



# CNMCI2

CATHOLIC NEW MEDIA CONFERENCE

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**The Star Quest Production Network**

P.O. Box 491

Roswell, GA 30077

[info@sqpn.com](mailto:info@sqpn.com)

# KEYNOTE SPEAKERS



## **Cliff Ravenscraft**

Cliff is the founder of The Podcast Mastermind and gspn.tv (Generally Speaking Production Network). Since December 2005, Cliff has produced over 3000 podcast episodes devoted to entertainment, family, faith, fitness, career and technology.

Cliff will be our Keynote Speaker on Wednesday and will share his expertise on using podcasting and other technologies to build community and to effectively market the message of your organization.



## **Elizabeth Scalia**

Elizabeth is a Benedictine oblate and managing editor of the Catholic Portal at Patheos.com, where she blogs at *The anchoress* ([www.patheos.com/blogs/theanchoress](http://www.patheos.com/blogs/theanchoress)). A weekly columnist at First Things, she is also a featured columnist at *The Catholic Answer* magazine, and a regular panelist on *In the Arena*, seen at NETNY.net, a current events program produced by the Brooklyn diocese.

She is the author of *Caring for the Dying with the Help of your Catholic Faith* (Our Sunday Visitor), was a contributor to *Disorientation: How to Go to College Without Losing Your Mind* (Ascension Press) and has been involved with the editing of both religious and secular books, notably *Why We Hate Us: American Discontent in the New Millennium* (Three River Press).



## **Jennifer Fulwiler**

A writer and speaker from Austin, Texas, Jennifer is a blogger for the *National Catholic Register*, a regular guest on various national radio networks, and her conversion story has been featured on EWTN television.

She has a degree in Advertising with a focus on New Media from the University of Texas, and her personal blog, *ConversionDiary.com*, recently won Best Written Blog, Most Spiritual Blog, Best Blog by a Woman, and People's Choice Blog in the Catholic New Media Awards.

## SPEAKERS



### **Bishop Christopher Coyne**

Bishop Coyne, Apostolic Administrator for the Archdiocese of Indianapolis, will speak on the spirituality of using new technologies in his ministry and his views of its impact on the Church of the future.

He blogs at *Let Us Walk Together: Thoughts of a Catholic Bishop* ([thoughtsofacatholicbishop.blogspot.com](http://thoughtsofacatholicbishop.blogspot.com)), and frequently posts on Twitter and Facebook.



### **Fr. Roderick Vonhögen**

Fr. Roderick co-founded the Star Quest Production Network (SQPN.com) with the mission of 'Leading the Way in Catholic New Media'. He hosts and produces several audio, video and live streaming shows including *The Break*, *Health and Holiness*, *Catholic Insider*, and more. Fr. Roderick is regularly sought by the international press, cable news and entertainment shows for his expertise in Catholic new media and for his opinions on popular topics. He is also the host of programs on Dutch national TV and radio. Fr. Roderick lives and works in Amersfoort, The Netherlands.



### **Brandon Vogt**

Brandon is a Catholic writer and speaker who blogs at The Thin Veil ([www.thinveil.net](http://www.thinveil.net)). He's also the author of *The Church and New Media: Blogging Converts, Online Activists, and Bishops Who Tweet*.

Brandon has been featured on several media outlets including FoxNews, NPR, EWTN, and Christianity Today, and he speaks widely on new media and the New Evangelization.



### **Patrick Padley**

Patrick is a Kansas City-based new media creator, digital strategist, podcaster, musician, coffee addict, and online marketing thinker.

As a Social Media Consultant at Digital Evolution Group, a digital consultancy in Kansas City, Pat advises clients on their online initiatives and marketing strategy.

### **Rob Kaczmark**

Filmmaker and Operations Manager of Spirit Juice Studios, Rob has been involved with the Catholic ministry for over 12 years, while simultaneously working in the secular film and music scene. In 2007, Rob co-founded Spirit Juice Studios in order to help push Catholic media projects to higher levels of quality.



### **Matthew Warner**

As CEO and Founder of flockNote.com (a communication and registration tool for Catholic parishes), a blogger for *National Catholic Register* and at *FallibleBlogma.com*, Matt has his finger on the pulse of all things in Catholic media. His understanding of the modern needs of the Church when it comes to the use of social media and the Internet will be invaluable to the attendees of the CNMC.



### **Jeff Geerling**

Jeff Geerling is a new media architect from St. Louis, MO, who loves to create websites, videos, pictures and just about anything web related. His notable projects include the Archdiocese of St. Louis' website, Catholic News Live, LOLSaints, and flockNote.



*Speakers for the International Blogger's Summit are listed on page 9.*

## **Tuesday Schedule - Aug. 28th**

| <b>Time</b>            | <b>Event</b>   | <b>Location</b>  |
|------------------------|--|------------------|
| <b>4:30 - 5:30 pm</b>  | <b>Mass</b>  | <b>Champions</b> |
| <b>5:30 -6:30 pm</b>   | <b>Eucharistic Holy Hour, Music by Mark Forrest &amp; John-Paul Kaplan</b> | <b>Champions</b> |
| <b>8:30 - 10:30 pm</b> | <b>Presentation &amp; Film by Immaculée Ilibagiza</b>                      | <b>Champions</b> |

# Wednesday Schedule - Aug. 29th

| Time             | Event  | Location  |
|------------------|--|-----------|
| 7:00 - 7:30 am   | Rosary   | Champions |
| 7:30 - 8:30 am   | MASS celebrated by Fr. Andrew Apostoli, CFR  | Champions |
| 9:00 - 9:15 am   | Welcome & Opening Remarks - Fr. Roderick Vonhögen  | M5-8      |
| 9:15 - 10:00 am  | SESSION #1   |           |
|                  | Main Track: Keynote Presentation - "Marketing Your Message" - Cliff Ravenscraft                            | M5-8      |
|                  | CNMC Tech Summit: "What Makes A Great Organization Website?" - Josh Simmons                                | M11-12    |
| 10:00 - 10:15 am | Morning Break  |           |
| 10:15 - 11:15 am | SESSION #2   |           |
|                  | Main Track: "Digital Strategy and Why You Need One" - Patrick Padley                                       | M5-8      |
|                  | CNMC Tech Summit: "App/Development Expo" - Jeff Geerling   | M11-12    |
| 11:15 - 1:00 PM  | Lunch Break  |           |
| 1:00 - 2:00 pm   | SESSION #3   |           |
|                  | Main Track: Networking Time  | M5-8      |
|                  | CNMC Tech Summit: "Catholic Integration: APIs & Standards" - Matt Warner & Jeff Geerling                   | M11-12    |
| 2:00 - 2:30 pm   | Afternoon Break  |           |
| 2:30 - 3:30 pm   | SESSION #4   |           |
|                  | Main Track: <i>Rise and Dream</i> - CFCA Film Project  | M5-8      |
|                  | CNMC Tech Summit: "Why You Need Apps for Your Catholic Ministry" - Dane Falkner                            | M11-12    |
| 3:30 - 4:30 pm   | SESSION #5   |           |
|                  | Main Track: "Monetization of Websites & Social Media" - Panel Discussion, Fr. Roderick Vonhögen, Moderator | M5-8      |
|                  | CNMC Tech Summit: "Collaborating as Catholic Web Developers" - Matt Warner & Jeff Geerling                 | M11-12    |

## Wednesday Schedule (continued) - Aug. 29th

| Time           | Event  | Location  |
|----------------|--|-----------|
| 5:30 - 6:30 pm | CMN Welcome Reception, featuring The Patience Family   | Champions |
| 8:00 - 8:45 pm | CMN Speaker: Jeff Cavins, presented by Ascension Press | Champions |
| 9:00 - 9:15 pm | Film Presentation - The Maximus Group                  | Champions |

## Thursday Schedule - Aug. 30th

| Time             | Event   | Location  |
|------------------|---|-----------|
| 7:00 - 7:30 am   | Rosary  | Champions |
| 7:30 - 9:00 am   | CMN Trade Show Breakfast with Fr. Michael Gaitley (ticket required)   | Salon A   |
| 9:15 - 10:00 am  | "Seven Years of Catholic New Media" - Fr. Roderick Vonhögen   | M5-8      |
| 10:00 - 10:30 am | Morning Break   |           |
| 10:30 - 11:30 am | Keynote Speaker: "New Media, New Evangelization: Cogs in the Wheel of God's Orderly Chaos" - Elizabeth Scalia   | M5-8      |
| 11:30 - 1:00 pm  | Lunch   | Salon A   |
| 1:00 - 2:00 pm   | "A Catholic Presence on YouTube" - Rob Kaczmark   | M5-8      |
| 2:00 - 2:15 pm   | Break   | M5-8      |
| 2:15 - 3:15 pm   | "Telling the Catholic Story: What Mormons, Protestants, and Atheists Can Teach Us About Evangelizing Online" - Brandon Vogt                                     | M5-8      |
| 3:15 - 3:30 pm   | Break   |           |
| 3:30 - 4:30 pm   | "Whatever you do, do everything for the glory of God." (1 Cor. 10:31): Being the Bearers of the Good News within a Digital Culture." - Bishop Christopher Coyne | M5-8      |
| 5:30 - 6:45 pm   | MASS  | Champions |
| 7:00 - 9:00 pm   | CMN Dinner - sponsored by Ignatius Press, with Platinum Album Country Western Singer Collin Raye (ticket required)  | Salon A   |

# Friday Schedule - Aug. 31st

## International Catholic Bloggers Summit

| Time             | Event   | Location  |
|------------------|---|-----------|
| 7:00 - 7:30 am   | Rosary  | Champions |
| 7:30 - 8:30 am   | MASS  | Champions |
| 9:00 - 10:00 am  | Keynote Speaker: "How Catholic Bloggers Can Change the World" - Jennifer Fulwiler   | M5-8      |
| 10:00 - 10:30 am | Break / Networking  |           |
| 10:30 - 11:15 am | SESSION #1  |           |
|                  | "Go Out in the World: Engaging Community" - Lisa Jones & Shelly Kelly   | M5-8      |
|                  | "Blogging to Share and Serve: Essential - and Free - Themes, Plugins and Tools for your Wordpress Blog and Website" - Dr. James Coyle | M11-12    |
| 11:15 - 12:00 pm | SESSION #2  |           |
|                  | "How to Tell the Global Catholic Story" - Patrick Carney & John Lindner of Catholic Relief Services                                   | M5-8      |
|                  | "Starting a Blog Without a Clue: 10 Basic Things We Learned in the First 2 Years" - Lisa & Joel Schmidt                               | M11-12    |
| 12:00 - 1:00 pm  | Lunch Break   |           |
| 1:00 - 1:45 pm   | SESSION #3  |           |
|                  | "Gather Round the Combox, Y'all!: Building a Blog Community" - Dorian Speed   | M5-8      |
|                  | "How does blogging fit in with your real life?" - Sarah Reinhard  | M11-12    |
| 1:45 - 2:00 pm   | Afternoon Break   |           |
| 2:00 - 2:45 pm   | "Catholic Bloggers: Are We the <i>1st Corinthians</i> of the Internet?" - Julie Davis   | M5-8      |
| 2:45 - 3:30 pm   | Panel Discussion - Elizabeth Scalia, Moderator  | M5-8      |
| 3:30 - 4:00 pm   | Close / Wrap  | M5-8      |
| 5:00 - 7:00 pm   | Public Meet-up / Tweet-up   |           |



# International Bloggers Summit

## SPEAKERS

**Lisa Jones & Shelly Kelly** are sisters who blog together at *Of Sound Mind and Spirit* ([www.soundmindandspirit.com](http://www.soundmindandspirit.com)). Their presentation, “Go Out in the World: Engaging Community”, will present five non-technical strategies designed to help the average blogger amplify their faith-filled message in New Media.



**Dr. Jim Coyle** – A Communication Arts professor at Franciscan University of Steubenville, Dr. Coyle will share his experiences designing and maintaining blogs as a means of personal outreach, with his presentation “Blogging to Share and Serve: Essential – and Free – Themes, Plug-ins, and Tools for Your WordPress Blog and Website.”



**Patrick Carney & John Lindner** of Catholic Relief Services. Utilizing the experiences of CRS, they will present examples of the best-kept secrets and little-known pearls of the Catholic Church in their presentation “How to Tell the Global Catholic Story.”



**Dorian Speed** is the Web Editor of *Dappled Things* literary magazine and has written for various online and print publications. She also blogs at *Scrutinies* ([scrutinies.net](http://scrutinies.net)). Her presentation is entitled “Gather Round the Combox, Y’all!: Building a Blog Community.”



**Sarah Reinhard** is author of several books, including the recently published *Catholic Family Fun: A Guide for the Adventurous, Overwhelmed, Creative, or Clueless*. Her blog is the popular Snoring Scholar ([snoringscholar.com](http://snoringscholar.com)). Sarah will speak about “How does blogging fit in with your real life?”



**Julie Davis** - Raised by atheists and a convert to Catholicism, Julie is an author and a blogger at *Happy Catholic* and *Happy Catholic Bookshelf* at [Patheos.com](http://Patheos.com) and podcasts at *A Good Story Is Hard To Find*. ([happycatholic.blogspot.com](http://happycatholic.blogspot.com))



Her presentation is “Catholic Bloggers: Are We the *1st Corinthians* of the Internet?”

# GENERAL INFORMATION

## **Sheraton Arlington Hotel**

1500 Convention Center Drive, Arlington, TX 76011

(817) 261-8200

## **Crowne Plaza Suites Arlington**

700 Avenue H East, Arlington, TX 76011

(817) 394-5000

## **Arlington Convention Center**

1200 Ballpark Way, Arlington, TX 76011

(817) 459-5000

Note: Convention Center parking is \$5/day with in/out privileges.

## **Experience Arlington (Visitor Bureau)**

[www.experiencearlington.org](http://www.experiencearlington.org)

## **Free Trolley Service from Crowne Plaza Suites Arlington**

The Catholic Marketing Network is providing a free trolley service for all attendees between the Arlington Convention Center and the Crowne Plaza Suites Arlington Hotel.

Please check the signs in the hotel lobby for the trolley schedule.

## **Masses & Rosaries**

All Masses and Rosaries will be held in the **Champions Ballroom**, located in the Sheraton Arlington Hotel, adjacent to the Arlington Convention Center.

**Eucharistic Adoration** will be available daily in room M9 of the Arlington Convention Center.

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