

# 2025 Breakout Offerings

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff, All of the Above

## Monday 8:30 a.m.

### *Handling Conflict Within*

**Tom Glessner – NIFLA**

Tom will be speaking on issues that can destroy an organization from within. Issues with the handling of conflict between center staff and the board, conflict within the board, addressing how not to destroy themselves internally.

**Target Audience:** Executive Directors, Boards of Directors

### *Stop The Traffick*

**Karla Sutter – Flutter Inc.**

Myriads of clients are seen each year in pregnancy caring centers who could be experiencing sexual exploitation. Through the use of "Stop the Traffick" tools, there exists a unique opportunity for center staff to identify and help them escape their trafficking situations. Together, let's eradicate trafficking! Every client deserves to be free.

**Learning Objectives:** Human trafficking is everywhere in the news and claiming new casualties on hyper speed. While this evil atrocity is growing, you can help save victims and assist in putting a stop to this unthinkable crime for many, starting in your own community. You will be equipped to Stop the Traffick.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

### *Fundraising Banquet Do's and Don'ts*

**Gordon Douglas - Ambassador Speakers**

With over 300 banquets under his belt, Pastor and Comedian Gordon Douglas has learned a few things. He would love to share a few laughs with you and some truths that can add some zeroes to the checks at your banquet. Come find out why over 70% of the banquets where Gordon speaks set records and say, "this was our best banquet ever!"

**Learning Objectives:** There are some things that just help make for a better banquet-some principles that make for a nicer night, and some things that motivate people to want to give. Gordon Douglas will share a list of 20 TIPS for a successful banquet, along with some principles of fundraising.

**Target Audience:** Development/Marketing Staff

## ***Pivotal Marketing Tools: Reaching Gen Z & Gen Alpha in New Ways***

### **Lynn Imler - Choose Life Marketing**

After the heartbreaking passage of Amendment 3, the mission of Pregnancy Help Centers in Missouri has never been more critical. Do women in your community know about your life-changing services? Visibility is key to reaching her while she's searching for answers. We'll explore practical strategies like geofencing, branding, compelling storytelling, and NextGen Micro-Targeting - marketing tactics that help you connect with Gen Z and Gen Alpha, early. With precise targeting on streaming services, you can expand your digital marketing strategy beyond Google using a holistic and strategic approach. Expand your reach, connect with more people in your community, and boost the impact of your center with new strategies to reach her first.

#### **Learning Objectives:**

1. You will learn to reach Gen Z and Gen A through relevant marketing tactics
2. Create a diversified marketing plan for greater impact for your center
3. Learn how to reach her with ads on streaming services outside of Google and other popular search engines.

**Target Audience:** Board of Directors, Executive Directors, Development/Marketing Staff

## ***Serving With Confidence When Your Faith Falters***

### **Bryce Asberg - Helping Hands PRC**

In this breakout session we will consider how we can serve even as we wrestle against insecurities and doubts. What do we do when we are concerned that our mistakes, abilities, or circumstances disqualify us from serving? How do we respond when the trials and temptations of life make us doubt the goodness of God? This session will run headlong into some of the most serious issues we face, and we'll emerge on the other side armed with rich insights into the word of God and equipped to counsel ourselves and others. If you don't need this session now, you will soon, or someone on your team does now.

#### **Learning Objectives:**

1. Identify the factors that make us feel unqualified to serve
2. Learn what to do with feelings of being unqualified
3. Learn how to handle feelings of doubt"

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff,

## ***Fathers: The Untold Story***

**Michael Zaretsky - The Pregnancy Help Center**

Whether you are thinking of opening your doors to fathers or have been doing so for years, it will come as no surprise that men are not comfortable sharing their personal thoughts and feelings with strangers (they may not even do so with their closest friends or relatives). Most men are usually not even anticipating having this kind of conversation when accompanying their partner to a pregnancy center. It's not that men won't talk, just ask a guy about his favorite sport, movie, or car, and he'll be more than happy to share "everything" he knows. Learn how we, as strangers, can start a conversation with a man who has just recently found out he may be a father. Although it may not be easy, this is often an opportune time for a man to be open to hearing from another man who is more familiar with the path which he may now be journeying. Our time may be short, so it is important to discover ways to maximize its potential for positive impact. Encouraging the man to tell his story will not be our goal, rather it's empowering the man to begin writing the story of his family's life that has not yet been told.

### **Learning Objectives:**

- Learn effective techniques to engage fathers in meaningful conversations.
- Gain a better understanding of how to care for fathers who come to pregnancy centers.
- Learn what fathers most frequently say and do not say when they come to our centers.
- How to best equip fathers to listen and communicate with their partners.
- Become more aware of what we communicate to our fathers, intentional or not.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***How to Recognize and Safely Respond to Domestic Violence***

**Carla Maley, Saint Martha's**

Many professionals who engage with individuals and families often suspect domestic violence but don't know what to say or do to safely address their concerns. With so much shame and fear surrounding domestic violence, it is often difficult to understand how victims and their children might respond. Given the right toolbox of information, professionals can provide safe support and resources to victims.

Attendees will learn:

- Dynamics of intimate partner violence
- Potential barriers victims face
- Responses to trauma
- Orders of Protection – one potential part of a safety plan
- Concrete ways to best support a victim and their children

**Target Audience:** Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers

**Monday 10:15 a.m.**

***Inbox to Impact: Using Email and Online Events to Accelerate Your Lifesaving Mission***

**David Bereit, Life Leadership Conference**

Want to engage more supporters, raise more funds, and save more lives—without adding to your already full plate? In this energizing session, David Bereit—founder of 40 Days for Life, executive director of the Life Leadership Conference, and an online fundraising innovator—will show you how to harness the power of email and online events to expand your reach and accelerate your mission. You'll discover practical strategies, real-world examples, and time-saving tips to turn digital tools into life-saving results.

**Target Audience:** Executive Directors, Development/Marketing Staff

***The Latest on Abortion Pill Reversal***

**Kelly McCallister, BSN, RN – Heartbeat International**

With chemical abortion being so widespread and easily available, how are we to respond? Join us as we explore the reality of chemical abortion today, the client that is seeking a chemical abortion, and how you can help her find help, hope, and healing. The Abortion Pill Rescue Network exists to reach, rescue, and renew the lives of those that have started a chemical abortion and are seeking a second chance to choose life!

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers

***Boundaries In The Treatment Relationship: Maintaining Professionalism and Ethical Care***

**Lara Kelso - Nightlight Christian Adoptions**

This session provides mental health professionals with a comprehensive understanding of the critical role boundaries play in effective, ethical therapy. Participants will explore the types of boundaries necessary to maintain professionalism, identify common boundary challenges, and learn strategies to manage boundary crossings and violations. Through case vignettes, real-world examples, and group discussions, clinicians will gain practical tools for maintaining ethical and therapeutic relationships while safeguarding their clients and themselves. It emphasizes the importance of self-awareness, supervision, and adherence to ethical standards to foster a safe and supportive therapeutic environment.

**Learning Objectives:**

1. Define professional boundaries
2. Understand why boundaries are critical to ethical care
3. Explore common boundary challenges
4. Discuss how to manage boundary crossings and violations
5. Review relevant ethical standards
6. Engage in case vignettes and applied discussion

**Target Audience:** Executive Directors, Client Services Staff/Volunteers

## ***Spirit Thrilled: Living Life Enamored By The Work of Holy Spirit*** **Connie W Coleman – Connie W Coleman**

Living life, enamored and empowered by the work of the Holy Spirit in and through you. This is a powerful conference-style framework, setting time aside to purpose seeing the power and presence of God in and through your life as you kick off this incredible week of soaking up information. Acts 4:7

### **Learning Objectives**

1. Being able to answer three powerful questions as they see the Holy Spirit at work in their lives: - Acts 2:8 - "How can this be?" - Acts 2:12 - "What does this mean?" - Acts 2:37 - "What shall we do?"
1. Leave empowered to walk out what the Lord has called them to. - Acts 4:7 - "By what power, or in whose name, have you done this?"
2. As the name suggests... leave THRILLED by the work of God, the power of the Holy Spirit, and the truth of the Word of God.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***Addressing Barriers to Partnering with Clients through the "Healthy YOU Commitment Model"*** **Belinda James – Our Lady's Inn**

Self-determination is based on the principle that an individual is the best judge of their own interests and that each person has the right to make their own decisions. As service providers, we realize that sometimes clients aren't sure about the process needed to make a balanced decision, but that's where our program support can make a difference. During the decision-making process, clients can experience barriers and internal struggles to changing patterns of functioning. By utilizing the "Healthy YOU Commitment" process designed by Our Lady's Inn, clients are invited to commit to working on change in PARTNERSHIP with staff instead of addressing issues from a "power over" standpoint. The use of motivational interviewing skills with your staff will offer support to clients as they deal with ambivalence about working on change. Motivational interviewing skills will also provide your staff with a skill set to address conflict and resistance while encouraging clients to develop their own solutions to a problem.

### **Learning Objectives:**

- a) Increase awareness of how to strengthen the outcomes and progress of clients in your program
- b) Identify ways to strengthen the partnership alliance you want to create with your clients
- c) Create a plan on how to build consistency in the tools and language used within your program interventions

**Target Audience:** Executive Directors, Client Services Staff/Volunteers, Medical Personnel

## ***What's Love Got To Do With It? How To Love Male Clients In Our Centers***

**Jarid Mayo - Care Net**

Tina Turner asked, "What's Love Got To Do With It?" The answer: everything! Men can't get a pregnancy test & ultrasound, but they are a valuable part of the decision-making process. They are 50% of the reason we have clients at all! We'll look at practical ways to love the men that enter our centers.

**Learning Objectives:** Understand why a male client is so important to making a positive decision for life.

Learn practical ways to demonstrate love to our male clients.

Gain insight on how to realistically adapt your current environment to be a more comfortable one for male clients.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***Summitting the Mountain of A2A: Tips and Tricks to Survive the Climb!***

**Laura Brandt, PHC St. Louis & Mary Taylor, Alliance for Life**

In this session, you will receive practical ideas, tips, and concrete solutions to help with all things A2A. From creating client files and customized forms, case plans, helpful hints with charting, and making monthly invoicing clear and easy, you will leave this session feeling equipped to keep your program running smoothly. Our time together will end with an interactive discussion for questions, clarifications, and teamwork geared toward making each of our A2A programs better and stronger going forward.

**\*IMPORTANT\*** Please ensure you RSVP for this session, as attendees who are pre-registered will leave with an example client case file and access to customizable forms.

**Target Audience:** Executive Directors, Client Services Staff/Volunteers of organizations who receive the Missouri Alternatives Abortion Funding (A2A).

## Monday 3:15

### ***Partnering for Compassion: Guiding Clients to a Values-Based Decision regarding Medical Abortion***

**Jacob Barr & Connie Ambrecht - Pro Life Ribbon (iRapture.com, Sparrow Solutions Group)**

This course will describe a medical marketing partnership developed to address: collaborative marketing, using proactive language and helping the patient make a values-based decision.

**Learning Objectives:** Define a values-based decision

List opportunities to reach patients considering medical abortion

Identify proactive vs reactive language regarding medical abortions

Develop a plan of action for their PHMC using course material

Q&A for optimized application

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

### ***Going To the Root***

**Katherine Miles - Katie's House**

"Going To The Root" is an invitation to help you to recognize and identify the root cause of wounded behaviors with individuals and families. On a personal level, our roots are the experiences, relationships, and values that shape who we are. They influence our decisions, behaviors, and personal development positively or negatively.

**Learning Objectives:** Learn how to improve parenting classes by breaking generational cycles of dysfunction and fostering growth in your clients. This session shares how to go deeper into the root of the problem with your clients, knowing how to address their issues without being offensive so your clients will recognize the need to heal and to change. This class combines both practical and spiritual principals.

**Target Audience:** Executive Directors, Volunteers

### ***End of Year Appeals - How Segmentation Can Boost Revenues***

**Cassidy Teter – My Life Clinic**

Year-end fundraising appeals are a pivotal time for PRCs, as we aim to close out the year with a strong financial foundation for the upcoming year. Let's discuss how segmenting out our specific donor asks in each letter can make a significant difference in increasing donations. We'll break down segmentation processes, the art of the letter and ultimately, the ask!

**Learning Objectives:** Fundraising, End of Year Appeals, Donor Segmentation, Donor Acquisition

**Target Audience:** Board of Directors, Executive Directors, Development/Marketing Staff

## ***Moving Your Prayers from Pitiful to Powerful***

### **Gordon Douglas - Ambassador Speakers**

We all know that prayer is essential for success, but who teaches us to pray? Pastor and comedian will review some of the key Scriptures on prayer and practices of those whose ministries were marked by prayer. It will be fun, inspiring, and practical!

**Learning Objectives:** To highlight common mistakes of personal and corporate prayer! Share simple and powerful truths that can make our prayer life "fervent and effective" and inspire us to be a part of a worldwide revival!

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***Giving Men a Voice for Life***

### **Jeff Pauls - Vitae Foundation**

Vitae's latest large scale Emotional Research study was conducted to find out how men respond to the abortion issue, how they interact with their preborn child's mother when facing an unexpected pregnancy, and how to give them a voice which protects both child and mother.

**Learning Objectives:** Attendees will be able to cite Emotional Research to explain how men respond to the abortion issue. Attendees will be able to describe at least three messages which are most effective in reaching them men and moving them toward a pro-life position. Attendees will be able to explain how to help a man support his girlfriend or wife in choosing life. Attendees will be able to list at least three ways pregnancy centers can help men be confident and compassionate in using their voice for life.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***AI: Risks, Truth and Innovation***

### **Brandon Monohan – Heritage House**

The risks and benefits of AI are high. Learn the core policies to protect your clients, the basics of using AI in your center, and which model is best for you. Explore the eight core uses of GPT and how it can be used to integrate AI into everyday workflows safely and responsibly.

**Learning Objectives:**  
How to write a good AI policy  
How to use AI safely  
How to choose the model of AI to use

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff



## ***The Joy Equation: When Mission + Metrics = Momentum***

**Maria Hutchinson - FundEasy**

Discover how to elevate your events and energize your team and board by aligning your mission with meaningful metrics that bring joy, clarity, and Kingdom momentum. Learn how God-honoring measurements during event seasons create refreshed clarity for your team and spiritual renewal for your ministry's long-term momentum.

**Learning Objectives:** Identify key biblical event metrics that align with your organization's mission, calling, and Kingdom impact. Learn practical, grace-filled measurements for tracking and communicating event impact in ways that inspire, not exhaust, your team. Discover rhythms of celebration and spiritual renewal that help you lead with joy, rest, and confidence amongst your team, board, and volunteers.

**Target Audience:** Board of Directors, Executive Directors, Development/Marketing Staff

**Monday 4:45 p.m.**

### **Round Tables:**

This is a time to gather based on the role you hold within your organization and have a time of open discussion with others who hold the same role. Focused questions will be addressed during this time.

Executive Directors  
Development  
Adoption  
Nurses

Client Services  
Men's Ministry  
Maternity Home  
Board of Directors

**Tuesday 8:30 a.m.**

***Ultrasound Image Optimization: RDCS***

**Bryan Williams, MHA, RT(R), RDMS, RVT, - Heartbeat International**

This presentation will review basic ultrasound physics. It will also provide knobology examples and guidance to produce high quality images. A better understanding of how to improve images will allow each attendee to provide the best quality care for their clients. After the presentation each attendee will be able to describe the basics of ultrasound physics, basic knobology on ultrasound machines, and image improvement tactics.

**Target Audience:** Medical Personnel

***Grow Your Monthly Donor Revenue***

**Ray Pokorny – Masterworks**

Monthly donor programs provide predictable sustainable revenue. Participants will learn how to grow their monthly donor file and revenue through intentional marketing in pregnancy center donor communications including events, email, website and direct mail.

**Learning Objectives:**

1. How to communicate the value and life-changing impact a donor will have by becoming a monthly partner.
2. Messaging and media strategies to motivate a donor to become a monthly partner.
3. Practical online strategies to acquire new monthly donors.
4. Ongoing communications to report back and maximize monthly donor retention.

**Target Audience:** Board of Directors, Executive Directors, Development/Marketing Staff

***Understanding the Emotional Cycle of Change***

**Suzanne Burns - Foundation House Ministries/BeCharityWise**

How do you break the generational cycles of poverty, addiction, and abuse so your client can choose LIFE for her unborn child? Breaking down the process of lasting change will strengthen your team to effectively encourage and uplift moms toward lasting stability. Reduce frustration in volunteers and see greater lasting change when you incorporate the Emotional Cycle of Change into your systems.

**Learning Objectives:**

3. Understand that trauma, poverty mindset, and addiction are patterns, cycles in your client's life.
2. These cycles are repeated and systematic.
3. When you understand the patterns, you can more effectively challenge them and encourage your client to choose the hard part of lasting change.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***Fueled by Love: Equipped, Empowered & Encouraged in Christ*** **Annette Torno - Bright Course**

Fueled by Love: Equipped, Empowered & Encouraged in Christ invites men and women to reflect on the deep, transformative love of Jesus—a love that equips us with purpose, empowers us to serve, and encourages us to lift one another up in faith. Rooted in key Scriptures such as John 3:16 and Ephesians 4, this presentation explores how God lovingly prepares each of us with unique gifts to build His Church, embolden others, and reflect His heart in our communities. Through biblical insights, discussion, and practical applications, participants will leave spiritually refreshed and challenged to live as encouragers, using their God-given strengths to make a meaningful difference in the lives of those around them.

### **Learning Objectives:**

1. Recognize the unique purpose and value of every individual, rooted in being created in God's image and called to glorify Him through love and service.
2. Commit to practical acts of encouragement and service, developing specific ways to support fellow believers and the surrounding community through prayer, words of affirmation, acts of service, and Christ-centered love.
3. Examine the example of Barnabas and other biblical figures as models of encouragement and Spirit-led service, and how their lives reflect the empowerment of the Holy Spirit to advance the Gospel.
4. Identify the unique spiritual gifts given by God and how they are used to build up the Body of Christ, support one another, and fulfill God's purpose for each individual (Romans 12:4–8, Psalm 139:13–16).
5. Understand the Biblical foundation of love as demonstrated by Jesus Christ, and how His sacrificial love equips, empowers, and encourages believers to live with purpose and unity (John 3:16, John 15:9–13, Ephesians 4:11–16).

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***Adoption Law for Pregnancy Help Organizations*** **Dewey Crepeau, JD - A Gift of Hope Adoptions**

This course will cover the basic legal issues facing expecting and birth parent(s) who are considering choosing adoption for their child. Understand the basic requirements for placing a child for adoption.

**Learning Objectives:** Understand the basic rights of the birth parents and what to do if the birth parents are not on the same page regarding adoption. Know when to make an appropriate referral to a qualified lawyer or adoption agency, and what to look for in those professionals prior to a referral. Learn what changes in adoption law have been made recently, especially in Missouri.

**Target Audience:** Executive Directors, Client Services Staff/Volunteers, Volunteers

## ***Serving the Hispanic Community***

### **Amy Davis and Naomi De La Cruz - Two Lines Pregnancy Clinic**

As the Hispanic community grows in our area, we want to be able to serve these families with the same confidence that we serve our English-speaking clients. This demographic has unique challenges that drive them toward choosing abortion. Learn how to address their most pressing concerns in the counseling room and beyond.

#### **Learning Objectives:**

1. Understand how the Hispanic clients needs are different.
2. Learn how to adapt your current services to this population.
3. Learn how to access resources in your area.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***Gender Identity and The Pregnancy Center***

### **Bryce Asberg - Helping Hands PRC**

What is the role of the pregnancy center in discussions of gender identity? How do we effectively serve clients who identify as transgender or nonbinary? If we want to equip our clients to parent in our gender-confused world, we need to equip them to respond to questions about gender identity from their children. And we need to be prepared to love any client that God brings through our door.

This workshop will strengthen pregnancy centers by giving them the tools necessary to serve clients and to prepare parenting clients to navigate these complex issues in their family.

#### **Learning Objectives:**

1. The role of pregnancy centers in addressing gender identity
2. How to serve clients who identify as transgender or nonbinary
3. How to equip parenting clients to discuss gender identity with their family"

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff

## ***Not Alone - A New Resource in Abortion Recovery***

### **Renae Kitchin - Found & Woven**

Come and hear all about Not Alone. This trauma-informed, whole-person person approach to abortion healing. You will learn the why, what and how of the ways this resource bridges an ever-widening gap between our culture and God's truth. Whether you are looking to start or maintain a current program in your centers, or desire to know what resources are on the market you can benefit from the knowledge a perspective that will be shared.

**Learning Objectives:** To understand the need for a fresh approach to abortion healing  
To grasp the overall concept and structure to the Not Alone process.

**Target Audience:** Board of Directors, Executive Directors, Client Services Staff/Volunteers, Medical Personnel, Volunteers, Development/Marketing Staff