CURRENT23

C12 Global Marketplace Leader Conference

CONNECT. ENGAGE. ADVANCE.



For such a time as this

“And who knows whether you have not come to the kingdom for such a time as this?”

Esther 4:14

In a watch, what may seem simple on its face is quite complex in its internal operation. Behind what we see as “the time” is a host of machinery, engineering design, and gears operating in perfect orchestration.

By design, gears must undergo pressure and tension. But the joining together of the individual gears allows them to leverage the tension to generate powerful torque.

It is time for Christian leaders to embrace their destiny for this moment. When we align with a common purpose, we increase the quality, output, and “Kingdom torque” of our collective leadership. For such a time as this, our businesses are gears in God’s sovereign mechanism, with the opportunity to advance His Kingdom agenda in the marketplace.

CURRENT
23

Dear leader,

Seeing is often the catalyst to being. And the haze and swirling currents of our culture and the marketplace can impede our vision of who God is calling us to be. What is God doing? And how does my faithfulness fit into His greater puzzle?

As a Christian leader, God has appointed you as His steward and entrusted you with resources for this very moment. Now is the exact time He planned for you and me to lead! But the adventure comes with challenges, and we are better poised for success and effectiveness when we join forces with other faith-driven peers.

Since an experimental gathering of the “Christian Twelve Group” in 1992, the community of C12 has scaled to nearly 4,000 leaders across three continents. We often say the “the power of C12 is in the group,” meaning the sum experienced in a Business Forum is greater than all of the individual people or parts. Similarly, but on a grander scale, the CURRENT conference is a unique opportunity for us to connect with even more peers, engage in learning relevant best practices, and advance the missions God has called each of us to lead.

In previous gatherings, we have emphasized the “currents” of energy, water, and wind. For 2023, we are considering the current time—specifically, the intersection of this cultural moment and God’s invitation to participate in His sovereign work around the world.

We are on a noble and worthy endeavor for our King, and this gathering of leaders has unbelievable “Kingdom torque” for eternal impact beyond our human understanding. Our convergence represents billions of dollars of revenue, millions of people, and countless influence. Soak up the opportunity. Build new relationships. Keep your eyes, ears, heart, and mind open for what the Father wants you to take away from these days together. I pray this event equips and invigorates you to run out of here, equipped to lead a Business as a Ministry with excellence, effectiveness, and eternal impact.

On behalf of the C12HQ team, our global Cadre of Chairs, and the Board of Directors, welcome to CURRENT’23!

Grace and peace,



Mike Sharrow

CEO, C12



Conference Hosts



Brandon West

Founder & Chief Purpose Officer, PHOS Creative

Gainesville, Florida
Member Since ▶ 2019

Brandon West is the founder and chief purpose officer of PHOS Creative, a strategy-first digital marketing agency headquartered in Florida. His team of 25 serves companies across the country, including C12. PHOS's growth and culture have been featured in the Inc. 5000, Gator100, and *Florida Trend* magazine. Brandon's passion is fighting to restore dignity, purpose, and freedom to the lives of women and children impacted by extreme poverty and sex trafficking.



James Kwon

Founder & CEO, Figmint Digital Creative Marketing

Pawtucket, Rhode Island
Member Since ▶ 2014

James Kwon is the founder and CEO of Figmint Digital Creative Marketing, an award-winning holding agency with several brands to address specific market needs. These brands include SalesAmp, BetterSetGo, QuickBrownFox, TrainHire, and Good & Growing. Committed to community outreach, the company's Hack4Love Initiative revamps marketing for nonprofits in just 48 hours. James received the "40 Under 40 Award" from the *Providence Business News*, serves on the board for Fostering Hope New England, and speaks at venues like The Hubspot INBOUND Conference, MassChallenge, and MIT.

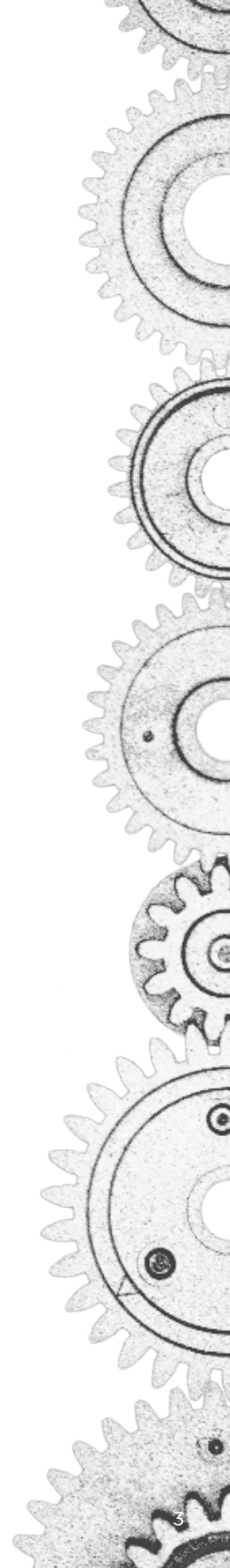
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Download the C12 Events app to receive live updates, connect with peers, and register for breakout sessions.

Available on Apple and Android devices.



SCHEDULE OF EVENTS

Wednesday

MAY 3

- 6:00–9:00 p.m.
- Opening Banquet and Ceremonies
- Dinner
- Welcome
- The Bob Mack C12 Hero Awards
- Opening Plenary Session**
- Casey Crawford – This Moment: Building a Business to Love and Value People
- Brandon Christensen – Impact Beyond
- Bryan Engram – Excellence Honors God and Inspires People

Thursday

MAY 4

- 7:30–8:30 a.m.
- Special Q&A Session with Movement Mortgage (Optional)
- 8:00–8:45 a.m.
- Breakfast
- 8:45–10:00 a.m.
- Morning Plenary Session**
- Joan Maxwell – Quality (Product + Execution + People) = Influence
- Davin Salvagno – Impact Beyond
- David Kinnaman – Next Faith: Trends Shaping the Future Workforce
- 10:00–10:30 a.m.
- Break
- 10:30–11:30 a.m.
- Breakout Session #1**
- Mark Beebe – The CEO Blindspot: The Missing Essentials Your Key Players Need
- Larry Griffith – A Bema Mindset: ROI Now, ROI for Eternity
- Evans Kariuki – The Lean Shepherd
- Levi Smith – The Restorative Workplace: Leaving Better Than They Arrived
- Brittany Zeller – Scaling Your Business for a Greater Purpose
- 11:30 a.m.–noon
- Break
- Noon–1:00 p.m.
- Lunch
- 1:00–1:30 p.m.
- Break

Thursday [continued]

1:30–2:30 p.m.	Breakout Session #2 Mark Beebe – The CEO Blindspot: The Missing Essentials Your Key Players Need Matt Cuff – A Culture of Love: The Upside to Untapped Talent Geoff Eliason and Andy Limes – A Four-Win Succession Plan Robert Netzly – Becoming an Ideal Customer Magnet Rachel Nguyen – Beauty for Ashes: How Crisis Inspired Us to Rethink Everything
2:30–3:00 p.m.	Break
3:00–4:00 p.m.	Breakout Session #3 Lee Arnold – Financial Management Today: Don’t Distress, Press Dean Harrington – Messaging to Win in Sales, Retention, and Recruitment Leslie Ryan – Becoming an Employer of Choice Craig Wilburn – #BeTheGiveBack: Developing a Ministry Vision for Your Business
4:00–6:00 p.m.	Networking
6:00–9:00 p.m.	Dinner
	Evening Plenary Session Jason Brown – Our Father’s Business The Bema Seat: A Worship Experience

Friday

MAY 5

7:30–8:30 a.m.	Live Missionpreneur Forum with the C12 Chair Recruitment Team (Optional)
8:00–8:45 a.m.	Breakfast
8:45–9:45 a.m.	Morning Plenary Session Danilo Brizola – Remote Discipleship Powered by Technology and the Holy Spirit Talitha Phillips – Innovation, Client Focus, and the Power of Storytelling
9:45–10:15 a.m.	Break
10:15–11:45 a.m.	Closing Plenary Session Dr. Kah Hooi Lim - Impact Beyond and Give Me This Mountain: The Story of Encubator Asia Mike Sharrow – Kings and Queens: Called to This Time



Your goal is to give wisely. Our mission is to help.

At NCF, we understand you want to be a good steward of your business and all that God has entrusted to you. That's why we come alongside you with shared biblical values, innovative charitable solutions, and highly personalized service so you can give more strategically and with greater purpose.

Since 1982, generous givers at NCF have mobilized more than \$15 billion for 71,000 churches, ministries, and charities. If you're looking for a trusted Christian giving and granting partner, let's talk today.



Download our giving guide
for business leaders:
ncfgiving.com/business



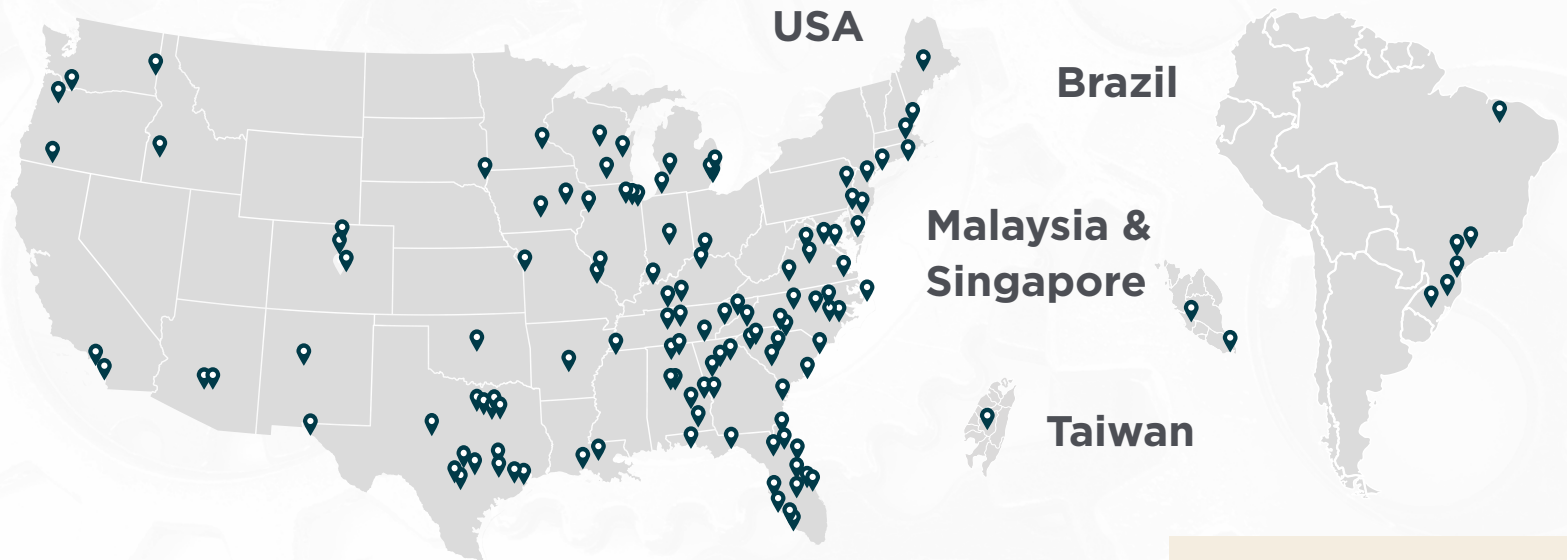
Stop by NCF's booth
for your chance to win a
reMarkable 2 tablet.



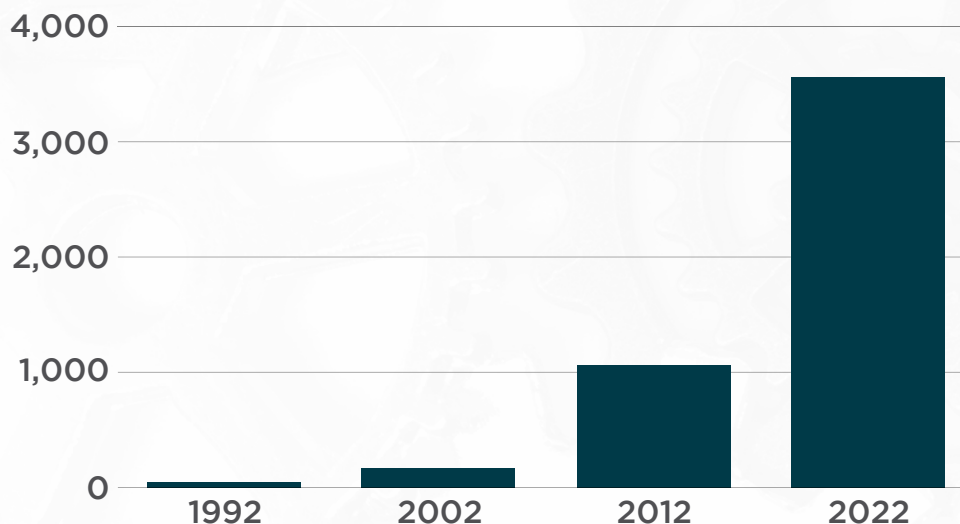
C12 MISSION EXPANSION

Celebrating over 30 years of business excellence, ministry fruitfulness, and life transformation

As more and more leaders want to grow in their stewardship of God's businesses, C12 expands across the world. Visit joinc12.com/join-a-forum to find a Forum near you.



GLOBAL MEMBERSHIP GROWTH



2025 VISION

25

New US Markets

4

Continents

250⁺

Chairs

5,000⁺

Members

THE C12 CHAIR OPPORTUNITY

Searching for a way to combine your faith and business experience? We call that being a “Missionpreneur.”

Our vision is to change the world by advancing the gospel in the marketplace. The primary means by which we achieve this vision is by launching additional C12 Business Forums.

We are searching for marketplace leaders with a Missionpreneur mindset to facilitate C12 Business Forums in hundreds of cities in the US and around the globe.

Some of the top markets in which we are seeking new leaders:

US

San Francisco, CA
Dover, DE
Miami, FL
Omaha, NE
Rochester/Buffalo, NY
Cleveland, OH
Pittsburgh, PA
Midland/Odessa, TX
Seattle, WA
Milwaukee, WI

International

Sydney/Melbourne/Brisbane, Australia
Toronto/Montreal, Canada
Santiago, Chile
Bogota, Colombia
Berlin/Hamburg, Germany
Jakarta, Indonesia
Johannesburg/Pretoria/Cape Town, South Africa
Seoul, South Korea
London, United Kingdom
Auckland, New Zealand



If you or someone you know is interested in learning more about the opportunity to serve as a leader of leaders, attend the **LIVE Missionpreneur Forum Friday morning** (see the schedule of events) or visit joinc12.com/chair.

ROI FOR TODAY, TOMORROW, AND
ETERNITY

A black and white photograph of two men standing in a warehouse or industrial setting. The man on the left is wearing a plaid shirt and dark pants, gesturing with his right hand towards the left. The man on the right is wearing a light-colored sweater over a collared shirt and dark pants, looking towards the first man. In the background, there are various industrial items, including a large metal cylinder and some equipment.

CARING FOR YOUR TEAM TODAY,
CHANGES THEIR TOMORROW



Corporate
Chaplain

OF AMERICA

Investing in your team through

TIME WITH A CHAPLAIN,

**can solve many of today's
problems and change their**

LIVES FOREVER.



chaplain.org



HELPING C12 COMPANIES REACH PEOPLE FOR JESUS

DISCOVER HOW TO LINK YOUR PASSION AND COMPANY'S **CULTURE WITH THE KINGDOM,** THROUGH:

- The power of God's Word, alone and accessible.
- A REAL partner who fits your business.
- A purpose-driven network reaching 30 Million people in the next 3 years.
- A network that is both regional and international in over 200 countries.



**STOP BY OUR BOOTH AND TOGETHER WE
CAN DEVELOP A CUSTOMIZED BaaM
IMPLEMENTATION PLAN FOR YOUR BUSINESS.**



PARTNERING WITH YOU...

GLOBALLY

- Partnering to reach millions of people through The League network.
- Connecting you with "on the ground" ministries reaching places like Eastern Europe, China, India, the African Continent, Greater Middle East, America — over 200+ countries in the world.

IN YOUR COMMUNITY

- Connecting employees and volunteer days with local outreach events.
- Multiplying the Impact of God's Word through your existing community and church involvement.

IN YOUR BUSINESS

- Integrating the Word of God into your business to directly reach your employees, customers and suppliers.

YOUR BaaM SOLUTION



GLOBAL



COMMUNITY



BUSINESS

THE BOB MACK C12 HERO AWARDS



Buck Jacobs and Bob Mack, 1980

Since 2001, C12 has recognized select members with the C12 Hero Award. In 2023, C12 renamed the award to honor Bob Mack, the man who first introduced C12 founder Buck Jacobs to the idea of committing a business to Christ. Bob was Buck's best friend, business partner, and Christian mentor

who modeled how to pursue success and significance as a Christian in business.

C12 Heroes are leaders who have demonstrated an unwavering commitment to leading as stewards of God's businesses, honoring Him by how they operate the business according to biblical principles and how they care for people as Christ does.

Nominees must have been in C12 for at least five years and during that time demonstrated consistent and noteworthy faithfulness, servant leadership, trust in God, diligence in adversity, and courage in advancing ministry.

C12 Heroes exemplify what C12 stands for and live as models of Business as a Ministry leadership. We are honored to recognize these members as this year's C12 Heroes.

2023 HEROES



Dr. Robert Antolak

The Gentle Dentist
Shelby Township, MI



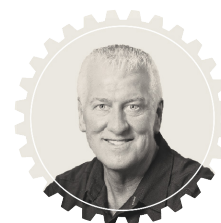
Frank Ableson

navitend
Stanhope, NJ



Gary Archer

Let's Play Soccer
Austin, TX



Dean Burnside

Good News Pest Solutions
Sarasota, FL



John Davenport, Jr.

John Davenport Engineering,
Inc. dba DAVENPORT
Winston-Salem, NC



Lynn Doughton

DRP Performance
Products, Inc.
Bassett, VA



Lilian Radke

Unic Pro Inc.
Shrewsbury, MA
New Life Facility Services
Lakeland, FL



Steven Reyes

Strategic Sanitation
Services, Inc.
Mission Viejo, CA



Tim Suter

The Suter Company, Inc.
Sycamore, IL



Steve Wright

Wright Brothers Construction
Company, Inc.
Charleston, TN



Chris Yerger

Fort Defiance Industries
Loudon, TN

With 40 years of experience in employee care, we know transformation happens through relationships.

Responsive personalized care for every
employee and their family members!



*Honored to Serve C12 Headquarters,
Chairs, and Member Companies!*



PLENARY SPEAKERS



CASEY CRAWFORD
Co-founder & CEO,
Movement Mortgage



BRYAN ENGRAM
Co-founder & CEO/CCO,
Brazen Animation



JOAN MAXWELL
Co-founder,
Regulator Marine



DAVID KINNAMAN
CEO, Barna Group



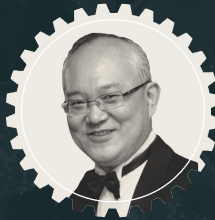
JASON BROWN
Founder, First Fruits Farm



DANILO BRIZOLA
Founder, Snowman Labs &
LightUp



TALITHA PHILLIPS
CEO, Claris Health



DR. KAH HOOI LIM
C12, Chair of Malaysia
& Singapore



MIKE SHARROW
CEO, C12

IMPACT BEYOND

God is capable of accomplishing immeasurably more than we can ever expect or imagine (Eph. 3:20). This video series features the stories of leaders who have **surrendered their lives and work** to the Lord and are effecting an impact far beyond the limited vision they had for their leadership, businesses, and communities. How might God be inviting you to surrender your plans and expand your vision to have an **impact beyond** what you currently see as possible?



Brandon Christensen

President, Adilstone Group

Member Since ▶ 2021

Brandon Christensen is the president of Adilstone Group, a global talent acquisition and service provider who is reimagining recruitment to create ideal employment matches. Bringing his 25 years of expertise in leadership, recruiting, and international business, Brandon leads Adilstone in partnering with businesses to help them scale and place employees in the Middle East and around the world. Under Brandon's leadership, Adilstone celebrated its best year yet in 2021, amid the pandemic, and is poised for even more growth. Brandon lives in Newnan, Georgia, and loves spending time with his wife and two daughters, watching and playing sports, and traveling the world.



Davin Salvagno

Founder & CEO, PurposePoint

Member Since ▶ 2018

Davin Salvagno is the founder and CEO of PurposePoint, a leadership training and organizational development firm, and he is the co-founder of the Purpose Summit. Passionate about helping people and organizations fulfill the purpose for which God created them, Davin is also an inspirational speaker and the author of *Finding Purpose at Work*. Davin's insights have helped hundreds of organizations worldwide engage their purpose, inspire their people, and increase their impact. Davin lives in Michigan with his wife, Amy, and their two children.



Dr. Kah Hooi Lim

Chair of Malaysia & Singapore, C12

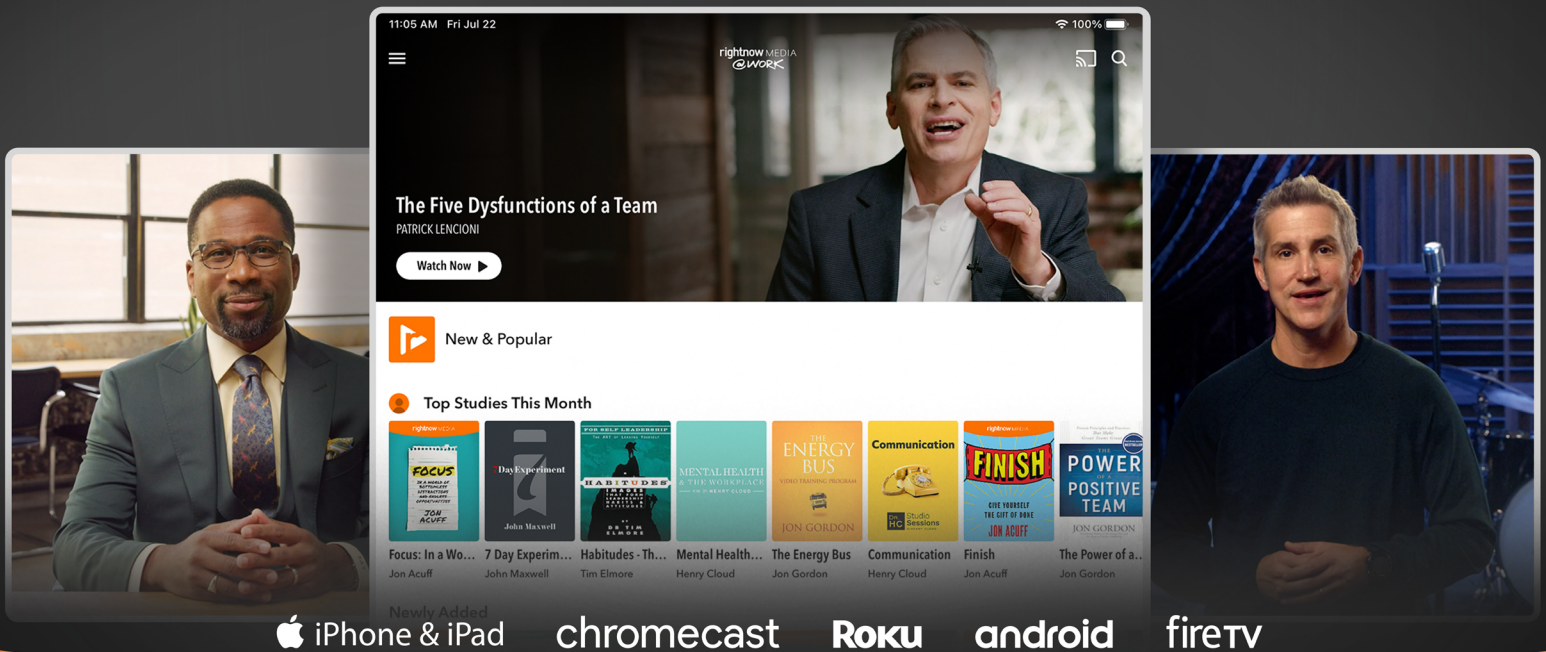
Chair Since ▶ 2017

Dr. Kah Hooi Lim leads C12 in Malaysia and Singapore as the area's Principal Chair. Coaching CEOs and business leaders for 25 years, Kah Hooi has courageously built a thriving, faith-based entrepreneurship community in a challenging faith environment. He co-founded the Encubator with a vision to transform the marketplace in the majority Muslim nation of Malaysia through Bible-believing entrepreneurs. He also helped launch the Emmaus Business School and has lectured on his Biblical Entrepreneurship model in four countries. He and his wife, Peggy, have been married for 44 years and have three children and four grandchildren.

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NOTES



Casey Crawford

Co-founder & CEO, Movement Mortgage

OPENING SESSION

May 3 | 7:00–9:00 p.m.

This Moment: Building a Business to Love and Value People

What if Christian-led companies went above and beyond to serve customers? What if our workplaces helped employees find restoration? What if our businesses were known for giving more back to our communities than they take? At the height of the 2008 mortgage crisis, Casey Crawford founded Movement Mortgage to make a positive difference for customers, corporate culture, and communities. For Casey, it all comes back to the mission: “to love and value people in everything we do.”

Speaker Bio

NFL Super Bowl champion **Casey Crawford** is the co-founder and CEO of Movement Mortgage, a \$30 billion retail mortgage lender and a six-time member of the Inc. 5000 list. He is also the founder of Movement Schools, a network of tuition-free charter schools providing world-class education in underserved communities. Casey was a finalist for the Ernst and Young Entrepreneur of the Year award, received the HousingWire Vanguard award, and has been featured by national media outlets, including CNBC, Bloomberg, and *The Wall Street Journal*.

An avid outdoorsman and Brazilian jiu-jitsu competitor, Casey lives outside of Charlotte, North Carolina, with his wife, Michelle, and daughters, Cadie and Josie.

MY KEY TAKEAWAY



Bryan Engram

Co-founder & CEO/CCO, Brazen Animation

Member Since ▶ 2017

NOTES

OPENING SESSION

May 3 | 7:00–9:00 p.m.

Excellence Honors God and Inspires People

As Christians, we feel the angst of societal upheaval, observing entire industries taking stances increasingly antithetical to our values. Serving major entertainment industry brands (Warner Brothers, DreamWorks, Universal, and Epic Games), Bryan Engram's commitment to excellence and grace-filled integrity has enabled Brazen to thrive in an otherwise hostile industry. There are lessons in his story for all of us. We position our companies to thrive by finding our sweet spot in the intersection of a life-changing mission, a redemptive workplace culture, and a commitment to honor God with excellence in all we do.

Speaker Bio

Bryan Engram is the co-founder and CEO/CCO of Brazen Animation. Before founding Brazen, Bryan oversaw projects for top studios like Walt Disney, DreamWorks, Blue Sky/Fox, Warner Brothers (WB), and Sony. Under Bryan's direction, Brazen's credits include work on WB's *Space Jam 2*, *Addams Family 2*, *SCOOB! 2*, and EA Sports' *Madden NFL*, among many others. He's been on the shortlist for the Oscars and nominated for numerous production awards. A creator at heart, Bryan is passionate about telling stories of redemption and purpose.

Bryan and his wife, Toni, live in Richardson, Texas, with their two girls, Kate and Grace, and their dog, Halo.

MY KEY TAKEAWAY

NOTES



Joan Maxwell

Co-founder, Regulator Marine

Member Since ▸ 2014

MORNING PLENARY SESSION

May 4 | 8:45–10:00 a.m.

Quality (Product + Execution + People) = Influence

Joan Maxwell was already an accomplished businesswoman when she joined C12 in 2014. The prospect of using her business as a platform for ministry was exciting but also intimidating. Over the past decade, she and her team have systematically transformed Regulator Marine into a model Business as a Ministry, one step at a time. We win respect inside our companies and industries when our character matches our proclamations. As we build great businesses for a greater purpose, we open surprising doors of influence to expand God's Kingdom.

Speaker Bio

Joan Maxwell is the co-founder of Regulator Marine, one of the most respected brands in the boating industry, with a 121,000-square-foot manufacturing facility in Edenton, North Carolina. Regulator Marine is the proud recipient of 19 Customer Satisfaction Index awards and the North Carolina Department of Labor's top safety award—the North Carolina Star. Maxwell serves on the National Marine Manufacturers Association Divisional Board and was recently inducted into its hall of fame.

Joan lives in Edenton, North Carolina, with her husband of 37 years, Owen. She enjoys being on the water in a boat and sharing life lessons in faith and business.

MY KEY TAKEAWAY



David Kinnaman
CEO, Barna Group

NOTES

MORNING PLENARY SESSION

May 4 | 8:45–10:00 a.m.

Next Faith: Trends Shaping the Future Workforce

It is no accident that we have been placed into positions of business leadership “for such a time as this.” Millennial and Gen Z employees now make up the bulk of our workforce. Their values are actively shaping the future of media, politics, neighborhoods, offices, and job sites. Due to the proximity and depth of relationships in the workplace, Christian employers are presented with both an opportunity and a challenge to truly understand these generations in order to reach them. Researcher David Kinnaman will examine the key spiritual, cultural, and generational trends that are influencing our workplace relationships and walk us through the surprising key to reaching and developing resilient disciples in the next generation.

Speaker Bio

David Kinnaman is the author of the bestselling books *Faith For Exiles*, *Good Faith*, *You Lost Me*, and *unChristian*. He is CEO of Barna Group, a leading research and communications company that works with churches, nonprofits, and businesses ranging from film studios to financial service providers. Overseeing more than two million individual interviews and thousands of US and global research projects, David has influenced the strategic direction of countless faith-based organizations.

He lives in Fort Worth, Texas, and has three children.

MY KEY TAKEAWAY

NOTES



Jason Brown

Founder, First Fruits Farm

Member Since ▶ 2021

EVENING PLENARY SESSION

May 4 | 7:00–9:00 p.m.

Our Father's Business

There is a complicated relationship between success and significance. We think the first will lead to the second. But apart from God's will, our ambitions for success will always fall short. Jason was the highest-paid center in the NFL, enjoying the fruits of worldly success, when he received a surprising job offer from an unlikely coach: Jesus. Now the owner of First Fruits Farm, Jason spends his days working in his Father's business, living out a fourfold focus on faithfulness, family, relationships, and the gospel.

Speaker Bio

Jason Brown walked away from a successful NFL career to answer God's call to establish First Fruits Farm, a hunger relief organization in North Carolina. Over the past 10 years, the farm has grown, harvested, and donated over one million pounds of food to needy families throughout the Carolinas. Annually, they host more than 50 weddings in their historic dairy barn and 100,000+ attendees at their hot air balloon festival.

Jason considers his most important role in life to be that of loving and leading his wife of 19 years, Tay, and his eight children.

MY KEY TAKEAWAY

THURSDAY NIGHT

THE BEMA SEAT: A WORSHIP EXPERIENCE



“For we must all appear before the judgment seat of Christ, so that each one may receive what is due for what he has done in the body, whether good or evil.”

—2 Corinthians 5:10

bēma (*Greek, n.*)

a raised platform where ruling authorities conduct judicial matters and perform judgments; the judgment seat of Christ

While entrance into the Kingdom of Heaven is certain for all believers, our experience in the Kingdom will not be the same for everyone. At the end of time, when we bow before God’s throne, we will be held accountable for how we lived as ambassadors of His Kingdom on earth. God will review our lives and reward us for the ways we stewarded the resources, relationships, and opportunities with which we were entrusted in our businesses. Let’s go on a journey and imagine what that day will be like.



Joe Mayers

Founder, Think Forever



Tom Ewing

Founder, Ewing Ministries

NOTES



Danilo Brizola

Founder, Snowman Labs & LightUp

Member Since ▶ 2020

MORNING PLENARY SESSION

May 5 | 8:45–9:45 a.m.

Remote Discipleship Powered by Technology and the Holy Spirit

Snowman Labs helps companies leverage technology for business growth. Danilo says that when he was exposed to the Business as a Ministry vision in 2018, the company was “born again.” Snowman’s team became increasingly dispersed across multiple countries as the business grew, a trend that exponentially increased during the COVID-19 pandemic. Danilo looked to Scripture for wisdom on making disciples in a remote context and found inspiration from the original remote disciple-maker, the Apostle Paul. Learn how Snowman’s innovative strategies for intentional care and discipleship transcend walls—and even oceans—to impact people with the gospel.

Speaker Bio

Danilo Brizola is the founder of Snowman Labs, a digital solution company specializing in software development and UI/UX design. Under Danilo’s leadership, Snowman Labs went from a startup with zero venture capital to a multimillion dollar business, serving clients around the globe, including Volvo, RCI Bank, HBR, and Lockton. While the company focuses on digital transformation, Danilo is even more passionate about encouraging heart transformation. To that end, he founded LightUp, an organization supporting and equipping Kingdom-focused startups.

Sharing his life with his wife, Mailin, Danilo has the privilege of being the father of two little princesses, Melissa and Isabela.

MY KEY TAKEAWAY



Talitha Phillips

CEO, Claris Health

Member Since ▶ 2020

NOTES

MORNING PLENARY SESSION

May 5 | 8:45-9:45 a.m.

Innovation, Client Focus, and the Power of Storytelling

Are you leading from a place of surrender to the calling of God in your life? Is your organization flowing from your convictions? Claris Health cares for individuals and families facing unexpected pregnancies in Los Angeles. Concerned about a growing disconnect between the organization's vision, donor expectations, pressing community challenges, and patient needs, Talitha challenged her team to identify their personal *whys*. An innovative path emerged in the collective stories of patients, staff, and supporters. Talitha's unconventional leadership journey illustrates how stories can unite people, ignite innovative services, and create a mission mindset for any business.

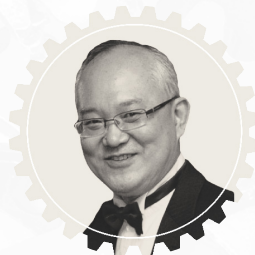
Speaker Bio

Hired as Director of Claris Health at age 23, **Talitha Phillips** spearheaded the organization's transition from a small resource center with a \$90,000 annual budget to a licensed medical clinic with a \$2 million budget. Now serving as CEO, Talitha has successfully developed a model of care that addresses health disparities, especially among people of color. Talitha is known for finding common ground in a polarized world, has worked at the US Senate, and has led numerous teams to work with orphans and human trafficking victims in Uganda.

Talitha lives in Thousand Oaks, California, with her daughters, Riley and Addy, and labradoodle, Bowie. She enjoys spinning, F45, walking on the beach, traveling, eating good food, and finding a yummy matcha latte.

MY KEY TAKEAWAY

NOTES



Dr. Kah Hooi Lim

Chair of Malaysia & Singapore, C12

Member Since ▶ 2010

CLOSING SESSION

May 5 | 10:15–11:45 a.m.

Give Me This Mountain: The Story of Encubator Asia

Encubator Asia was birthed out of a burden for Christian business owners to shine as lights in Malaysia, a Muslim-majority nation where corruption, worker exploitation, and greed are rampant. In the midst of these challenges—and with restrictions on expressing the Christian faith—Kah Hooi is seeing a growing number of brave business leaders live out the Business as a Ministry vision. In partnership with C12, the Encubator ministers to hundreds of enterprising Christian leaders in Malaysia, Singapore, Cambodia, Nepal, Laos, China, and most recently, Indonesia.

Speaker Bio

Dr. Kah Hooi Lim leads C12 in Malaysia and Singapore as the area's Principal Chair. Coaching CEOs and business leaders for 25 years, Kah Hooi has courageously built a thriving, faith-based entrepreneurship community in a challenging faith environment. He co-founded the Encubator with a vision to transform the marketplace in the majority Muslim nation of Malaysia through Bible-believing entrepreneurs. He also helped launch the Emmaus Business School and has lectured on his Biblical Entrepreneurship model in four countries. He and his wife, Peggy, have been married for 44 years and have three children and four grandchildren.

MY KEY TAKEAWAY



Mike Sharrow

CEO, C12

Member Since ▶ 2010

NOTES

CLOSING SESSION

May 5 | 10:15–11:45 a.m.

Kings and Queens: Called to This Time

We live in challenging times. Recession, inflation, war, and civil unrest dominate the headlines. The currents of cultural change seem to shift continually. How should we respond as Christians and as business leaders? A robust biblical worldview will transform how we should approach cultural issues and clarify our response. Mike Sharrow will close CURRENT, the Business as a Ministry movement's signature event, by casting a vision that inspires Christian business leaders to shape the future together.

Speaker Bio

Mike Sharrow is the CEO of C12, as well as a member of its Board of Directors. Mike joined C12 first as a member in 2010, and then served as a Chair from 2011 to 2015 before taking the role of CEO in 2016. Mike previously spent years working in health care, financial services, local church leadership, and consulting in Chicago, Illinois, and San Antonio, Texas. Mike's purpose in life is to lead people to live their destiny while catalyzing movements of sustainable gospel flourishing.

Mike lives in San Antonio with his wife, Jacqui, and two daughters, Elayna and Sophia.

MY KEY TAKEAWAY

THE 5-POINT ALIGNMENT MATRIX[®]



CHOOSING YOUR BREAKOUT SESSIONS

To help leaders calibrate the entirety of their businesses to their greater purpose, C12 adapted the balanced scorecard methodology to develop our signature 5-Point Alignment Matrix (5PAM). This matrix provides a comprehensive framework for working toward robust long-term performance and integrating ministry as an additional dimension for goal setting and tracking.

Breakout sessions cover all areas of the 5PAM, indicated by the icons on each of the following pages. Use the session summaries and the corresponding icons to help determine which breakout sessions will best serve you and your business.

Seating in breakout sessions is limited. Save your seat by registering in advance in the C12 Events app.

Gold indicates the session’s primary 5PAM focus area for the session; gray indicates the areas of secondary focus.

**REVENUE
GENERATION**



**OPERATIONS
MANAGEMENT**



**ORGANIZATIONAL
DEVELOPMENT**



**FINANCIAL
MANAGEMENT**



MINISTRY



BREAKOUT SPEAKERS



LARRY GRIFFITH
CEO, Corporate Chaplains
of America



EVANS KARIUKI
CEO, Circle K Supply
Chain Solutions, LLC



LEVI SMITH
CEO, President & Board
Member, Franklin
Building Supply



BRITTANY ZELLER
Founder & Director,
Tiny Feet Early
Intervention



MARK BEEBE
Vice President of Field
Operations, C12



MATT CUFF
Founder & Owner,
Just Q'in BBQ



**GEOFF ELIASON
& ANDY LIMES**
Principal and
Co-founder at SDR
Ventures



ROBERT NETZLY
President & CEO,
Inspire Investing



RACHEL NGUYEN
Executive Director,
Harmony Women's Care



LEE ARNOLD
CEO, Secured
Investment Corp.



DEAN HARRINGTON
Founder & CEO,
Shamrock Home Loans



LESLIE RYAN
Co-Owner, Reliable
Electric; Owner, S2S
Strategy, LLC



CRAIG WILBURN
Chief Impact Officer,
Keller Williams Realty
Gainesville



Larry Griffith

CEO, Corporate Chaplains of America

Member Since ▶ 2017

NOTES

Breakout Session #1 | 10:30–11:30 a.m.

A Bema Mindset: ROI Now, ROI for Eternity

It is a sobering thought. God will hold us accountable at the bema seat for every aspect of our lives. Although Christian business owners know this, many live in the false dichotomy of the sacred–secular divide, where the ministry component of C12's 5-Point Alignment Matrix feels like a distraction from other business goals. But Larry Griffith suggests ministry can serve as a launchpad for improved outcomes across the business, increasing employee engagement and transforming lives. This breakout will help us develop a holistic ministry conduit for our employees and their families, providing meaningful ROI now and for eternity.

Speaker Bio

As the CEO of Corporate Chaplains of America (CCA), **Larry Griffith** considers his role to be the “magnum opus” of his life. His leadership experience spans over three decades as a Naval officer, as well as working at the Fortune 250 firm ALLTEL and in the nonprofit sphere. At ALLTEL, his responsibilities included leading 3,000+ employees and 2.6 million customers, with an annual profit and loss responsibility exceeding \$1.5 billion. In his role at CCA, Larry is motivated by a vision to see 100,000 lives changed by the gospel over the next five years. He believes holistic care for people is the key to creating great cultures and thriving organizations.

MY KEY TAKEAWAY



NOTES



Evans Kariuki

CEO, Circle K Supply Chain Solutions, LLC

Member Since ▶ 2019

Breakout Session #1 | 10:30–11:30 a.m.

The Lean Shepherd

As business owners, we desire greater efficiency for our companies with less waste, better processes, and teams that continuously learn. Evans Kariuki believes we lead as “lean shepherds” when we honor God and implement practices for operational excellence. Merging diverse talents, Evans serves both as a lean systems consultant and a bi-vocational pastor. He will share the biblical values behind lean principles and share best-in-class tools for waste reduction, data visualization, value stream management, and employee engagement.

Speaker Bio

Evans Kariuki is the CEO of Circle K Supply Chain Solutions, LLC, and senior advisor at iKanban Online, a project management software company. He says, “People are the backbone of any organization, and lean systems are the muscle.” His extensive career in lean processes began at Toyota, where he led teams to implement and streamline production systems. Now leading Circle K, his Lean Crisis Management Playbook has helped companies of all sizes achieve operational excellence by improving service levels, identifying cost savings, and excelling in profitability.

MY KEY TAKEAWAY





Levi Smith

CEO, President, & Board Member,
Franklin Building Supply

Member Since ▶ 2007-2013, 2021

Breakout Session #1 | 10:30–11:30 a.m.

The Restorative Workplace: Leaving Better Than They Arrived

God designed work to be meaningful and life-giving mentally, physically, emotionally, and spiritually. And yet, many employees end their workdays depleted and discouraged. Levi Smith led his company through a significant cultural shift to prioritize employee flourishing and to create a restorative workplace. He will present practical techniques for establishing and maintaining a life-giving culture through the layers of peers, supervisors, and middle management.

Speaker Bio

Levi Smith serves as president and CEO of Franklin Building Supply, leading over 800 employees across two states and 17 locations. Committed to becoming an employee-first organization, he oversaw the transition to 100% employee ownership and focused on elevating leadership, increasing job satisfaction, and improving safety metrics. From 2016 to 2021, Franklin's sales increased from \$120 million to \$370 million.

Levi resides in Boise, Idaho, and is blessed to enjoy time for outdoor adventures with his wife and three kids.

NOTES

MY KEY TAKEAWAY



NOTES



Brittany Zeller

Founder & Director, Tiny Feet
Early Intervention

Member Since ▶ 2020

Breakout Session #1 | 10:30–11:30 a.m.

Scaling Your Business for a Greater Purpose

Brittany Zeller leads the fast-paced growth of Tiny Feet, a company that has more than doubled its revenue and staff every year for the past five years. Scaling at an exponential pace poses a multitude of challenges. As Jim Collins so eloquently stated in *How the Mighty Fall*, “If a company grows revenue faster than its ability to get the right people to implement that growth, it will not simply stagnate, it will fall.” Heeding Collins’s warning, Brittany credits Tiny Feet’s sustainable scalability to a relentless focus on culture and employee growth. This session will provide practical steps and strategies we can use to scale our businesses and achieve great results for a greater purpose.

Speaker Bio

In 2017, with a \$1,000 investment earned from a yard sale, **Brittany Zeller** launched Tiny Feet Early Intervention to provide in-home educational therapy for children with disabilities in Greenville, South Carolina. Trained as a special education teacher and with a limited background in business, Brittany quickly scaled the business at a rate of 150% year over year to 35 employees and \$1.9 million in revenue for 2021, and she plans to expand the business into two new markets in 2023. Brittany’s passions include promoting organizational health, creating a flourishing workplace culture, and serving her clients with Christlike care.

MY KEY TAKEAWAY





Mark Beebe

Vice President of Field Operations, C12

Member Since ▶ 2019

Breakout Session #1 | 10:30–11:30 a.m.

Breakout Session #2 | 1:30–2:30 p.m.

The CEO Blindspot: The Missing Essentials Your Key Players Need

A primary goal of C12's Key Player Program is to foster authenticity and alignment among a company's leadership team members. Across the C12 network, Key Players express consistent challenges working with their CEOs. For the first time, we formally surveyed, gained insight, and clarified themes from thousands of direct reports of C12 CEOs. Do you know what your direct reports need? How might you be contributing to their frustrations? Mark Beebe will present the survey results and offer the fundamentals Key Players need to flourish in their roles, helping CEOs identify blind spots and opportunities for growth.

Speaker Bio

As C12's vice president of field operations, **Mark Beebe** leads a team that directly supports more than 175 full-time Chairs who equip over 3,600 C12 members. He is passionate about helping leaders mobilize wisdom in their lives and businesses. Over the last two years, C12 membership has grown 35% as Mark has driven Chair performance, brand execution, continuous development, and accountability.

Mark lives in San Antonio, Texas, with his wife, Kim, and three children.

NOTES

MY KEY TAKEAWAY



NOTES



Matt Cuff

Founder & Owner, Just Q'in BBQ

Member Since ▶ 2016

Breakout Session #2 | 1:30–2:30 p.m.

A Culture of Love: The Upside to Untapped Talent

The labor market is tight. “Help Wanted” signs dot the landscape. And yet, a deep untapped talent pool exists for employers willing to take an uncommon and loving approach to entry-level hiring. Matt Cuff built an exceptional workforce by sourcing employees from nontraditional backgrounds, specifically, by considering candidates who were formerly incarcerated or living in poverty. Ten years in, Just Q'in is experiencing a triple win that many other companies only dream about: employee life transformation, ownership mindsets, and intense loyalty. Matt will share his best practices for sourcing, onboarding, and supporting the unique needs of his employees, and he will share stories about the ways they became a powerful force in building corporate culture.

Speaker Bio

Matt Cuff is the founder and owner of Just Q'in BBQ, a restaurant and catering company located in Cincinnati, Ohio. Launched as a food truck in 2009, Just Q'in moved to a permanent location in 2011. A recent feature on The Cooking Channel show *Food Paradise*, Matt's barbeque was described as one of the country's “tastiest, most mouth-watering, and decadent meals.” Just Q'in was founded with the motto “Faith, Love, and BBQ” and is known for hiring, developing, and training individuals with barriers to employment. Matt also serves as chairman of the board for the Walnut Hills Redevelopment Foundation.

MY KEY TAKEAWAY





Geoff Eliason

Principal, SDR
Ventures

Member Since
2014-2018, 2021



Andy Limes

Co-founder SDR
Ventures

C12 member
2008-2021

NOTES

Breakout Session #2 | 1:30-2:30 p.m.

A Four-Win Succession Plan

After years of building a business by advising clients on mergers, acquisitions, and buyouts, the time came for Andy Limes of SDR Ventures and his co-founding partner to consider their succession. They wanted to accomplish a profitable sale while continuing the ministry legacy Andy had worked to establish. His answer came in the person of Geoff Eliason, a peer sitting right in his C12 Forum. With a well-conceived pairing of buyer and seller, they were able to set up SDR for a “four-win succession plan” benefitting the seller, the buyer, the employees, and the ministry impact of the business. This session will focus on the mechanics of business succession with Business as a Ministry continuity.

Speaker Bio

Geoff Eliason serves as principal at SDR Ventures, a Colorado firm providing clients with business consulting, venture capital, and consulting around mergers and acquisitions (M&A). Prior to joining SDR, Geoff acquired, grew, and sold a nationally recognized asset and wealth management company and served on the launch team of an exchange-traded fund startup. Geoff leverages his 16 years of industry experience to serve M&A clients with enhanced business valuations and provides thought leadership to the entrepreneurial community.

A co-founder of Colorado-based SDR Ventures, **Andy Limes** works closely with clients to execute M&As, secure equity and debt financing, and maximize shareholder value during transfers of family-held businesses. Andy started his career in the tax practice of Deloitte & Touche and has more than 25 years of experience in strategic and transactional analysis. He is a CPA, holds Series 24, 62, 63, and 79 securities licenses, and sits on the nonprofit boards of Denver Seminary and Mission Hills Church.

MY KEY TAKEAWAY



NOTES



Robert Netzly

President & CEO, Inspire Investing

Member Since ▶ 2021

Breakout Session #2 | 1:30–2:30 p.m.

Becoming an Ideal Customer Magnet

With an unashamed missional focus, Robert Netzly founded Inspire Investing in 2015 to serve a niche client base of Christian investors who have a biblical worldview. His passion for serving the interests of his ideal customers has turned Inspire into a thought leadership brand and generated massive earned media exposure on both traditional and nontraditional platforms. Eight years after its founding, this one-man startup has turned into the world's largest provider of faith-based exchange-traded funds (ETFs) and has extensive Kingdom impact through corporate shareholder engagement. Learn how a passionate focus on ideal clients could take your business to the next level.

Speaker Bio

Robert Netzly founded the Inspire Impact Group of companies in 2015 to provide investors with a platform for biblically responsible investing. Under his leadership, Inspire Investing has experienced meteoric growth, becoming the world's largest faith-based ETF provider with \$2 billion of assets under management, ranking on the Inc. 5000 and the *Financial Times* "Fastest Growing Companies" lists for several years running. Robert is the author of the best-selling book *Biblically Responsible Investing: For God's Glory and Your Joy*, and he is a contributor for *The Wall Street Journal* and the *Christian Post*. He also frequently appears in major global media to advocate for biblically responsible investing.

MY KEY TAKEAWAY





Rachel Nguyen

Executive Director, Harmony
Women's Care

Member Since ▶ 2013

NOTES

Breakout Session #2 | 1:30–2:30 p.m.

Beauty for Ashes: How Crisis Inspired Us to Rethink Everything

In 2013, Harmony Women's Care was destroyed by a fire. In the aftermath, Rachel Nguyen and her team decided to "rethink everything." They implemented major operational changes that resulted in Harmony becoming exponentially more effective in achieving its mission. For most business owners, a deep look at operations reveals outdated processes and beliefs that hinder the company's true potential. In this session, Rachel will walk us through the steps she took to reimagine her organization and help us see how we can reimagine ours without the "benefit" of a crisis.

Speaker Bio

Rachel Nguyen is the executive director of Harmony Women's Care, a Christian pregnancy center in Rhode Island. Following a devastating fire in 2013, Rachel led her team to take a fresh look at the organization. Focusing on continuous improvement and measurable results, she positioned Harmony to have a growing impact on the community. The result was a streamlined patient process designed to end the demand for abortion by bringing women to Christ and empowering them to choose life. Since launching the program in 2016, nearly 400 women have accepted Christ, and the number of at-risk women choosing life has increased by 287%.

MY KEY TAKEAWAY



NOTES



Lee Arnold

CEO, Secured Investment Corp.

Member Since ▶ 2021

Breakout Session #3 | 3:00–4:00 p.m.

Financial Management Today: Don't Distress, Press

Over the past three years, the economic climate has been challenging for many business owners, with a pandemic, an uncertain political climate, the Great Resignation, and a looming recession. And yet, Lee Arnold's mid-sized real estate company achieved a 234% profit margin increase in the midst of this chaos. Lee will walk us through the six bold financial management strategies his team took to thrive in this season. This session will cover alternative business funding vehicles, a quick liquidity test, a recession preparation checklist, and a recession risk assessment to help us ensure our finances are in good order and our companies are prepared for any economic challenge.

Speaker Bio

Lee Arnold is a real estate investor, developer, trainer, international speaker, and best-selling author who has spent years perfecting the real estate investing and private money lending process. As CEO of several multimillion dollar enterprises and the chairman of several private equity funds, Lee has facilitated billions of dollars in real estate transactions across the country as a buyer, lender, and consultant. His current success is the result of rebuilding after he lost everything in the real estate market crash of 2008. Prompted by that experience, he and his wife founded He's The Solution Ministries, a global nonprofit that helps entrepreneurs live out the truth that God is the CEO of all. His ministry hosts the annual Be Bold For Jesus conference to provide discipleship training to Christians from all around the world, helping them grow in boldness for God's glory.

MY KEY TAKEAWAY





Dean Harrington

Founder & CEO, Shamrock
Home Loans

Member Since ▶ 2014

Breakout Session #3 | 3:00–4:00 p.m.

Messaging to Win in Sales, Retention, and Recruitment

Thriving companies reach customers and motivate employees by identifying the core purpose for the business and communicating it effectively. The key is developing the right message for the right audience—and too few companies get it right. Dean Harrington built a leading mortgage business by unleashing the power of internal and external messaging. In this session, Dean will help us firetest our messaging and teach us how to attract the most profitable employees and customers.

Speaker Bio

Dean Harrington is the founder and “chief repenting officer” of Shamrock Home Loans, a regional residential mortgage lending company located in Providence, Rhode Island. As the former president of Rhode Island Mortgage Bankers Association, Dean was recognized by the Banker and Tradesman as one of New England’s most influential mortgage executives. With his emphasis on culture, vision, and strategic alignment, Shamrock consistently ranks as a top mortgage employer. It was ranked as the second “Best Mortgage Company to Work For” by the *National Mortgage News* and as one of “The Best and Brightest Companies” for eight consecutive years by *Mortgage Professional America* magazine.

NOTES

MY KEY TAKEAWAY



NOTES



Leslie Ryan

Owner, Reliable Electric & S2S Strategy

Member Since ▶ 2020

Reliable Electric, member since ▶ 2013

Breakout Session #3 | 3:00–4:00 p.m.

Becoming an Employer of Choice

Now more than ever, attracting and retaining talented employees is key to business success. The disruption of the last few years has made being an “Employer of Choice” an even bigger challenge. Today, 51% of small businesses have job openings they cannot fill, which is far above the historical average. When Leslie and Joe Ryan implemented a holistic employee experience strategy at Reliable Electric, they saw immediate results in employee engagement and satisfaction. In this session, Leslie will walk us through the stories of life change and redemption she and Joe have seen at Reliable while pouring into their employees as image bearers of Christ.

Speaker Bio

Alongside her husband Joe, **Leslie Ryan** is the 23-year co-owner of Reliable Electric, a large electrical contracting company and third-generation family-owned business in Centerville, Ohio. After retiring from a two-decade career at the Fortune 50 firm Procter & Gamble, most recently as Vice President of Human Resources, Leslie stepped into a more active role at Reliable. Her efforts to cultivate organizational culture, advance ministry, and develop employees resulted in Reliable being named “Family-Owned Business of the Year,” “Fastest 50,” and one of the “Best Places to Work” by the *Dayton Business Journal*. Leslie was also named one of Dayton’s “Most Powerful Women in Business” in 2022.

MY KEY TAKEAWAY





Craig Wilburn

Chief Impact Officer, Team Dynamo/
Keller Williams Gainesville

Member Since ▶ 2019

Breakout Session #3 | 3:00–4:00 p.m.

#BeTheGiveBack: Developing a Ministry Vision for Your Business

What is the abundant life? Craig's answer: A life spent fulfilling the purpose and calling God has for our lives and utilizing the gifts He's given us to bring Him glory with our whole hearts. Through an incredible journey of God's intervention and direction, Craig Wilburn was led into real estate. His thriving business is built on a Business as a Ministry (BaaM) vision of "pointing humanity to God by creating a worldwide culture of giving back." In this session, Craig will share how he developed a BaaM vision statement and will walk us through a process for developing our own ministry-focused visions.

Speaker Bio

Craig Wilburn is the founder of Team Dynamo, named Gainesville's "#1 People's Choice for Real Estate," and recognized as one of North Florida's top-selling teams, with over \$600 million in sales. Craig champions Team Dynamo's mission to "honor God by creating a positive and lasting impact in the lives of people." He is the first African American to serve as president of the Gainesville-Alachua County Association of Realtors and the city's first member of the National Association of Realtors Hall of Fame.



Interviewed by

Clarissa Tant

Sr. Manager of Content
& Product, C12

NOTES

MY KEY TAKEAWAY



Denver and the surrounding area have much to offer visitors in beauty, learning, and recreation, including some of the following destinations.

Green Valley Ranch Golf Club

3.3 MI. AWAY (8-MIN. DRIVE)

Green Valley Ranch Golf Club, highly praised in golf magazines such as *Golf Digest* and *Golf Week*, features a nine-hole, par-3 course, along with an 18-hole championship length course.

Rocky Mountain Arsenal National Wildlife Refuge

11 MI. AWAY (22-MIN. DRIVE)

As one of the largest urban refuges in the country, the National Wildlife Refuge offers a nature escape with expansive views, wildlife viewing opportunities, and recreation activities such as an auto tour, hiking trails, fishing, biking, birding, archery, and ranger-led programs.

Colorado Freedom Memorial

12.1 MI. AWAY (15-MIN. DRIVE)

The Colorado Freedom Memorial honors those who have given the ultimate sacrifice for our country. Located near Buckley Air Force Base, its glass panels house the names of nearly 6,000 men and women killed in action since Colorado became a state.

Barr Lake State Park

12.8 MI. AWAY (20-MIN. DRIVE)

The 2,715-acre Barr Lake State Park has 12 miles of trails, including an 8.8-mile multi-use trail that circles the lake, passing by several wildlife viewing stations and the park's wildlife refuge.

Forney Museum of Transportation

14.1 MI. AWAY (25-MIN. DRIVE)

The Forney Museum of Transportation houses a one-of-a-kind collection of over 800 artifacts relating to historical transportation, including different vehicles such as buggies, motorcycles, steam locomotives, aircraft, carriages, rail equipment, fire apparatus, public transportation, sleighs, bicycles, toys and diecast models, and more.

Wings Over the Rockies Air and Space Museum

14.7 MI. AWAY (26-MIN. DRIVE)

Visitors to Colorado's official Air and Space Museum will find over 50 aircraft on display, thrilling flight simulator experiences, and an enrichment program dedicated to the expansion of aerospace education.

Denver Botanic Gardens

17.8 MI. AWAY (35-MIN. DRIVE)

The Denver Botanic Gardens consist of a 23-acre park containing a conservatory, a variety of themed gardens, and a sunken amphitheater, which hosts various concerts in the summer.

Cherry Creek State Park

18.9 MI. AWAY (28-MIN. DRIVE)

Cherry Creek State Park consists of a natural prairie and wetland environment with an 880-acre reservoir at its center, which is shared by powerboats, sailboats, and paddle craft.



THE C12 KEY PLAYER PROGRAM

Go further and get there faster.

While your organization's destination may be unique, a fully-aligned team moving together in the same direction goes further and gets there faster.

More than
1,100
key players enrolled

Based on recent surveys, CEO members with key players are more likely to report:

- Improved horizontal and vertical alignment
- Increased application of C12 learnings
- Greater accountability and responsibilities
- Higher ministry implementation
- Better planning discipline
- Stronger profitability

“

“Our COO, operation manager, and three branch managers are in Key Player Forums. I have noticed that adding key players has improved our alignment and the buy-in on our mission and core values. Each person has expressed how they value having a group of peers with whom they can share their daily challenges and ideas and receive helpful feedback in return. They have all thanked me for allowing them to be in C12, and that's the greatest testimonial for me.”



Brett Tanner
President, Pinnacle
Trailer Sales


“

“I will forever be grateful to our company's owners for investing in C12 and its Key Player Program. The business and ministry teachings, chairman mentorship, and open peer forum have paid dividends to our business. It has equipped us to speak the same language, deepen our transparency with one another as we speak the truth in love, and integrate God into every part of our business. Being a key player has changed the trajectory of my life—professionally, spiritually, and personally—and helped prepare me to advance from vice president to the CEO role.”



Kylene Pippin
CEO, Power Ad Company

Contact your local Chair for more details on the C12 Key Player Program, or visit joinc12.com/key-player.



85 percent of employees are disengaged in the workplace, resulting in \$16,000 of lost productivity per person on average.

Workplace culture can become your greatest advantage, or your biggest downfall. Measure the health of your culture with the largest and most widely used Christian-based employee engagement survey and database in the world. **Learn more about our survey at workplaces.org.**

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Jesus promises abundant life... Where is it?

*Are the promises of God real? Why am I not experiencing them?
Can God help me make better business decisions?*

All For Jesus - Living Waters retreats, courses and spiritual mentoring help C12 chairs and members know God in a new, dynamic way. Experience what it's like when God breathes life into your marriage, family, and business. Participants are already seeing restorative transformation in their businesses and marriages. Chairs Dave Shoemaker and Rick Ferris have said, "Game changer!", "My eyes were opened!", "Elevated my walk with God to new levels." Ask us how God is turning ordinary people into kingdom builders and world changers.

Learn more by visiting allforjesuslivingwaters.org/c23

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CURRENT25

As an attendee of CURRENT'23, you have been able to experience firsthand the powerful peer learning at the core of the C12 Business Forum experience, multiplied across a multiday event with live speakers, networking, good food, and worship.

We invite you to join us at CURRENT'25—before we invite the rest of the world.

Key Details

WHO: Over 1,700 Christian CEOs, business owners, and executives + you.

WHAT: Get CURRENT'25 tickets at **the lowest rate** through Friday, May 12, 2023.

WHEN: April 23–25, 2025

WHERE: Gaylord Texan Resort & Convention Center, Grapevine, TX

WHY: The quickest and easiest action to implement from this week is securing your seat at the next CURRENT—at the best possible rate.

HOW:

Register at C12CURRENT25.com beginning Thursday, May 4 at 5:00 p.m.



We equip Christian CEOs and owners to build
great businesses for a greater purpose.

joinC12.com