

BCA 2024

TRIPLE CROSSINGS

The Art of Verbal, Visual
and Written Communication



Thank you to OUR SPONSORS

BCA is dedicated to inspiring, informing and educating our group of professional communicators through development and workshop opportunities. Thank you to these generous sponsors for BCA's 2024 workshop. We appreciate your partnership in making this professional development event possible.

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Table of Contents

A Welcome from the BCA President	4
A Welcome from the BCA Program Chair	5
Schedule of Events.....	6
Keynote Speakers.....	8
BCA Officers.....	11
RVA Highlights	12
Mission Project.....	14
Awards Dinner Info	14
BCA Word Search	15



A Welcome from the BCA President

If you remember your American history, you'll know that a whole lot of history has happened here in Richmond. A lot. But American history is not why I'm excited to be here for this year's BCA workshop. I'm talking family. This place—Richmond—almost feels like “home” even though this is my first time to visit. Maybe you feel the same.

From here, we as a Southern Baptist family have sent out sons and daughters, brothers and sisters, loved ones and dear friends, to all points of the globe. As a G.A. many decades ago, I was thrilled by the words of “We’ve a Story to Tell to the Nations” as its meaning helped shape my life. As a communicator, I see an added privilege. We are called to share His story, but God has given us the privilege of telling the story of others whom He has called to nations and places far and wide. I am deeply grateful for that opportunity. I know you are as well.

I hope this week refreshes your spirit as you greet old friends and make new ones. I pray also that God gives you a fresh love for telling His Story, for what a story it is.

Blessings to you. And, welcome!

Marilyn Stewart | BCA President



A Welcome from the BCA Program Chair

Welcome to Richmond! We are so glad you've joined us for the 69th annual Baptist Communicators Association workshop. We consider it a privilege to host you this year, and we trust you will have many opportunities to network and learn from one another.

Our theme is "Triple Crossings: The Art of Verbal, Visual and Written Communication." The Triple Crossing in downtown Richmond is historically significant to railroad enthusiasts as one of only two places in the United States where three railroad lines cross at different levels in the same spot. Currently owned by CSX Transportation and Norfolk Southern, the bottom level was built in 1859, the middle in 1900, and the top in 1901. Multiple trains depart from Richmond's Main Street Station each day, carrying travelers to all parts of the U.S.

As Baptist communicators involved in verbal, visual and written communication, we also have the opportunity and privilege of "carrying" our audiences on "different trains" as we share stories of hope that challenge and inspire. From efforts in local communities to far-off villages, from mega churches to mega cities, the stories we share verbally, visually and in writing bring color and substance to the work God is doing in the U.S. and around the world.

Thank you for being part of this effort and for joining us this week. May God bless our time together.

Ann Lovell | BCA Program Chair

Schedule of Events

Monday, April 22

2:00 p.m.	Registration Opens	The Graduate
3:30 p.m.	New Member Fellowship	The Graduate
6:00 p.m.	Opening Dinner	Bottoms Up Pizza

Tuesday, April 23

7:30 a.m.	Breakfast	The Graduate or surrounding area
8:30 a.m.	Arrive at IMB offices	
8:45 a.m.	Devotional – Marilyn Stewart	IMB – Dining Room
9:00 a.m.	Keynote – Bobby Ukrop, Chairman and Chief Executive Officer of Ukrop’s Homestyle Foods	IMB – Dining Room
9:45 a.m.	Break	IMB – Dining Room
10:00 a.m.	Breakout Session 1 <ul style="list-style-type: none"> Communicating Compassionately – Somer Nowak Security and Storytelling – Stephen Haber AI in Evangelism and Discipleship – Don Barger 	A11 A21 C21
11:30 a.m.	Lunch	IMB – Dining Room
1:15 p.m.	Breakout Session 2 <ul style="list-style-type: none"> Photo and Video Tips and Tricks – Kathleen Sparks and Justin Smith Legal Implications of AI – Richard Salamy and Stephen Osborne Security and Storytelling – Stephen Haber 	A11 A21 A31
2:45 p.m.	Rhudy & Co. Panel	IMB – Chapel
4:00 p.m.	Free time – <i>Dinner on your own</i>	

Wednesday, April 24

7:30 a.m.	Breakfast	The Graduate or surrounding area
8:30 a.m.	Arrive at IMB offices	
8:45 a.m.	Keynote: Cynthia Price, Associate Vice President of Communications and Media Relations, University of Richmond	IMB – Dining Room
9:30 a.m.	Break	
9:45 a.m.	Breakout Session 3	
	<ul style="list-style-type: none"> Communicating Compassionately – Somer Nowak AI in Evangelism and Discipleship – Don Barger Legal Implications of AI – Richard Salamy and Stephen Osborne 	<p>A11</p> <p>C21</p> <p>A21</p>
11:00 a.m.	Chapel – Brandon Pickett	IMB – Chapel
12:00 p.m.	Lunch	IMB – Dining Room
1:15 p.m.	Affinity Groups	
	<ul style="list-style-type: none"> Public Relations/Marketing Graphic Design Electronic Media/Photography Editorial Management 	<p>A11</p> <p>A21</p> <p>B11</p> <p>A31</p> <p>C31</p>
2:45–4:00 p.m.	Prayerwalking or Free Time	
6:00 p.m.	Wilmer C. Fields Awards Dinner	The Hippodrome
7:30 p.m.	Wilmer C. Fields Awards Presentation	The Hippodrome

Thursday, April 25

7:30 a.m.	Breakfast	The Graduate or surrounding area
8:45 a.m.	Devotional – Bobby Puffenburger	IMB – Dining Room
9:00 a.m.	Keynote – Drew van Esselstyn, Director, Capital Region Fellowship of Christian Athletes	IMB – Dining Room
9:45 a.m.	Break	
10:00 a.m.	Business Meeting	IMB – Dining Room
10:30 a.m.	Dismiss	

KEYNOTE SPEAKER



Robert S. “Bobby” Ukrop

*Chairman and Chief Executive Officer
of Ukrop’s Homestyle Foods*

Bobby Ukrop is chairman and chief executive officer of Ukrop’s Homestyle Foods. He also serves as co-chair of Threads Uniform Agency. He’s had a 40-year career at Ukrop’s, the last 12 as CEO.

Bobby graduated from George Wythe High School, Richmond, Virginia, in 1965, University of Richmond in 1969, and received his MBA from the Darden School at the University of Virginia in 1972. He also served in the Virginia Air National Guard from 1969-1975.

Bobby is active in the community and serves or has served on the boards of local and national foundations and educational institutions.

For over 25 years, Bobby has been involved in the Lead Like Jesus movement. Bobby was baptized in July 1956. He has taught a fifth grade Sunday School class for 40 years. He has been married to his high school sweetheart, Jayne Brown, for 54 years. They have four children and eleven grandchildren.

KEYNOTE SPEAKER

Cynthia Price

*Associate Vice President of Communications
and Media Relations, University of Richmond*



Storytelling, raising profiles, and strategic thinking are hallmarks of Cynthia Price's career. An expert in media relations and strategic communications, she has helped universities, international non-profits, law enforcement agencies, and other organizations tell their stories and garner favorable press.

Cynthia is associate vice president of communications and media relations for the University of Richmond. She and her colleagues advance the academic reach and reputation of the institution and share major university news through earned media efforts, integrated employee communications, and a weekly digital publication.

She currently serves as chair of the College of Humanities and Behavioral Sciences Advisory Board at Radford University, vice president of the College Communicators Association of Virginia and D.C., and presidential advisor for the National Federation of Press Women.

KEYNOTE SPEAKER



Drew van Esselstyn

*Director, Capital Region
Fellowship of Christian Athletes*

Drew van Esselstyn has served with the Fellowship of Christian Athletes for the past decade, first in New Jersey and now in Richmond, Virginia.

Before being called into ministry, Drew had a 20-year career in sports journalism, covering everything from Little League baseball to the Super Bowl.

He has been married to Nicole for 28 years, and they have two adult children: Abby, 26, lives in Richmond, and Dalton, 23, lives in Wheaton, Illinois.



2023-2024 BCA Officers

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Marilyn Stewart

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Texas Baptists

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Innovative Faith Resources

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International Mission Board

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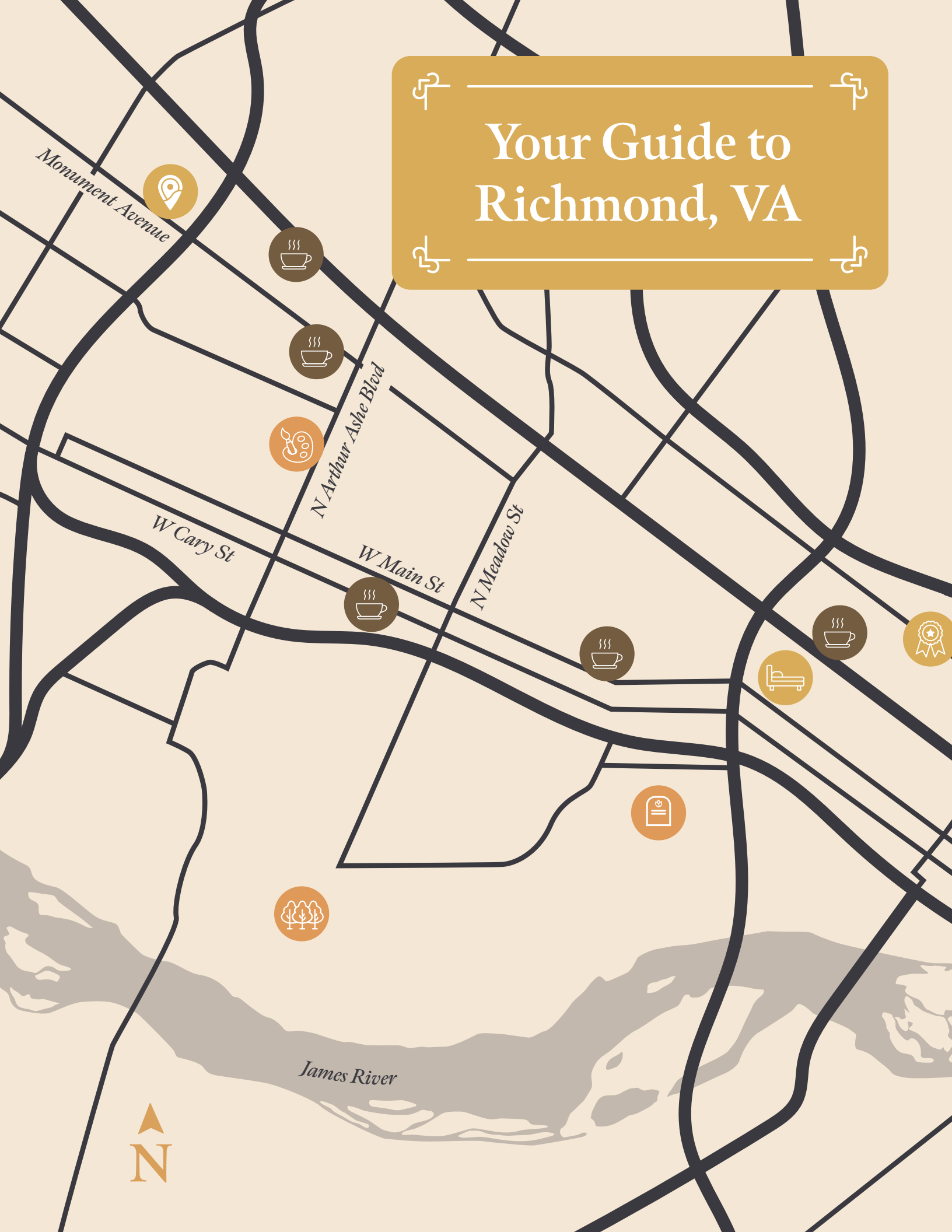
Union University

Executive Director

Margaret Colson



Your Guide to Richmond, VA



Monument Avenue

N Arthur Ashe Blvd

W Cary St

W Main St

N Meadow St

James River



BCA Highlights



International Mission Board
3806 Monument Ave
Richmond, VA 23230



Bottoms Up Pizza
1700 Dock St
Richmond, VA 23223



The Graduate Hotel
301 W Franklin St
Richmond, VA 23220



Hippodrome Theater
528 N 2nd St
Richmond, VA 23219



Triple Crossings Railroad
1401 Dock St
Richmond, VA 23219

Coffee, Tea, and Juice

Blanchard's Coffee

- 26 N Morris St
Richmond, VA 23220
- 3121 W Broad St
Richmond, VA 23230

Lift Coffee Shop
218 W Broad St
Richmond, VA 23220

North End Juice Co.
718 N, 718 Cleveland St
Richmond, VA 23221

Ironclad Coffee

- 1805 E Grace St
Richmond, VA 23223
- 2100 John Rolfe Pkwy
Richmond, VA 23233

Lamplighter Coffee
116 S Addison St
Richmond, VA 23220

Fun Activities



Edgar Allen Poe Museum
1914 E Main St
Richmond, VA 23223



Maymont Park
1700 Hampton St
Richmond, VA 23220
FREE ACTIVITY



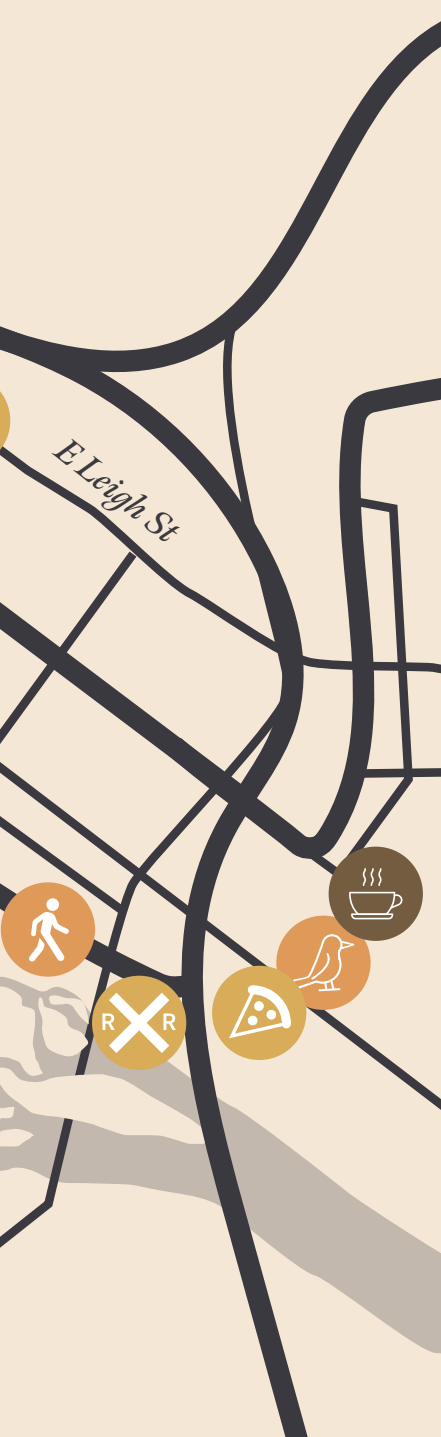
Virginia Museum of Fine Art
200 N Arthur Ashe Blvd
Richmond, VA 23220
FREE ACTIVITY



Canal Walk
1401 Dock St
Richmond, VA 23219
FREE ACTIVITY



Hollywood Cemetery
412 S Cherry St
Richmond, VA 23220
FREE ACTIVITY





MISSION PROJECT

Prayerwalking around IMB

One of our strategic initiatives at the IMB is prayer. We'd like to invite BCA members to join us in prayer walking the community around the Monument building.

For those unable to join us on the walk, we can also gather in the IMB office to pray together for the city of Richmond and the needs of our community.



Wilmer C. Fields Awards Dinner and Presentation

The Wilmer C. Fields Awards Dinner and Presentation will be held at the Hippodrome. Street parking and public parking lots are available.

528 N 2nd St, Richmond, VA 23219



Word and Phrase Search

P B J C D I V F C G T R K O M N F Z T E R S O X Q E E K A A
W U H J Y L T D B C B V I R G I N I A W L F C I J V F T B U
E W B L Q B Z N B R R H I O V U C K P N P A R I C H M O N D
T D O L W R I C B Y S T V X V I D E O E L H X O Q I I S V Q
V M I S I D Q N E E Z M A N A G E M E N T X O Z Q N T D P Z
T B O T P C D X J L N D U E A W H O R T D B G Y F T R I H S
Z R A B O W R I O M E B R P X I L R N B L K X Z U E E E O V
O Z I P K R B E V C L C D L Q B G A H Q Y J H K C N K L T I
D X S F T C I Z L U H T T V D M A H F J L C G Z B T W V O K
L Y H W U I O A E A A R D R U A E Q A D X M A C C I Y J Y T
N D Q Y D Q S M L M T S I Y O R L N A S X X D M U O C Y M S
F B A U D I O T M J P I O S S N R B N I U R E O E N R M M F
O G Q Z X R N L C U W N O C T L I E R A G G S L O R E W A B
C K R F S K H P M O N N A N I W F C L T V Z I A U J A W Q J
U Q U A Z X N P C S M I J Z S A S W M A D W G L N N T W H Z
S J B C P L Q H P I A M C G Q C L V E E T H N D C O I V U B
N B T F I H L V K V D N U A J Z R M X G D I F G E O V O Z F
I B C E N A I O U C A Q F N T J U M E L S I O R F X E K F B
I A Y A N S G C S Y P N M M I I J B X D W C A N Q T H F C M
K Y P P O V T K D S T L G E W C O M J C I W O Z S E D J I P
G S L S V K P U X E N A J D R O A N F W O A T M B H V J M U
U H T S A W P P Q R S U N I I I T T I F R M G H M R I O O E
B J X K T N E X K M J I R A T A B D O E T X P A O U T P X X
M T P K E M N C U G R J G Q I X M C X R V N J U T X N L B E
H M F L X V P D U Z D M U N N Y U M L X S N E B T B V I H S
I B H V C J Q Z R M Z E R Y G L R N C T L E Y R T E F W T Y
S O U T H E R N B A P T I S T L C V V I S U A L K M R O A Y
Y M A R K E T I N G V S S Y A P O H A R X F N Z Y L P H B Q
L I X G O T N N P P O E Z Q N W N H S Y E M N A Y L L Z H S
Y U Y Z M L X G M I T X V F L E X I B L E T L I D Q L H I U

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