



**>> There came a man.
Sent from God.
His name was...**

— JOHN 1:6



HYATT REGENCY | MARCH 10-12



DALLAS/FORT WORTH (DFW) AIRPORT

LEAD conference



You're Invited!

» ALL ORGANIZATIONAL LEADERS* ARE WELCOME TO ATTEND!

LEAD2011 is moving to Dallas! I can't wait to connect with you there.

This year God will challenge you and me to:

- » **Be the man**
- » **Brand the ministry**
- » **Become the brand leader**

Every son quotes his father in words and in deeds. Similarly, the influence of our leadership attitudes and habits will echo far into the future.

So, like John the Baptist, our aim should be clear communication in word and deed: 1) Be the man – Bear the fruit of manhood, which is Christlikeness; 2) Brand the ministry – Accomplish our mandate to mentor future men; and 3) Become the brand leader – Sacrifice and build a Christ honoring name and reputation for the Royal Rangers ministry that will bless generations still to come.

God is taking Royal Rangers on a journey to influence more boys and young men than ever, more effectively than ever. Momentum is building!

See you in Texas,

Doug Marsh, National Director

"Taking Royal Rangers to the iPod® Generation"

*An organizational leader is a man or woman serving in any sectional, divisional, district, regional, or national level position.

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DALLAS  TEXAS



HYATT REGENCY DFW
2334 N. International Pkwy.
DFW Airport, Texas 75261
Tel: 1.972.453.1234



At A Glance

» LOVE | ENCOURAGE | ACCOMPLISH | DEVELOP



Starting now, we will officially refer to National Council as the **Royal Rangers LEAD Conference**. The name **LEAD** has great significance because it reminds us to *Love, Encourage, Accomplish, and Develop*. We are committed to being servant leaders, and this acronym reminds us how to be just that.

LEAD2011 will again inform, inspire, and challenge you!



Early Online Registration

Postmarked on or before December 31, 2010

\$75

CHARTERED OUTPOST

\$88

NON-CHARTERED OUTPOST

Discount Online Registration

Postmarked on or before February 28, 2011

\$90

CHARTERED OUTPOST

\$105

NON-CHARTERED OUTPOST

Standard Online Registration

After February 28, 2011

\$115

CHARTERED OUTPOST

\$135

NON-CHARTERED OUTPOST

General overview: The focus of **LEAD2011** will be on communication. God has positioned Royal Rangers to influence more boys and young men than ever and to do so more effectively than ever. Now we must "make it so;" we must let the world know by good communication in word and deed. They will "hear us loud and clear" when we are authentic men of God, when we engage in leadership habitudes that properly brand the ministry, and when we influence every Rangers leader around us to be and do the same. That is, we must be the man, brand the ministry, and become the brand leader. If we communicate together in one voice, we will impact Royal Rangers loudly, and that influence will echo far into the future.

Influence **MORE ... MORE effectively.**



"Giddy Up!"

» LOVE | ENCOURAGE | ACCOMPLISH | DEVELOP

MORNING DEVOTIONS:

Missionary **Mark Hausfeld** will challenge us to be the authentic message, to be genuine men of God. Mark was a young man whose life was impacted by such Rangers leaders. Because of it, Mark is now influencing the entire Muslim world for Christ. You will be inspired by his testimony! Note: If your wife wishes to join you for devotions, she is encouraged to do so.



SILVER EAGLE CELEBRATION: Thursday Evening

Prepare yourself for a fun-filled, boot-stompin' good time as we honor our district directors! **Everything's bigger** in Texas, including this year's **Silver Eagle Celebration!** Come dressed in your favorite cowboy attire or something else you're comfortable in!



PROGRAM: Thursday morning, we will receive **Richard Reising**, author of *Church Marketing 101*, who will speak on the subject, "What Every Ranger Needs to Know about Marketing."

Later, our National Director Doug Marsh will again repeat our vision so we in turn can communicate our future with passion and clarity. Thursday afternoon and Friday morning, we will walk through the "how to" reach the preferred future we aspire to achieve.

Camporama is just around the corner! **Camporama Interactive** will give you a taste of the fun to expect along with ample planning and promotional information.



NEW THIS YEAR! Each district director will receive **FOUR COMPLIMENTARY PASSES** to the Silver Eagle Celebration courtesy of BGMCI!

(Extra tickets will need to be purchased ahead of time.)



BREAKAWAYS: Friday Afternoon

Participate in regional and functional breakaways on Friday afternoon. Friday evening is free time to enjoy with your wife and/or fellow Rangers. Special transportation will be available Friday evening (at an additional cost) to take you to restaurants and shopping (including Grapevine Mills Mall).

Saturday will be an important and unforgettable conclusion to **LEAD2011**. The closing will include an inspiring challenge from our national director along with **the best of the best giveaways**. When you leave, you will have a clear message to model and to deliver.





Featured Speakers



Dr. Mark Hausfeld, Morning devotions

Dr. Hausfeld has 25 years of pastoral and missionary vocation in Chicago, Pakistan, and Central Asia. His foci have been and continue to be creative access evangelism, discipleship, and church planting in urban settings in North American and Central Asian Muslim contexts. Dr. Hausfeld and his family lived in Chicago and pastored the church they started for 10 years. From Chicago they went to the Islamic Republic of Pakistan for seven years as missionaries with the Assemblies of God World Missions (AGWM) where they started Teen Challenge Pakistan and assisted two church plants. In 2000, AGWM leadership asked them to serve as area directors for Central Eurasia. In that role, they provided pastoral care, strategic consultation, and administration for AGWM missionaries and national leaders. In January 2009, the Executive Committee of AGWM asked Dr. Hausfeld to serve as International Director of Global Initiative: Reaching Muslim Peoples. The mission of this new ministry is to collaborate with AGWM regions and with US Missions to equip the Church to reach Muslims and to mobilize long term church planting teams.



Richard L. Reising, Thursday morning session

Throw out everything you thought you knew about church marketing. You never knew that it could be so powerful, so strategic, and so biblical. Richard L. Reising left the world of corporate marketing to follow his passion for helping churches and ministries accomplish more for the cause of Christ. Reising demystifies marketing principles and brand strategy, offering fresh insight into the dynamics of both what creates and what hinders church growth. Poured on a strong biblical foundation, he reveals how small changes can have a big impact on growth and how strategic marketing can set your ministry apart and create the momentum to change the life of your ministry and impact your district for eternity.

Richard L. Reising is a recognized authority on church marketing and branding. He is the founder and president of Dallas-based Artistry Marketing, a national firm that helps churches and ministries increase their effectiveness through strategic consulting, design, and technology. In addition, he is the author of *Church Marketing 101*, a book that provides unique perspectives on what church marketing is really all about. Through consulting, speaking engagements, and training seminars, he has helped thousands of ministries in the United States and worldwide.



Rev. Alton Garrison, Silver Eagle Celebration — *BACK BY (VERY) POPULAR DEMAND*

As assistant general superintendent, Alton Garrison serves as the executive director for the Discipleship/Church Ministries Division of The General Council of the Assemblies of God, which includes Royal Rangers.

Prior to his election in 2007, Garrison served as executive director of U.S. Missions from 2005. He served in district leadership in the Arkansas district, including assistant superintendent and superintendent from 2001 until his election to AG U.S. Missions.

Garrison served as lead pastor of First Assembly of God in North Little Rock, Arkansas for 15 years. Throughout his pastorate, the church experienced significant growth, developed extensive lay ministry involvement, and gave millions to missions. Garrison began his pulpit ministry as an evangelist from 1966 to 1985.

Garrison is author of *The 360° Disciple*, *The Acts 2 Church*, *Hope in America's Crisis*, and *Building a Winning Team*.



LEAD
2011
NATIONAL CONFERENCE

"Let's Eat!"

>> STRAP ON THE FEED BAG WITH THE BOYS

POWER MEALS*

Power Lunch

Thursday, March 10

12:00 – 1:30 pm

Join special guests **Richard Reising**, author of *Church Marketing 101*, and national Royal Rangers director, **Doug Marsh** for an intimate time of fellowship and learning.

Limited seating for 10 people only!



The ticket price of **\$75** also includes an autographed copy of *Church Marketing 101*.

Power Breakfast

Friday, March 11

6:30 – 7:45 am

Join **Reverend Alton Garrison**, assistant general superintendent of the Assemblies of God, and national Royal Rangers director, **Doug Marsh** for a great way to start the day! This will be a great time to hear the heart of our national leaders.



Limited seating for 10 people only! The **\$75** ticket includes an autographed copy of Reverend Garrison's book, *The Acts 2 Church*.



FREE Continental Breakfast

A complimentary continental-style breakfast (with one hot item) is included in your hotel registration! Breakfast will be located in the **Filmmakers Room** on the ground level.

SPONSORED LUNCHEON*

Royal Rangers International Luncheon

Friday, March 11 12:00 – 1:30 pm

Lunch, anyone? How about salad, entree, dessert, ice tea or water, and coffee for **just \$8.00**? This lunch is sponsored by **Royal Rangers International**. Come and hear the latest news and information while getting a great lunch!

Limited seating for 100 people only!



— PLEASE NOTE —

*** LIMITED AVAILABILITY**
on all **POWER MEALS** and **SPONSORED LUNCHEONS**!

Pre-purchased tickets required.

FIRST COME, FIRST SERVE.

Reserve your spot when you preregister for LEAD2011.



EXHIBITS

Thursday - Saturday

You will want to visit the exhibitor's area and take advantage of some really great deals!



Ladies Activities

GREETINGS from Kerry Marsh



Adonna Otwell



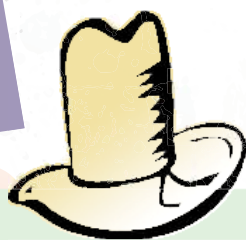
Ranger Angels!

Consider this your personal invitation to **LEAD2011** ladies' events! We are looking forward to seeing you in Dallas this year and having fun exploring all this fascinating area has to offer!

It all kicks off on Thursday morning with our ladies' breakfast, which will feature acclaimed speaker Adonna Otwell, who is a professor at Southwestern Assemblies of God University, teaching classes on fitness and prayer. She is also a keynote speaker at retreats, seminars, and ladies events throughout the country. Her heart is to see people saved, baptized in the Holy Spirit, healed, and touched by the Spirit of God. Ladies, come prepared for a wonderful time in God's presence!

Thursday evening will feature the Silver Eagle Celebration, which we can plan to attend with our hubbies. Friday morning, we will embark on a fun excursion into Grapevine, TX, taking in the chocolate festival, lunch, shopping... whatever your heart desires! Each of us may return at our leisure, via buses that leave every half hour. Friday evening is time to enjoy with your hubby. Saturday morning is also free time with the option of attending morning devotions with your husband, which is an option open to you each day.

We sincerely hope you will take advantage of this time to be together, to be inspired, to relax, to enjoy some great food and conversation, and **CHOCOLATE**—come on now, how can you resist?



*Looking forward to seeing **YOU** there!!*

Many blessings,

Kerry Marsh and National Staff ladies

THURSDAY

7:55 AM Join your husband for **morning devotions**.

9:15 – 11:15 AM **Ladies Brunch** (\$28)

6:30 – 9:00 PM **Silver Eagle Celebration** (\$25)



Come dressed up in your favorite
COWGIRL OUTFIT
or something else you're comfortable in!

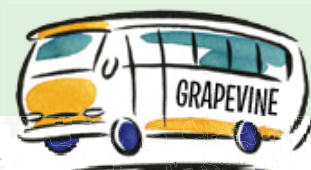
FRIDAY

7:55 AM Join your husband for **morning devotions**.

9:45 AM **Grapevine Getaway** (Meet at the hotel Main Lobby)

There are lots of things to do and see in nearby Grapevine. All just a shuttle ride away! We will be attending the world famous chocolate festival on Friday, March 11. Ticket prices have not yet been established by the festival organizing committee as of November 1, 2010. If you wish to attend, tickets must be purchased ahead of time by the attendee. Tickets are **NOT** ordered through the national Royal Rangers office. For more information (and to order tickets), please go to www.chocolatefestgrapevine.org.

SATURDAY Free time / relax





LEAD
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Schedule



>> GET THEM LITTLE DOGGIES ROUNDED-UP ON TIME

MONDAY

8:00 - 12:00 Executive Committee Meeting *(by invitation only)*
12:00 - 1:30 Lunch
1:30 - 4:30 Executive Committee Meeting
6:00 - 8:00 Executive Committee Dinner

TUESDAY

8:00 - 12:00 Executive Committee Meeting *(by invitation only)*
12:00 - 1:30 Lunch
1:30 - 4:30 Executive Committee Meeting
7:00 - 9:30 Action Team Meeting:
Adult & Junior Leadership Training

WEDNESDAY

8:00 - 5:00 Training Academy *(by invitation only)*
8:00 - 5:00 Action Team Meetings:
Programs, FCF, & Royal Rangers Alumni
12:00 - 1:30 Lunch
5:00 - 7:00 Dinner
7:00 - 9:30 Action Team Meeting:
Adult & Junior Leadership Training

THURSDAY

7:55 - 8:45 Morning Devotion - Dr. Mark Hausfeld
8:45 - 9:30 Opening Session
9:30 - 10:00 Break *(visit vendors)*
10:00 - 12:00 General Session #1 - Richard L. Reising
12:00 - 1:30 Lunch *(On your own)*
Optional Power Lunch
Attendee ticket cost: \$75 **LIMIT 10**
1:30 - 3:30 General Session #2
3:30 - 4:00 Break
4:00 - 5:00 General Session #3
6:30 - 9:00 Silver Eagle Celebration - Rev. Alton Garrison

FRIDAY

Organizational Leadership Training

6:30 - 7:45 *Optional Power Breakfast*
Attendee ticket cost: \$75 **LIMIT 10**
7:55 - 8:45 Morning Devotion - Dr. Mark Hausfeld
8:45 - 9:45 Camporama Interactive
9:45 - 10:15 Break
10:15 - 12:00 General Session #4
12:00 - 1:30 Lunch *(On your own)*
Optional Sponsored Luncheon
Royal Rangers International
Attendee ticket cost: \$8 **LIMIT 100**
1:30 - 2:30 Regional Breakaways
2:30 - 3:00 Break
3:00 - 5:00 Functional Breakaways:
Junior Training, Training, FCF
District Director, RRA, and Communications

SATURDAY

7:55 - 8:45 Morning Devotion - Dr. Mark Hausfeld
8:45 - 9:30 General Session #5
10:00 - 10:30 Break
10:30 - 12:00 Vision Session & Grand Giveaways



