

Speaker/Room Title/Description

SESSION 1 (10:00 AM)

- John Bernard** **The Purpose of First Impression Ministry**
Understanding how the first impression ministry fits in the church and what is the main purpose of this ministry.
- Mike Gurley** **Church Security Overview**
Harvey Letcher Church Security Overview will lay the foundation for a proactive and effective church security ministry team. Key points will highlight “what security is and what it is not,” scriptural basis, major aspects of church security and more.

SESSION 2 (10:45 AM)

- John Bernard** **How to Organize Your First Impression Ministry**
Where do you place people to serve and what aspects need to be covered including parking lots, exterior doors, welcome desk and interior doors.
- Mike Gurley** **How to Form a Security Team**
Harvey Letcher How to form a security team will walk through the process of writing a mission statement, assess needs, assess resources, the selection process and training. As such, not everyone is equipped for service in security, it is an important step in securing your church body.
- Barry Ford** **Creating an Irresistible Guest Experience**
Key practices that help your church or organization create an irresistible guest environment. The first-time guest experience can make or break a customer driven organization!

Lunch Panel

11:30 AM-12:30 PM

Improving our First Impressions to Guests

Panel: John Bernard, Harvey Letcher & Carter Shotwell

Hosted by: Mark Yoakum

SESSION 3 (12:30 PM)

- John Bernard** **How to Recruit People to Serve in the First Impression Ministry**
Where do you find the people? What kind of people do you look for? What are the qualifications?
- Mike Gurley** **Medical Ministry**
Harvey Letcher Medical ministry will expand on the need for an organized, well equipped team of professionals to be prepared to respond to a medical emergency or mass casualty event. As an example, in a cardiac event, minutes matter and could be the difference in a person surviving.

SESSION 4 (1:15 PM)

- John Bernard** **How to Train Your First Impression Team and Have Quality Control**
What kind of training is needed? When do you do training? How do you ensure that your people are doing a great job?
- Mike Gurley** **First Impressions**
Harvey Letcher First impressions expands the role of the ushers, greeters and parking ministry (if present) to become “rings of protection” and advance/expand the “eyes and ears” component of church security preparedness.

John Bernard connects visitors and new members to Sunday School, membership, and ministry. When he's not spending time with his wife, Cheryl, their three daughters, or six grandchildren, John is likely officiating a local sports event or relaxing on a beach somewhere.



Harvey Letcher is on staff of a rapidly growing DFW mega church and assists in recruiting and training key personnel. Two years ago, my partner and I established Teamwork's Consulting, Inc. (TCI), for the purpose of assisting churches, private Christian schools and selected corporations with their security needs.



Mike Gurley works for Critical Incident Management (security) Plan that aides in development, training and application for schools, churches and corporations. This venture is based on a broad spectrum of experience in law enforcement, major event logistics, dignitary protection and strategic security planning. Through threat assessment and plan development, workable solutions can be developed to address the needs of your organization.



Barry Ford serves as the minister to young married adults and men's outreach at First Baptist Dallas. Barry is passionate about family and marriage ministry and about creating creative and contagious environments to connect adults to the local church. He and his wife, Ellen, have been married for 19 years and are the proud parents of 13-year-old twins, Jake and Emma.

