



# Our Sunday Visitor

**D**uring this full-day track, you will learn about the best practices and practical ideas for getting and keeping the attention of parishioners, operating in gratitude for your abundant gifts, and setting a direction for the parish that inspires everyone. You will also hear ideas about working as a full parish leadership team to catechize and form everyone to know and love Christ.

## WHO SHOULD ATTEND

- Pastors, Priests and Clergy
- Business Managers, Parish Administrators, Bookkeepers and Secretaries
- Financial Managers, Finance Committees and Stewardship Committees
- Faith Formation and Education Leaders

## WHERE

Hilton Baltimore Convention Center Hotel  
401 W. Pratt St.  
Baltimore, MD 21201

## COST

Included in MAC Registration

## RSVP BY

**JANUARY 15, 2017**

Register online at [MidAtlanticCongress.org](http://MidAtlanticCongress.org)



## Blessed as Living Witnesses

February 16-18, 2017 | Baltimore, MD



### THE "ENGAGED" PARISH

*Best Practices to Foster a Vibrant Parish Community*  
Friday, February 17, 2017 | 8:30 a.m.-4:00 p.m.

## AGENDA

8:00 - 8:30 a.m.      Networking and Refreshments

8:30 - 8:45 a.m.      Welcome

### OPENING

8:45 - 9:30 a.m.      Engaging Parishioners: Terry Poplava  
Opening Hearts to Discipleship

### SECTION I: IMPLEMENTING THE COMPONENTS OF "THE ENGAGED PARISH"

9:30 - 11:00 a.m.      Communications      Katie Herzing  
*Websites, Parish Apps and Envelopes*

11:00 - 11:15 a.m.      Break

11:15 a.m.- 12:45 p.m.      Financial Stability and Transparency      Tina Sullivan  
*Parish Capital Campaigns, State of the Parish Reports, Increased Offertory Program, Online Giving and Envelopes*

12:45 - 1:30 p.m.      Lunch

### SECTION II: EVANGELIZATION, CATECHESIS AND DISCIPLESHIP

1:30 - 3:00 p.m.      Re-Evangelization in Faith Formation and Sacrament Preparation      JoAnn Paradise

3:00 - 3:45 p.m.      Digital Tools for Practical Evangelization      Katie Herzing  
*Parish Apps, 365 Days with Mary App, Faith-Filled Catechist App, Websites and Social Media*

3:45 - 4:45 p.m.      Wrap Up

# Our Sunday Visitor

# CONFERENCE SPEAKERS



## **Terry Poplava**

*Executive Director of Marketing and Sales: Our Sunday Visitor*

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Terry Poplava joined Our Sunday Visitor in 2007 after 25 years of business experience including engineering, sales, management, consulting, marketing and product management. He is responsible for leading all marketing and sales of Our Sunday Visitor Curriculum, Publishing and Offertory Solutions.

Terry has worked with dioceses and parishes across the United States to devise plans for parishioner engagement, evangelization and catechesis. The experience has been an inspiration and has fueled his passion for working to serve the Catholic church.

He received a B.S. in Mechanical Engineering and a B.A. in English from the University of Notre Dame, and an M.B.A. from Clemson University.

Terry is music minister, part-time organist, chairman of the finance committee and lector at St. Mary's Church in Hartsville, SC. He is a member of a singing group called the Hartsville Chamber Ensemble. He is also past President of the Board of the Hartsville-Coker Concert Association and past President of the Board for the Community School for the Arts in Charlotte, NC. He and his wife Sharman reside in Hartsville, SC.

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## **Dr. JoAnn Paradise, D. Min**

*National Catechetical Consultant: Our Sunday Visitor*

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Dr. JoAnn Paradise's 33-year background as a religious educator includes parish administration and teaching in elementary, high school and college level. She holds a B.S. in Education from Carlow University, an M.A. in Theology from Duquesne University and a D. Min in Spiritual Direction from the Graduate Theological Foundation in South Bend, IN.

JoAnn has served as a catechetical administrator in the Diocese of Pittsburgh in several parishes and was most recently the Director of Parish Ministerial Life and Spiritual Formation at Saint Sebastian Parish. She lives in Pittsburgh, PA, with her husband Don and extended family.

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## **Tina Sullivan**

*Senior Campaign Consultant: Our Sunday Visitor*

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Tina Sullivan joined Our Sunday Visitor in 2014 after 14 years as the Director of Stewardship and Advancement for the largest parish and school community in the Diocese of St. Petersburg. As a member of the Increased Offertory consulting team at Our Sunday Visitor, she assists parishes in communicating their vision to parishioners to bring resources in support of the mission of the parish through increases in offertory and parishioner engagement. She consults with parishes throughout the Mid-Atlantic and Southeastern United States (Maryland, Delaware, DC, Virginia, South Carolina, North Carolina and Florida).

Tina earned her Bachelor of Science degree in Marketing and Statistics from Florida State University. She is a member of Nativity Catholic Church in the Diocese of St. Petersburg in Tampa, FL, where she resides with her family.

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## **Katie Herzing**

*Digital Product Specialist: Our Sunday Visitor*

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As a member of the Digital Team at Our Sunday Visitor, Katie Herzing helps parishes embrace new technology using it as tools for stewardship and evangelization. She works with parishes throughout the Southeast United States, creating websites, mobile apps and establishing Online Giving.

Before joining the team at Our Sunday Visitor, she worked in parish life as an Office Manager, Webmaster, Youth Minister and Confirmation Coordinator, all in the Diocese of Charlotte, NC. Katie is currently active in her parish as the leader of their young adult ministry and the parish Confirmation program.

She earned her bachelor's degree in Catholic Theology at St. Vincent in Latrobe, PA, and has spent her working years serving the Church and continues to create opportunities for people to deepen their faith.