



## **The C12 Group, America's Leading Christian CEO Roundtable, Holds 10th Annual Leaders Conference In San Antonio**

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San Antonio, TX, September 12, 2009 --([PR.com](http://PR.com))-- [www.c12group.com](http://www.c12group.com)

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Open to both C12 members and non-members, the conference brings together Christian business owners and CEOs from across the US to focus on best-practice business and ministry development within their firms. Topics to be discussed include team development, planning and execution, cloud computing, business as ministry, social media marketing, performance pay, the role of Christian leadership and character in the marketplace.

### About the C12 Group

Founded in 1992, the C12 Group is America's leading Christian CEO and business owner roundtable organization. C12 has helped change both the perception and the role of faith and practice in the marketplace, with more than 700 members across 25 states and 55 metro areas.

“Many Christian business owners are looking for to pursue excellence with other like-minded believers who are serious about integrating faith and business,” said C12 President and CEO Don Barefoot. “The C12 Group is all about helping these leaders build thriving businesses, which in turn creates a stable platform for ministry. The conference in San Antonio will go deep on a few of the topics that our members study together month after month.”

### C12 Leaders Conference Details

The conference keynote speaker is CEO and author Doug Sherman. Doug is the author of, “Your Work Matters to God,” a best-selling book on faithful business leadership, and is the CEO of Breckenridge Properties, based in Austin, Texas. Prior to founding his student housing real estate firm, Sherman founded and led DSG Consulting, a mid-size consulting firm helping Fortune 500 technology and manufacturing corporations develop and implement market strategies to improve revenue performance and market share. During his 15 years with DSG he lead a team of consultants serving more than 100 clients in 30 countries. In 2006 Sherman led the team that created the market strategy for Boeing Commercial Aircraft.

Sherman holds a BS in Engineering Management from the Air Force Academy and has written five books



on the subject of faith in the workplace.

C12 Leaders Conference registration and detailed information is available at [www.c12group.com](http://www.c12group.com). In addition to the sessions, attendees will have an opportunity to enjoy an excursion which tours San Antonio's famous Alamo and River Walk along and concludes with a private dinner in a Texas history museum. Attendees may also participate in a C12 golf tournament and explore San Antonio's many attractions together.

General session and breakout thread topics include (partial list):

Elevating Our Vision | Doug Sherman, Keynote (TX)  
Building a Winning Organization | Dave Dunkel (FL)  
Planning and Execution, The Next Chapter | Troy Meachum (NC)  
Sales Environment Performance Pay | Brandon Tate (NC)  
Ministering Through Business | Billy Swanson (FL)  
Offering Intelligent Health Benefits | Jon Warner (PA)  
Social Media Strategy | Mark Carbone (FL)  
Character Drives Competitive Advantage | Mark Rauch (TX)  
Financial Planning for Owners | Todd Bauerle (FL)  
Business as Ministry in China | David Gowdey (TX)  
IT Using Cloud Computing | Barry Utesch (NC)  
Christian Company 101 | Buck Jacobs (GA)  
Creating a Business by Genesis 1 | Richard Ivy (VA)  
The Influential Woman | Juliette Dugger (TX)  
Secrets from an Imperfect Leader | Davis Taylor (PA)  
Communication: Key to Team Execution and Culture | Robert Barker (NC)  
ReEverything: Reassess / Realign / Resolve | Charlie Meeks (FL)  
Improving People's Lives by Leveraging C12 Concepts | Don Ventling (OH)

Do Faith And Business Mix?

For many CEOs and business owners, the words “God” and “business” hardly belong in the same sentence. But for more and more Christian professionals who may have been quiet about their faith in the past, there is an emerging, heightened commitment in the business world to integrate Sunday faith and Monday practice. Often referred to as “marketplace ministry” or “business as ministry,” this movement encourages Christians to use their professional leadership positions as a platform for sharing Christ's love.

While not a new idea, marketplace ministry has made huge strides over the past decade. Perhaps the most remarkable development in the business-as-ministry movement is the structured, methodical approach some organizations are taking to systematically nurture, educate, and nurture faith in the marketplace.

C12 gives Christian CEOs and owners an opportunity to pursue excellence through focused business sharpening, purposeful peer interaction and sustained accountability. The C12 motto is: “Priorities are what we Do. Everything else is just talk.” This no-nonsense approach to best-practice business development creates a platform designed to produce results.



Understandably, some may question whether integrating faith and business can produce results. The C12 website features a special section called, “The C12 Difference,” which demonstrates many long-term C12 members (10 years or longer) actually outpace American Blue Chip companies in revenue and profit growth. See [www.C12group.com](http://www.C12group.com) for details and documentation on the study.

“C12 issues a clarion call for professional men and women of faith to lead integrated lives, 24/7, under the Lordship of Christ which includes their business life as well” said C12 President and CEO Don Barefoot. “There are droves of Christian business leaders across the United States who have phenomenal potential to build great businesses and ministries, but they don't have a peer group to plug into to sharpen, encourage and nurture them along the way. They know something about conducting their daily business, but not necessarily with excellence, or as ambassadors and servant leaders. That's one reason why we hold these national conferences - to show them there is a structured, organized effort to help them grow businesses that in a way that maximizes eternal impact.”

#### The C12 Experience

The C12 program is both local and global. Focused on major markets where a population of 500,000 or more exists within a 60-mile radius, C12 recruits and trains a qualified Area Chairs who operate as franchisees and build one or more groups of 10-to-15 Christian CEOs, Owners and Presidents. The groups meet once per month as a peer advisory board devoted to learning, brainstorming, problem-solving, prayer and accountability in a seven-hour session. The group meeting starts with prayer and a devotional, then progresses through a series of topical segments pertaining to improving business practices and encouraging ministry efforts.

In the afternoon one member presents an in-depth “Core Business Presentation” about his/her business, giving structured insight into company vision, strategy, operations, financials, organization development, and ministry involvement. The discussion often touches on issues pertaining to the member's personal life, such as their relationship with the Lord, their family and mentoring relationships. The peer board gives constructive, honest and sometimes difficult, feedback as they get to know each other and “speak the truth in love.” There is strict confidentiality, which encourages open, honest discussion through the peer-board format and time is allotted for Open Table discussion where members bring issues before the group for advice and counsel. The afternoon concludes with a sharing of 'To-Do List' items for the next month. Competitors are not allowed in the same group.

Beyond the day-long monthly meeting, each C12 member meets for a one-on-one coaching session with their local group's C12 Chair, a true peer facilitator with solid business and spiritual maturity.

#### More About C12 In San Antonio

The C12 Group Leaders Conference offers a balanced blend of sessions on business and ministry-related issues, and is open to business owners and CEOs, including non-C12 members.

“C12 has been growing steadily in Texas and across America,” Barefoot said. “We're trusting the Lord to move qualified Christian business leaders in this area to step forward and help us continue to build a thriving C12 presence to serve as a blessing and transforming influence in their local communities as we



continue expanding this wonderful work for God's greater purpose.”

Embracing business as ministry, the C12 Group is a global Christian business CEO and Owner development organization that focuses on building great businesses for a greater purpose. To that end, C12 couples the timeless truths of God's Word with best-in-class business practices to create profitable enterprises that endure as a testimony for Christ in the marketplace. Learn more on-line at [www.c12group.com](http://www.c12group.com).

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[www.c12group.com](http://www.c12group.com)

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