

CURRENT21

CONNECT. ENGAGE. ADVANCE.

C12 Marketplace Leader Conference

ORLANDO, FLORIDA

current

[cur·rent]

adjective

Belonging to the present time; happening or being used or done now

noun

A body of water or air moving in a definite direction

[or]

a flow of electricity, which results from the ordered directional movement of electrically charged particles



Leaders,

It is often said that leadership can be isolated; trying to be a *Christian* leader in the global marketplace in the 21st century even more so. While that can be true, it doesn't need to be. You are part of an ancient movement across the global marketplace throughout the pages of time—a pattern of God raising up and sending out leaders in commerce as agents of His gospel, ambassadors of His Kingdom. Every month more than 3,000 leaders gather at C12 Group tables across the globe to build “great businesses for a greater purpose” together. Every month these leaders impact more than 8M people through business. You are not alone!

There are more than 120,000 businesses (SMB+) owned or led by a follower of Jesus in the US alone. The Enemy would want you to be overwhelmed in isolation, feeling it's “me vs. the world,” but that is not the truth! As messed up as the world is, what is truly dangerous is *us*—followers of Jesus standing for truth, building businesses that change the world, glorify God, and transform lives. Our calling, platforms, influence, and Owner are what is dangerous. This is an “ancient future” movement. We gather to connect with one another and best practices, engage in learning and Business-as-a-Ministry (#BaaM) intentionality, and then advance together.

The world is crying out for justice, love, virtue, identity, and purpose. Oddly, it yearns for the gospel of Jesus Christ while maligning His truth. As a cadre we emerged from #2020 renewed with the clarity that we are truly “stronger together,” and that this is the perfect time for excellent, redemptive, flourishing businesses to advance. Over these two days we'll exchange best practices, insights, and success factors; build relationships; and sharpen the saw (*Eccles. 10:10*) to steward our Kingdom assignments with zeal. God has entrusted you with incredible “Kingdom Torque,” and we pray you'll notch up the leverage through this experience.

On behalf of the C12 Board of Directors, HQ team, and global cadre—welcome to CURRENT21!

Grace & Peace,

CEO & President

Conference Hosts



Brandon West

Conference Host

Gainesville, Florida

Member Since ▶ 2019

Brandon founded PHOS Creative at the age of 26 out of his home office. A strategy-first digital marketing agency headquartered in Florida, PHOS' growth and culture have been highlighted in the Inc. 5000, Gator100, and this year in Florida Trend's Best Companies To Work For. PHOS' driving passion is to fulfill its mission: to be a company that team members never want to leave, clients can't do without, and the world is better for and, in so doing, exemplify the love of Jesus Christ.



James Kwon

Conference Host

Pawtucket, Rhode Island

Member Since ▶ 2014

James is the CEO of Figmint's Digital Creative Marketing, a full-service agency of 20 employees that helps companies GO DIGITAL through brand storytelling, interactive solutions, and growth marketing strategies. James started the company in 2012 and has seen double-digit growth every year since he joined C12 in 2014.

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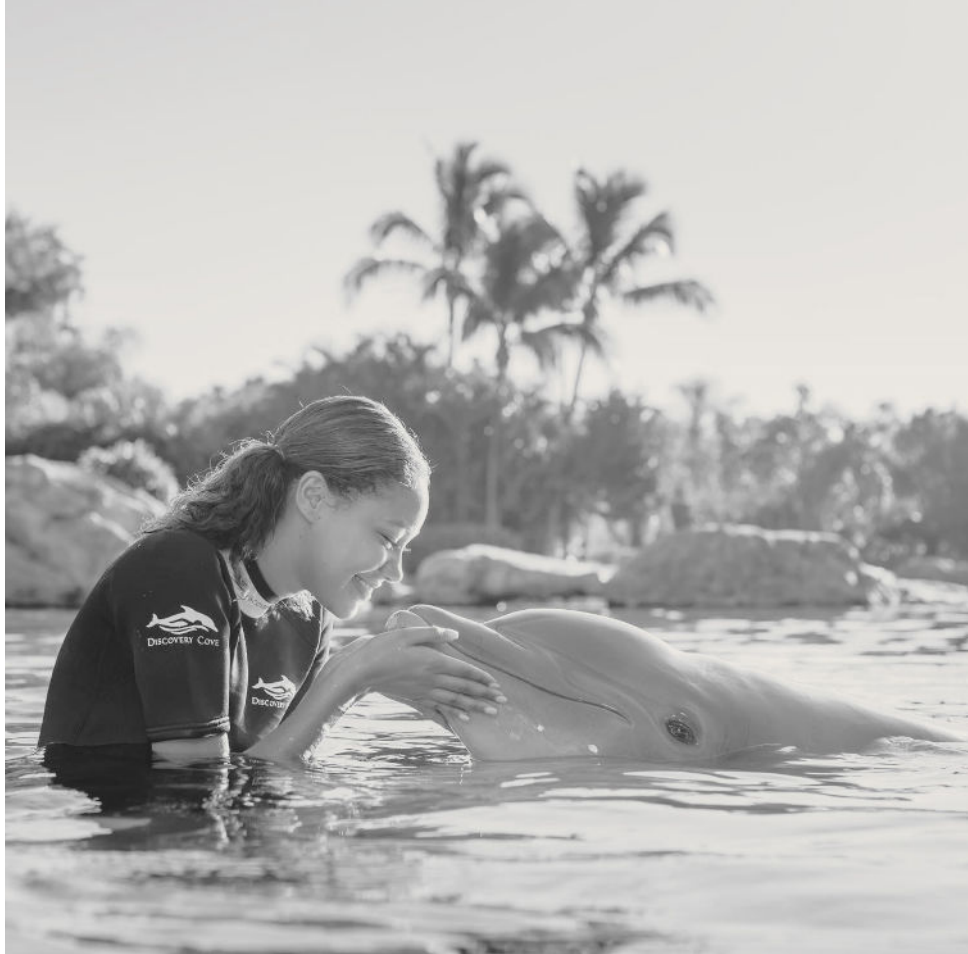


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Area Attractions

Disney Springs®

2.6 MI / 4.22 KM AWAY

Behind the hotel, Disney Springs® is home to dining, shopping, and entertainment. Enjoy a meal at RainForest Café or Planet Hollywood Observatory, then see a live show at House of Blues®.

SeaWorld® Orlando

4.7 MI / 7.56 KM AWAY

A park with fun water performances for the family, along with rollercoasters, shows, tours, and more.

Grand Cypress Golf Course

2.5 MI / 4.1 KM AWAY

The Jack Nicklaus Signature Designed Grand Cypress Golf Course offers 18 holes to challenge golfers of all skill levels. Call the pro-shop for rates and availability to schedule your visit.

ESPN Wide World of Sports Complex

6.6 MI / 10.62 KM AWAY

This sports complex offers the ultimate experience for athletes and fans. An expansive venue allows for more than 60 sports, including baseball, soccer, and gymnastics.

Universal CityWalk Orlando

8.6 MI / 13.80 KM AWAY

Energy-filled attraction at Universal Orlando featuring a variety of restaurants, shops, and family shows.

Discovery Cove®

4.6 MI / 7.46 KM AWAY

One of the best water parks in Orlando offers a lazy river and once-in-a-lifetime encounters with dolphins, rays, and birds.

Orlando Vineland Premium Outlets®

2.9 MI / 4.73 KM AWAY

Orlando's premier luxury outlet located across the highway from our hotel, where guests can indulge in designer fashions at Barney's New York, Fendi, La Perla, and more.

Museum of Military History

5.3 MI / 8.6 KM AWAY

A historical glimpse into the American military heritage, with heroic accounts of bravery and sacrifices from those who have fought to maintain freedom. The exhibits include hundreds of genuine artifacts, military relics, photographs, and memorable accounts by former soldiers.

SCHEDULE OF EVENTS

Wednesday

MAY 5

3:00-5:00pm	Registration
4:00-5:00pm	Ambassador Reception [Invitation Only]
5:00-6:00pm	Networking
6:00-9:00pm	Opening Banquet
	Welcome & C12 Awards
7:15-8:00pm	Plenary Session #1 - Benham Brothers
8:00-8:45pm	Plenary Session #2 - Kris DenBesten

Thursday

MAY 6

7:00-7:45am	Breakfast
7:45-8:30am	Plenary Session #3 - John Stonestreet
8:30-9:00am	Break
9:00-10:00am	Super Breakout Sessions
	3Ten Coalition
	Alliance Defending Freedom
10:00-10:30am	Break
10:30-11:30am	Breakout Sessions #1
	Bill Blezard
	Tim Kachuriak
	Ben Seegars
11:30-12:00pm	Break
12:00-1:00pm	Lunch
12:15-12:50pm	Plenary Session #4 - Rick Betenbough

Thursday [continued]

1:00-1:30pm	Break
1:30-2:30pm	Breakout Sessions #2
	Robert Ming
	Travis Penfield
	Jeff Thomas
2:30-3:00pm	Break
3:00-4:00pm	Breakout Sessions #3
	Simon Lee
	Erik Reagan
	David Wilson
4:00-6:00pm	Networking
6:00-9:00pm	Dinner
7:00-7:35pm	Plenary Session #5 - Kelvin Cochran
7:35-8:05pm	Plenary Session #6 - Chad Spencer
	Time of Worship with Special Guest Chris Tomlin

Friday

MAY 7

7:00-8:00am	Breakfast
8:00-8:45am	Plenary Session #7 - Sam Thevanayagam
8:45-9:30am	Plenary Session #8 - Joelle Marquis
9:30-10:00am	Break
10:00-10:10am	Plenary Special Message from Ismael & Thaís Akiyama
10:10-11:00am	Plenary Closing Session - Mike Sharrow

Shouldn't your giving be as strategic as your business?

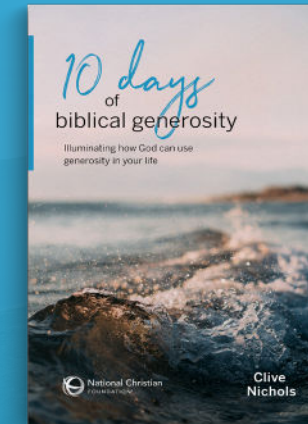
For almost four decades, NCF has come alongside generous business leaders like you to help them create a Giving Strategy™ that empowers them to make better decisions, avoid costly mistakes, and create impact beyond the bottom line.

Let's start a conversation today about your Giving Strategy™.

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We've got a gift with your name on it



Be sure to drop by the NCF booth to get your free *10 days of biblical generosity* devotional personalized with your name on it.

Enter to win an OPKIX Camera.

Each day of the conference, we're giving away the world's smallest wearable action camera to take with you on your adventures.



In 2017, the C12 Board of Directors moved in unity to permit the commissioning of Chairs outside the US, based upon an international business framework, if God were to bring forward pioneers and “people of peace.”

Since then, we’ve trained and commissioned Chairs in Kuala Lumpur (Malaysia), Singapore, and multiple markets across Brazil (Curitiba, Campinas, Teresina, Maringá, São Paulo.) Our non-US community has grown to 16 Chairs and more than 140 Members!

Efforts are underway to launch similar C12 communities in Egypt, South Africa, China, Australia, and more in 2021-2022.

MEET THE C12 CHAIRS AND PEERS BY COUNTRY:



Brazil

Chairs - Sergio Damiani, Murilo Haddad, Elizeu Scudeler Bueno, Daniel Barragan, Fabio Dudas Carelli, Pierre Perensin, Diovani Angelli, Glauco Piza

CEO Members - 67

Key Players - 19

Malaysia

Chairs - Kah Hooi Lim, Ivan Sia, Peter Tan, Yoke Ming, Samuel Low, Joey Teh

CEO Members - 32

Key Players - 12

Singapore

Chairs - Henry Lee, Jerome Joseph

CEO Members - 10

CHAIRS

Nigel Adams
Northern Virginia

Mike Aman
Mid Atlantic

Steve Andrews
Piedmont Triad

Greg Atchison
Greater St. Louis

Lynn Ballinger
Memphis

Aaron Banks
Central Texas

Bob Barnes
Greater Charlotte

Robert Beaman
Mid Atlantic

Mike Bennett
NC Capital

John Berry
Mid Atlantic

Kirt Boudreau
South Louisiana

Brent Bullock
Heartland

Mike Burkesmith
Oregon & SW Washington

Steve Calhoun
Mid Atlantic

Jon Carlton
East Tennessee

Bo Carrington
Central Texas

Randy Case
Mid Atlantic

Dan Chapman
East Coast Florida

Dewey Clark
Mid Atlantic

Ben Comerford
W. GA & E. Central AL

Graham Cooper
Delaware & South Jersey

Jim Creel
Mid Atlantic

Wesley Dameron
Oregon & SW Washington

Todd DeKruyter
Indianapolis

Will Dixon
NC Capital

Charles Eapen
Northern New Jersey

Grant Edwards
South Carolina

Monique Edwards
Northern New Jersey

David Fergus
Twin Cities

Rick Ferris
Center of New England

David Filkin
Chicago Northwest

Doug Fincannon
Piedmont Triad

Chuck Frary
Indianapolis

Joe Galindo
North Texas

Pat Garner
NC Capital

Rich Glomski
Central Texas

Dewey Greene
Middle Tennessee

Dan Griffin
South Carolina

Russell Grigsby
Central Texas

Mike Gullatt
North Texas

Joel Gunn
Central Texas

Russell Haden
Birmingham

Ricky Harper
Northwest Florida

Randy Harrod
East Central Florida

Ross Harrop
Tampa Bay

Cammie Hauser
East Central Florida

Tom Hawes
North Texas

Michael Heflin
Central Texas

Scott Hitchcock
Tampa Bay

Bill Jackson
New Mexico

Craig Johnston
Oklahoma City

Bill Jolly
NY/CT Metro North

Kyle Keldsen
Center of New England

Curt Kemp
Northern Virginia

Greg King
Virginia Blue Ridge

Brett Kirkland
Northeast Florida

David Lacine
Chicago Southwest

Mark Larocca
Chicago Southwest

Don Light, Jr.
Southwest Florida

Griff Lindell
Oregon & SW Washington

Alex MacKinnon
Tampa Bay

Bill Maddox
Western NC

Kent Major
Houston

Bill Mancini
East Tennessee

Marc Martin
Central Wisconsin

Gary Masching
Chicago Northwest

Steve McCullough
Charleston / Savannah

Mark McElroy
Middle Tennessee

Trent Messick
Middle Tennessee

Ralph Miller
Mid Atlantic

Jim Morgan
Northern Virginia

Tom Munson
Orange County

Duane Murray
Middle Tennessee

Ed Naylor
Mid Atlantic

Roger Norberg
Detroit

Tom O'Dwyer
Dallas

Joe Patrick
South Carolina

Joe Petersen
Fort Worth

Bob Phillips
Memphis

Doug Poll
Southwest Florida

Allen Powell
Middle Tennessee

John Price
Colorado South

Will Ray
NC Capital

Peter Remmes
Houston

Mickey Renner
Charleston / Savannah

Kevin Respress
Central Florida

Vaughan Robison
Northeast Florida

Derek Rogers
Greater Charlotte

Paul Scianna
Greater Kansas City

Ron Seib
SE Indiana

Kyle Setliff
Central Texas

Bob Shallow
Northeast Florida

Elizabeth Shaw
Houston

Dave Shoemaker
Philadelphia

Peter Simpson
North Alabama

Bill Sitter
Central Texas

Mike Stanley
Greater Phoenix

Jim Steele
Mid Atlantic

Greg Switaj
Northern Virginia

Tony Tennaro
Greater Charlotte

David Thiel
Atlanta

Steve Van Ooteghem
Houston

Luke Van Wyk
Central Iowa

Robert Vogel
Central Texas

Dan Walters
Central Texas

Tom Walther
Eastern Washington

Craig Warner
Middle Tennessee

Randy Warwick
Cincinnati

David Weigelt
Central Maryland

Danielle Whah
Southwest Michigan

Scott Whitley
Western NC

Seth Wiekping
Southwest Florida

Dean Williams
Greater Charlotte

Greg Wills
Mid Atlantic

Murray Wilton
North Alabama

Chris Wise
Northeast Wisconsin

John Wiseman
Colorado North

BOARD OF DIRECTORS

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Founder

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Chairman of the Board

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Jay Fechtel

Alan Barnhart

Rod Smith

Grant Edwards

Steve Hayes

EXECUTIVE LEADERSHIP

Mike Sharrow
President and CEO

Ryan Douglas
VP of Corporate Operations

Kevin Miller
VP of Marketing

Mark Beebe
Director of Field Operations

Terry Witte
Director of Development

ASANTE 감사합니다 KÖSZÖNÖM THANKS
TODA БЛАГОДАРЯ XIÈXIÈ GRACIAS

HONORED TO SERVE C12 HEADQUARTERS, CHAIRS & MEMBER COMPANIES ACROSS AMERICA!

KOSZONOM DANKE THANK YOU TAKK
THANKS KIITOS
SPASIBA DAK
THANK YOU MERCI GRAZIE ASANTE



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Honoring Our C12 Heroes

C12 Heroes are individuals who have demonstrated unwavering commitment to the use of their business opportunities to model and share the love of God. They have kept perspective through times of trial and have stayed the course. Pushing the envelope of the meaning of “ministry in the marketplace,” they have innovatively used business relationships as conduits of the Good News while building exemplary businesses based on biblical principles.

2021 C12 HEROES



Janet Ward Black
Ward Black Law
Greensboro, NC



Simon Lee
Buy On Purpose
Houston, TX



Brian Roland
Abenity
Scottsdale, AZ



Gary Norberg
Timberline, LLC
Henderson, NC



John Rogers
Performance Pulsation Control, Inc.
Richardson, TX



Tim Newby
Newby Management
Ellenton, FL



Robb Wilson
Wilson Lumber Company
Huntsville, AL



Dean Harrington
Shamrock Home Loans
East Providence, RI



Mike Webster
M & S Flooring, Inc.
Cincinnati, OH

2019 HEROES

- | | |
|---|---|
| Todd Stewart
Gulf Winds International
Houston, TX | Brad Thompson
Columbia Forest Products
Greensboro, NC |
| Troy Meachum
ACR Supply
Raleigh, NC | Mike Aman
One Source Communications
Greenville, NC |
| Tom Gardner
Hay Creek Companies
Pittsville, WI | Chad Epperson
United Treating & Distribution, LLC
Muscle Shoals, AL |
| Jim Nooney
Nooney Controls Corp.
Kingstown, RI | Charlie Brown
Precision Plumbing
Charlotte, NC |

2017 HEROES

- | | |
|--|--|
| Bill Cox
Cox Manufacturing
San Antonio, TX | Dan Floen
Professional Materials
Management, Inc.
Tampa, FL |
| Carl Long
ScansAmerica
Hampton, VA | Robert Barker
Bob Barker Company
Raleigh, NC |
| Dallas Barnes
Hampton Farms
Severn, NC | |

1997-2006 HEROES

- | | |
|--|--|
| Bob Mack [’97]
S.H. Mack Company
St. Charles, IL | Martin Newby [’98]
Newby Management Inc.
Sarasota, FL |
| Bart Azzarelli [’99]
Dallas1 Construction &
Development Corp.
Tampa, FL | Steve Wilson [’00]
Storage Investors, Inc.
Bradenton, FL |
| Jan Hasse [’01]
Sarasota Animal Hospital
Sarasota, FL | Bill Maddox [’02]
Maddox & Associates
Sarasota, FL |
| Brian Pruett [’03]
Pruett Builders
Sarasota, FL | Jay Fechtel [’04]
Fechtels Custom Homes
Tampa, FL |
| Brent Whitehead [’05]
Whitehead Construction
Winter Haven, FL | Bill King [’06]
Kings Wholesale Florists
Bradenton, FL |



Inspire • Amplify • Transform

C12 would like to extend a special thank-you to the Ambassadors who continue to advocate for C12 membership, share their insights and expertise with us, and promote the power of peers in their network. Their contribution to the mission of C12 is making an impact and we are grateful.

► To learn more about the Ambassador Program, email marketing@c12group.com

Frank Ableson	Ronnie Calugar	Paul Durson	Chase Highly	Kathy Maile	Arlan Riehl	Melissa Strickland
Joshua Adams	Marty Carney	John Eadie	Kelly Holdridge	Jason Maniecki	Betsy Ritch-Reed	Ray Strickland
Deborah Adams	Bo Carrington	Carol Elizabeth Lutz	Sean Huang	Daniel Marsh	Darren Robb	Tim Suter
Chad Alverson	Anthony Cartrette	Chad Epperson	Aaron Hughes	John Marshall	Kembel Robert	Bobby Taylor
Kellie Andrews	Lara Casey	Darrell Estabrook	Ashley Hunsaker	Donnie Martin	Brian Rodgers	Sam Thevanayagam
Dave Andrews	Wells Caviness	Tiffany Etterling	Jeremy Jacobs	Stella Matthews	Angel Rojas	Diane Thompson
Jason Angel	Marty Cayton	Gene Fedele	Jeff Jaime	Mike Mazan	Ira Ross	Thor Thornhill
Gary Archer	Bob Chalker	Nina Fenwick	Laura Johnson	Mark McClain	Linda Rotunda	Luke Thorwart
James Armstrong	Samantha Chapman	David Fergus	Glenn Jones	Robby McCollom	John Ruhlin	Kreg Tjelmeland
Jay Ault	Jorge Chavez	Brent Fessler	Colter Kaspar	Arthur Medina	Jason Rutland	Kevin Varnell
Lafe Bailey	Robert Childers	Ben Fields	Kevin Kauffman	Arthur Medina, Jr.	Dave Ryan	Theda Vaughan
Stephen Baker	Robert Clements	Tim Flanagan	Jonathan Key	Bradford Michaels	Jack Schaffner	Steve Vaught
Philip Baker	Chris Collins	Dan Floen	Jay Kilmartin	Debbie Millman	Rich Scott	Derrick Vick
Dallas Barnes	David Collum	Brett Freese	Samual Kniseley Ballesteros	Adam Moffitt	Travis Seeger	Robert Vogel
D. Bart Justice	Shari Conley	Paul Gaines	William Koch	Joel Molinari, Jr.	Chris Seeger	Tom Vollmar
Ken Becker	Meg Cook	Patrick Garner	Jonathan Krueger	Joel Molinari, Sr.	Mika Self	Jason Wallace
Robert Beggs	Mike Cook	James Girardy	Peter Kruse	Keith Morgan	John Seward	Jason Walter
Julia Bennett	Mark Cordes	Philip Glover	Joseph Kuchinka	David Morrison	Bob Shallow	Craig Warner
Cynthia Bergvall	Jacob Corn	Steve Godwin	Nicholas Kugler	Jay Moss	Bob Sharp	David Watkins
Kyle Blocher	Sam Cuccia	Steve Goodner	James Kwon	Tom Munson	Tabetha Sheaver	Paul Weaver
Paul Bolte	Wesley Dameron	Ann Goodner	David Lanzer	Vanesa Negron	Darren Shelburne	Chris Weaver
Jerry Borton	Rich Daniels	Marcus Goss	Brent Lastinger	Elizabeth Nelson	Stephen Shields	Brandon West
Guy Bouchard	Billy Daubenmire	Bryan Green	Cassandra Laymon	Rachel Nguyen	Ron Shroder	Steve Westfield
Walter Britt	John Davenport, Jr.	Sid Greene	Donald Lebow	Steve Olsen	Joe Simmonds	Darrell Whittenberg
Brett Broadrick	Kurt David	Jordan Griffith	Jeremy Lee	Rebecca Parks	David Simms	Richard Williams
Darin Brockelbank	Ally Davidson	Larry Griffith	Simon Lee	Travis Penfield	Bryan Sizelove	Eric Williams
Tim Brooks	Peter Demos	Jason Grimes	Keaton Lee-Baston Keenum	Cheryl Pfeiffer	Shane Snively	Toby Williams
Craig Brosinski	Michael Denci	Spence Hackney	Jeff Lewis	Rick Plasket	Paul Sparrow	David Wilson
Rob Brown	Steven Denny	Austin Hair	David Lillard	Luke Popejoy	Jim Spezzano	Robert Wilson
Robert Brown	David DePratter	Philip Hanson	John Linden	Greg Pray	David Stallings	Taylor Wilson
Chris Brown	Beth Diemert	Mark Harlee	Justin Linville	Lilian Radke	Jeff Stallings	Jason Woodard
Richard Buckley	Wade Dixon	Dean Harrington	George Long	John Raimondo	Jared Stancil	Mike Yoder
Carl Burke	Todd Dodson	Pete Hayes	Jolene Loos	Barney Randol	Mike Stanley	Jennifer Zimmermann
Dean Burnside	Brian Doyle	Kathy Henderson	Dennis Lowry	Jason Redmon	Edward Steelman	
Danita Bye	Kyle Draper	Henry Hernandez	Jay Lucas	Tyler Reffling	Lori Steiner	
Dan Callari	John Duncan	Josh Higgins	Jeff Lucido	Mark Riccaboni	B. Stone Crider	



YOUR KINGDOM
IMPACT PARTNER



IMPLEMENT EFFECTIVE
EVANGELISM IN YOUR BUSINESS!

We know it can be hard to be a person of faith in today's marketplace. It can leave you feeling isolated and unsure about how to share your faith.

WE GET IT

That's why we developed a simple method for evangelism that anyone can implement in their business. And we have partnered with hundreds of business leaders to help them identify the most impactful ways to use their business to accomplish God's plan.

FIND OUT MORE

Please visit ptl.org/Partner or contact The Pocket Testament League at membercare@ptl.org for more information on how we can support your desire to share your faith in the marketplace using pocket-sized Gospels of John!

“Sending the Pocket Testaments in our monthly statements gets Christ through the doors of businesses, which we might not be able to do otherwise. We may not see the results in this life. Read Isaiah 55:11. It's God's promise, not ours.”
—Chris Bryan, Northwest Drywall, C12 Member



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FEATURED SPEAKERS

PLENARY SESSIONS



DAVID & JASON BENHAM
Entrepreneurs & Best-Selling
Authors/Benham Brothers



KRIS DENBESTEN
CEO/Vermeer Southeast
Sales & Svc, Inc.
Member Since ▶ 2012



JOHN STONESTREET
President/Colson Center for
Christian Worldview



RICK BETENBOUGH
CEO/Betenbough Companies



KELVIN COCHRAN
Author & Speaker



CHAD SPENCER
CEO/Dufresne Spencer Group



SAM THEVANAYAGAM
President/Parts Life, Inc.



JOELLE MARQUIS
Senior Partner/Arsenal Capital
Member Since ▶ 2018



ISMAEL & THAÍS AKIYAMA
Founder & CEO/Akiyama
Biometric Solutions
Member Since ▶ 2018 & 2019



MIKE SHARROW
President & CEO/C12
Member Since ▶ 2010



David & Jason Benham
Entrepreneurs & Best-Selling
Authors/Benham Brothers

NOTES

MAY 5

Plenary Session #1

7:15-8:00pm

Our Theology Is Our Biography

As a casualty of cancel culture, the Benham Brothers’ business success landed them a reality show with HGTV that was abruptly cancelled when activist groups pressured the network to fire them because of their commitment to biblical values. These acclaimed entrepreneurs, former professional baseball players, and best-selling authors will share how the gospel can change what we build, how we build it, and *why* we build it.

Speaker Bio

Twin brothers David and Jason Benham are former professional baseball players, nationally acclaimed entrepreneurs, and best-selling authors. Their first company, which grew to 100 offices in 35 states, allowed them to be featured in *Inc.* magazine’s Fastest Growing Companies, Franchise 500’s Top New Franchises, Ernst & Young’s Entrepreneur of the Year Finalists, the *Wall Street Journal’s* Top Five Real Estate Agents in America list, and more. Their self-sustaining revenue model, called “missioneering,” has allowed businesses and ministry programs to be created and grow both locally and abroad since 2010.



Kris DenBesten
CEO/Vermeer Southeast Sales & Svc, Inc.
Member Since ▶ 2012

NOTES

MAY 5

Plenary Session #2

8:00-8:45pm

Turning Over Ownership

After rapidly scaling his company and eventually selling it to an ESOP, Kris realized he had finally built a great business for a greater purpose. However, he discovered he had neglected to focus on the most important areas God called him to manage well. Kris will share his journey of discovery and the hard lessons of surrender he learned along the way.

Speaker Bio

Kris DenBesten currently serves as CEO of Vermeer Southeast, a construction equipment company headquartered in Orlando, Florida. Under his leadership the company has experienced growth in annual sales from \$6 million to over \$150 million. Kris has authored three books on leadership, facing crisis, and living by faith. He is a down-to-earth, from-the-heart communicator who effectively connects with all audiences. Kris shares his message of hope and Christ’s empowerment as he encourages others to join in the marketplace ministry movement.



John Stonestreet
President/Colson Center for
Christian Worldview

NOTES

MAY 6

Plenary Session #3

7:45-8:30am

The Story and the Moment

In the face of a dizzying cultural shift, the Gospel not only offers the hope of personal salvation but also what we need to understand, interpret, and respond to the most important challenges our families, communities, and nation will face. John will share a framework from which we can view our calling to join God in restoring what is good and true, despite the turmoil of this pivotal cultural moment.

Speaker Bio

John Stonestreet serves as president of the Colson Center for Christian Worldview. He’s a sought-after author and speaker on areas of faith and culture, theology, worldview, education, and apologetics. John is the daily voice of BreakPoint, the nationally syndicated commentary on the culture founded by the late Chuck Colson, and the host of the BreakPoint podcast. He has co-authored five books, including *A Practical Guide to Culture* and *Restoring All Things*.



Rick Betenbough
CEO/Betenbough Companies

NOTES

MAY 6

Plenary Session #4

12:15-12:50pm

Kingdom Leader

Rick Betenbough, who founded one of the most prolific home-building companies in West Texas, shares a framework for how any Kingdom business that plans to produce Kingdom fruit must first begin with a leader who is fully surrendered to God.

Speaker Bio

Rick Betenbough co-founded Betenbough Homes in 1992 with a vision to use fanatical cost control and “out-of-the-box” organizational systems to become the price leader for new brick homes in Lubbock, Texas.

He now serves as the CEO of Betenbough Companies, PBC, which is organized as a Texas Public Benefit Corporation and is 100% employee-owned. To date, Betenbough Homes has built more than 12,000 homes all over West Texas.

Through Kingdom at Work, Rick and the other leaders of the Betenbough Companies are actively sharing their experiences and lessons from 27 years of leading a Kingdom business in the marketplace. Rick loves to help other Kingdom-minded leaders and entrepreneurs while walking his daily journey beside his childhood sweetheart, Holly.



Kelvin Cochran
Author & Speaker

NOTES

MAY 6

Plenary Session #5

7:00-7:35pm

Courage and Grace to Stand

In today’s culture, many Christian entrepreneurs are faced with a choice whether to live out their faith or keep their job. Being openly Christian has worldly consequences. However, Jesus promised that the Kingdom consequences are always greater than the worldly consequences. Kelvin will share real-life application of biblical truths and about the faithfulness of God when we suffer for our faith.

Speaker Bio

Kelvin Cochran is the former fire chief of the City of Atlanta, terminated for writing a book for a Christian men’s Bible study. He currently serves as Chief Operating Officer of Elizabeth Baptist Church in Atlanta, Georgia. He is a member of the Collaborative Preaching Team (CPT) and provides leadership over the Building All Men (BAM) men’s ministry, and he is an advocate for religious liberty and unity of the Body of Christ.



Chad Spencer
CEO/Dufresne Spencer Group

NOTES

MAY 6

Plenary Session #6

7:35-8:05pm

Purchase on Purpose

With thousands of employees across multiple locations in the U.S., this CEO of the largest group of Ashley Furniture Homestores will describe the process of developing his company’s “Purchase on Purpose” program. He will share practical guidance on how we can bring purpose, people, and profit together to create exponential impact.

Speaker Bio

Chad Spencer is CEO of the Dufresne Spencer Group (DSG), a company he co-founded with his father in 2002, based in Memphis, TN. Beginning as one furniture store, DSG soon became an Ashley HomeStore licensee and has had steady growth ever since. Today, DSG owns 114 Ashley HomeStores serviced by 20 distribution centers with almost 4,000 employees in 11 states, making DSG the largest Ashley HomeStore licensee in the country. DSG has been named one of the top 10 fastest-growing furniture retail companies in the country for the past five years.

Chad’s passion is making life moments matter and giving back to his teams, his guests, and his communities. With his full enthusiasm, DSG is involved with many charitable organizations, including Angel Armies, Hope to Dream, and OneWorld Health. Chad and his wife Kelley live in the greater Nashville area, have been happily married since 1999, and are the proud parents of Shaw, Tate, and Mack.



Sam Thevanayagam
President/Parts Life, Inc.

NOTES

MAY 7

Plenary Session #7

8:00-8:45am

The Bright Light

Operating a successful and highly competitive Christian company in modern-day society isn't easy. Not every company has the reputation or reach of a Chick-fil-A or Hobby Lobby. So, how can we thrive in an industry, add value to people in the current socioeconomic context, and ensure God's continued favor upon us when we are forced to make tough decisions?

Speaker Bio

Sam Thevanayagam is the president and CEO of three companies—Parts Life, Inc., DeVal Lifecycle Support, and LC Engineers—focused on aerospace and defense systems used with domestic and international military platforms.

Born and raised in Sri Lanka, Sam moved to the US in his early 20s to earn a Bachelor of Science in Marketing from Oral Roberts University. He worked for many years in the automotive aftermarket industry, and in 2007, Sam started Parts Life, Inc.

Sam is a TEDx speaker and the author of *The First 10 Runs in Singles: Life Lessons from the Game of Cricket*. Recently, Sam launched the Micah Cricket Club in Karachi, Pakistan, and The SamT Foundation.



Joelle Marquis
Senior Partner/Arsenal Capital
Member Since ▶ 2018

NOTES

MAY 7

Plenary Session #8

8:45-9:30am

Employing Culture to Fortify, Grow, and Prosper

We recognize it's our responsibility to shepherd organizational culture and breathe life into every area of our businesses. Joelle will share a formula and practical applications for establishing a Kingdom-building workplace legacy that injects "not-of-this-world" values and behaviors into our organizations.

Speaker Bio

Joelle Marquis is an entrepreneur, ministry co-founder, and partner in New York's Arsenal Capital Partners, a multibillion-dollar private equity firm. She has turned her entrepreneurial spirit into a spiritual purpose: to build a heartfelt legacy that goes far beyond business success and to encourage and guide fellow business leaders to do the same.

In 2016, Marquis and her husband launched Legacy in Action to serve and minister to their community through services like roof repair, construction, and dock repair. They have helped many families and built a team of mission-driven employees.



Ismael and Thaís Akiyama
Founder & CEO/Akiyama Biometric Solutions

Member Since ▸ 2018 & 2019

NOTES

MAY 7

Plenary Special Message

10:00-10:10am

The Identity Business

In this video preview to a full-interview available on the CURRENT21 On Demand platform, these Brazilian husband-and-wife biotech entrepreneurs will share their transformation story of business-as-a-ministry in the midst of an unethical marketplace with corruption as an expected and commonplace business practice.

Speaker Bio

Ismael and Thaís Akiyama are founder and CEO of Akiyama, a Christian family-owned company that provides biometric identification solutions. The company was founded 15 years ago as a distributor and now develops its own unique biometric technology. Ismael and Thaís see their company as an instrument to fulfill their role in the Kingdom. Thaís is a leader in Levanta, an organization that helps female entrepreneurs grow their business and apply Kingdom vision to their companies. Ismael is a recipient of the National Entrepreneur of the Year award in the Emerging category by Ernst & Young.



Mike Sharrow
President & CEO/C12

Member Since ▸ 2010

NOTES

MAY 7

Plenary Closing Session

10:10-11:00am

Kingdom Torque

Mike shares from the experience and pursuits of C12 as a business as well as from cases around the network of thousands of companies on building a Business-as-a-Ministry (BaaM) enterprise. How can one small business impact millions of people? How do you rigorously demonstrate stewardship through the entirety of the 5-Point Alignment Matrix® to yield TriValue results: Economic, Cultural, and Spiritual Value Adds? In this closing talk Mike will challenge us all to build high-impact enterprises that uniquely demonstrate the gospel and change the world through high Kingdom Torque businesses.

Speaker Bio

Since May 2016, Mike Sharrow has served as President and CEO of C12. Mike first joined C12 as a Member in 2010. He then served as an Area Chair in 2011-2012 and as a Managing Chair for the Central Texas market in 2013-2016, before becoming CEO.

Prior to C12, Mike spent seven years with Walgreens Health Initiatives in a variety of corporate operations and field sales roles, five years in a financial services startup in Chicago, as well as time in pastoral leadership, corporate development for a medical company, and running a boutique management consulting company focused on health-care strategy.

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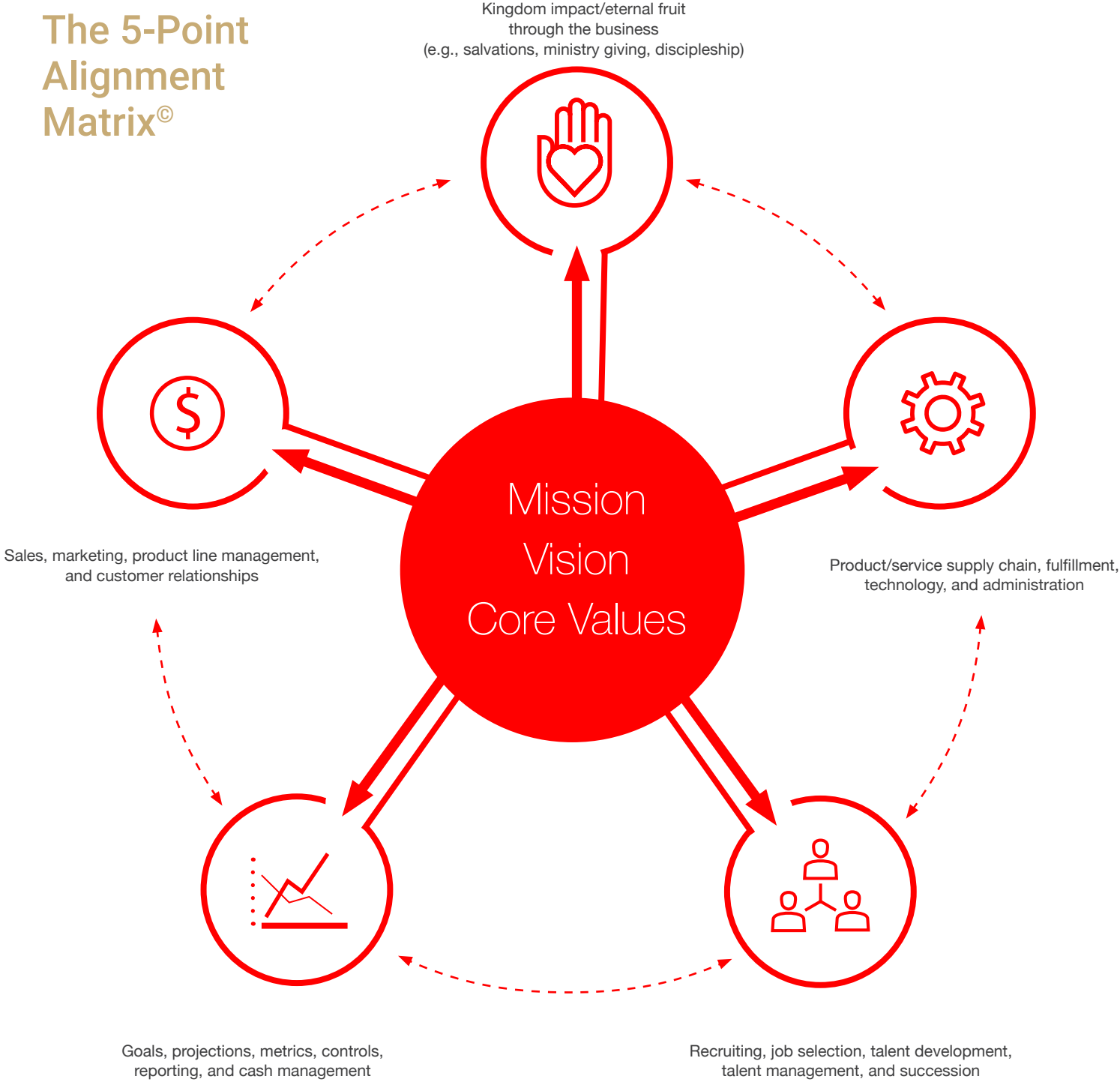


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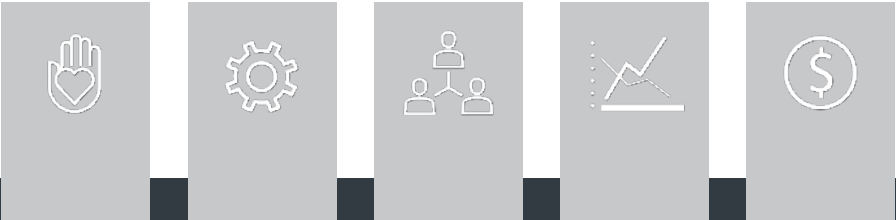


Choosing Your Breakout Sessions

THE 5-POINT ALIGNMENT MATRIX®

A hallmark of the C12 paradigm on business planning, learning, and assessment has been to incorporate ministry into the “balanced scorecard” of the organization, resulting in what we call the **5-Point Alignment Matrix®**. As Christians, the way and truth of Christ should influence every component of this matrix, and the C12 experience is intended to support that realization.

As you choose the breakout sessions in which you will participate, note the icons on each session page that indicate its correspondence with the 5-Point Alignment Matrix®.





the C12 business as ministry capital platform

GRAND CYPRESS ABC/PALM A-F

Super Breakout Session

9:00-10:00am

Business transitions fail more often than they succeed. The three most challenging owner transitions are scale, sale, and succession.

At this CURRENT21 Super Breakout session, you will have the opportunity to:

- Learn about the purpose and mission of the 3Ten Coalition.
- Hear success stories and lessons learned from a panel of owners who successfully sold or transitioned their business with the help of the 3Ten Coalition.
- Participate in a Q&A following the presentation and panel discussion.
- Meet and mingle with attending 3Ten Coalition advisors, investors, and buyers.

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ALLIANCE DEFENDING
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GRAND CYPRESS DEF

Super Breakout Session

9:00-10:00am

In 1993, 35 Christian leaders came together to build a ministry that would defend your religious freedom—before it was too late. These founders knew that it would take an alliance to keep the doors open for the gospel in the United States.

Like the Body of Christ, the alliance is one body made up of many parts. Attorneys play different roles than pastors. Business leaders play different roles than legislators. Each person must play his or her particular role, under one shared vision, to ensure that religious freedom thrives.

For more than 25 years, Alliance Defending Freedom has been advocating for religious liberty, the sanctity of human life, freedom of speech, and marriage and family.

ADF will provide a unique, interactive opportunity by presenting its Christian business clients who have personally fought religious discrimination in the courts. Highlights of this panel discussion include the following:

- Discussions of front-line legal experiences;
- Conversations regarding lessons learned and best practices; and
- Valuable insights through the Q&A exchange.

NOTES



BREAKOUT SPEAKERS



BILL BLEZARD
President/Packaging Technology Group, Inc.
Member Since ▶ 2008



TIM KACHURIAK
Chief Innovation & Optimization Officer/NextAfter
Member Since ▶ 2018



BEN SEEGARS
CEO & President/Seegars Fence Company
Member Since ▶ 2011



ROBERT MING
Managing Partner/Quadrant Law Group, LLP
Member Since ▶ 2016



TRAVIS PENFIELD
CEO & Founder/49 Financial
Member Since ▶ 2018



JEFF THOMAS
CEO & Founder/Archetype Wealth Partners
Member Since ▶ 2018



SIMON LEE
CEO & Founder/Buy On Purpose
Member Since ▶ 2012



ERIK REAGAN
COO & Partner/Focus Lab
Member Since ▶ 2019



DAVID WILSON
CEO/Health by Design
Member Since ▶ 2019



Bill Blezard
President/Packaging Technology Group, Inc.
Member Since ▶ 2008

GRAND CYPRESS ABC

Breakout Session #1 10:30-11:30am

How to Grow an Organization That Outgrows You

To scale a company, leaders must build a team that is better than the leader themselves. In this session, Bill will identify the stages of growth as a company passes relative milestones, provide an understanding of the pitfalls and dangers of not growing as a leader, and share how to keep culture front and center through change.

Speaker Bio

Bill Blezard is the founder and president of Packaging Technology Group, Inc., and has been an active Member of C12 New England since 2008. Over the past 16 years he has navigated the company through all of its critical growth transitions. A bootstrap entrepreneur, Bill founded Packaging Technology Group, Inc., in 2005. Today, PTG is a world-class developer of engineered thermal transport packaging solutions to the biotech and biopharmaceutical industries. The company serves all of the top 10 biotech/biopharma companies in the world.

NOTES





Tim Kachuriak
Chief Innovation & Optimization Officer/NextAfter
Member Since ▸ 2018

NOTES

GRAND CYPRESS DEF

Breakout Session #1
10:30-11:30am

The Perpetual Motion Marketing Machine

Living in our hyper connected knowledge economy means that the potential customer is more informed than ever. This can work to our competitive advantage! In this fast-moving, data-packed workshop illustrated with dozens of real-world examples, Tim will demonstrate how we can increase lead generation and shorten the sales cycle while enhancing brand position and expanding our mission field.

Speaker Bio

Tim Kachuriak is the Founder and Chief Innovation and Optimization Officer for NextAfter, a fundraising research lab consultancy and training institute that works with nonprofits and NGOs to help them grow their resource capacity. Kachuriak has been a Member of C12 since 2018 and is the author of multiple books, including *Optimize Your Fundraising*. Kachuriak has trained organizations in fundraising optimization around the world and is a frequent speaker at international nonprofit conferences. Kachuriak is also the co-founder and board member for the Human Coalition, a member of the board of directors for Open Doors USA, an Advisory Board Member for the SMU Digital Accelerator, and an Advisory Board Member for the Blackbaud Institute for Philanthropic Impact.



Ben Seegars
CEO & President/Seegars Fence Company
Member Since ▸ 2011

NOTES

GRAND CYPRESS GHI

Breakout Session #1
10:30-11:30am

Achieving Alignment through Pay for Performance

The ability to unleash our organization’s full potential hinges on our ability to establish alignment between our daily performance and how it contributes to the overall success of the company. Learn how Seegars Fence Company adopted a Pay-for-Performance bonus program that established clarity on what every team member needs to do each day to drive bottom-line results as well as implement an objective and transparent method for feedback.

Speaker Bio

In 2000, Ben started working full-time as the third generation in the family business, Seegars Fence Company, founded in 1949. Ben served as the company’s vice president through 2016 and was greatly impacted by two significant occurrences. The more impactful was joining C12 in 2011 and realizing God’s call on his life to steward and lead this company. The second was a C12 seminar held in 2012 that set in motion one of the greatest programs Seegars has implemented to date and that has enabled his team to grow and succeed at a level they had only dreamed about. Ben assumed the role of president and CEO in January of 2017.





Robert Ming
Managing Partner/Quadrant Law Group, LLP
Member Since ▸ 2016

NOTES

GRAND CYPRESS ABC

Breakout Session #2

1:30-2:30pm

Remote and Thriving

Whether our remote workforce is by design or necessity, there is a framework for management we must consider to build a healthy and productive out-of-office culture. Robert will unpack remote worker personas and how we can optimize their strengths to thrive in a variety of remote and hybrid work scenarios.

Speaker Bio

Robert Ming is the founding partner of Quadrant Law Group, a law firm specializing in technology, vendor, and procurement contract negotiation and management. Robert is a two-time former mayor of Laguna Niguel, California, where he also served on the City Council for eight years. He has served on various regional, nonprofit, and civic boards, is chairman of the Board of Stoneybrooke Christian Schools, and was founding president of the Association of California Cities. Robert joined C12 in 2016, shortly after Quadrant’s formation. He has long felt called to inspire others to find God’s greater purpose for their lives, so C12’s mission immediately resonated with him.



Travis Penfield
CEO & Founder/49 Financial
Member Since ▸ 2018

NOTES

GRAND CYPRESS DEF

Breakout Session #2

1:30-2:30pm

Explosive Growth: Creating an Irresistible Company Culture

Leading a company that has grown from 4 partners to 350+ people in four offices across the Southeast in the last three years, Travis will reveal the foundation of this incredible growth. He will unpack the essential elements of a company that multiplies and a culture that sustains, and he will provide an inside look into practical tools to set up a company for exponential and sustainable scalability.

Speaker Bio

Travis Penfield is the founder and CEO of 49 Financial and has been a Member of C12 since 2018. Travis started his career as a financial advisor at AXA Advisors, and under his leadership, his group broke all the records in hiring, retention, and development in a well-established and long-standing company. In October of 2019, Travis started an independent financial planning firm. As a privately owned and fully independent company, 49 Financial grew to more than 250 advisors in its first official year of operation. Travis lives in Austin with his wife Jaclyn and their daughters Charlotte and Olivia.





Jeff Thomas
CEO & Founder/Archetype Wealth Partners
Member Since ▸ 2018

NOTES

GRAND CYPRESS GHI

Breakout Session #2

1:30-2:30pm

The Urgency of Maximizing Our Company Value

Since great legacies are built over time, not left behind in an instant, how are we preparing today for what tomorrow requires of us? Whether you are thinking about selling a business soon or planning for well into the future, Jeff will navigate four steps every business owner must take immediately to begin multiplying both financial and Kingdom impact.

Speaker Bio

Jeff Thomas is the founder and CEO of Archetype Wealth Partners, author of *Trading Up: Moving from Success to Significance on Wall Street*, and has been a C12 Member since 2018. He started out as a sole proprietor in the wealth management business in 1995. Jeff was inspired to go deeper into the planning process with clients. By putting clients’ narratives before their numbers, Jeff was able to help them uncover their values and connect their money with their purpose. In 2008, he was named to Morgan Stanley’s Chairman’s Club (top 2% of Advisors). From 2009 to 2013, *Barron’s* magazine recognized him as “One of Texas’ Top Financial Advisors.”



Simon Lee
CEO & Founder/Buy On Purpose
Member Since ▸ 2012

NOTES

GRAND CYPRESS ABC

Breakout Session #3

3:00-4:00pm

God’s Will and Our Agenda

When you can’t run everyday decisions by God for His approval, how do you know you are on the right path and following where God is leading? Simon will help us discover the pitfalls of misalignment and how we can make crucial decisions even when we don’t hear from God directly in a timely manner.

Speaker Bio

An entrepreneur, philanthropist, speaker, author, and C12 Member since 2012, Simon Lee is a graduate of the University of Texas at Austin, Dallas Theological Seminary, and Harvard Business School. Simon founded Buy On Purpose in 2004 with one specific goal: to donate 50% of the company’s profit to support Christian organizations focused on fighting human trafficking, providing clean water, and adoption/foster care. Today, Buy On Purpose is a multimillion-dollar company with 38 warehouse distribution centers located around the United States and offers support to 21 charities worldwide. In 2019, Buy On Purpose acquired the #5 online office supply retailer Zuma Office Supply, which also donates 50% of its profit to charity.





Erik Reagan
COO & Partner/Focus Lab
Member Since ▶ 2019

NOTES

GRAND CYPRESS DEF

Breakout Session #3

3:00-4:00pm

How to Take a Month Off and Have Your Business Still Grow

Could you take a month off from work and know your business will not only survive but maybe even thrive? Far too often, we find ourselves putting out one fire after another, with our focus time rapidly depleting. We attend meetings, seminars, and conferences and gain great insights and ideas yet struggle to implement them. We're stuck in a system and a rhythm. To get unstuck, Erik will help us discover ways to work less in the business and set aside time to work *on* the business by providing practical steps to reduce our role as company firefighters.

Speaker Bio

Erik Reagan is the COO of Focus Lab and has been a C12 Member since 2019. Erik's career has been an evolution from musician to developer to entrepreneur. He has a variety of interests, but what ties them all together is a hunger to learn how and why things work. What was once "How does this chord progression work?" turned into "How does a dependable website get built?" and eventually became "What does it take to build and sustain a great company?" His faith informs his work and leadership heavily, and his goal, first and foremost, is stewarding them in a way that honors God.



David Wilson
CEO/Health by Design
Member Since ▶ 2019

NOTES

GRAND CYPRESS GHI

Breakout Session #3

3:00-4:00pm

Scaling to a Level of Performance Few Ever Reach

A wide gap can form in your business between year-over-year growth and a scalable way to execute. How can you bridge this chasm? David will unpack a powerful five-part framework for building a scalable company that develops clear and focused strategy delivered by a capable and inspired workforce.

Speaker Bio

David Wilson serves as the CEO of Health by Design, LLP, a primary care provider that partners with employers to build and retain exceptional workforces through the delivery of high-impact medical care that inspires patients to have a passion for life with health and hope for the glory of God. Under David's leadership, the organization established a succession plan and governance board, where none had existed, and introduced the business execution framework to establish a common language, focus action, and drive meaningful results. David encourages and supports his team to participate in opportunities for personal and professional growth, including C12, which he has been a Member of since 2019.



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the C12 business as ministry capital platform

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The purpose of the 3Ten Coalition is to perpetuate the business as ministry impact through transitions and transactions. It is an ecosystem of capital providers, advisory groups, and service providers covenanted together to help qualified C12 Members transition or scale businesses in a way that maximizes post-transaction Kingdom impact and ownership legacy.

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IT. BUT EACH ONE SHOULD BUILD WITH CARE.

1 COR. 3:10

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