

LAITY LEARNING WORKSHOPS @ PNWAC25

On the first afternoon of our 2025 PNW Annual Conference, we will offer three courses for lay members and guests. These hour-long classes will begin at 4 p.m. on Thursday, June 26th, on the Bothell UMC campus. After polling members, the first of the three – Reaching New People Through Effective Marketing – will also be offered online.



Workshop Descriptions

Reaching New People Through Effective Marketing

Bothell UMC Sanctuary, Zoom, Livestream @ pnwumc.org/ac2025

You may have heard that your website is the new front door of your church. While having an effective website is still critical, your church's social media, worship livestream experience, and presence at events out in your community are equally important as people search for a community of faith to visit. You will walk away from this workshop with new strategies and learn from one another.

Instructor: Steven K. Adair is Director of Denominational Partnerships and US Annual Conference Relations at United Methodist Communications. His team ensures that the denomination supports local churches to be effective in their mission and ministry to make disciples of Jesus Christ for the transformation of the world.

An Intro to Lay Servant Ministries

Bothell UMC, Lounge

Does your church desire to empower laity to lead, care for, and communicate ministries in your church and community? This workshop will explore Lay Servant Ministries' (LSM) course offerings and certification options. Recent participants will share their experiences and discuss how their churches have benefited from LSM training.

Instructors: Billie Fitzsimmons (Seven Rivers District Lay Leader), Rev. Sheila Miranda (Assistant for Connectional Ministries – Inland & Seven Rivers Districts), and John Townsend (Inland District Lay Leader) will teach this workshop.

Seven Pillars for an Effective Teaching Ministry (*with children, youth, & young adults*)

Bothell UMC, Fireside Room

Consider dimensions for planning, implementation, teaching, educational models, child and adolescent brain development, programming formats, curriculum, space utilization, and more. This is a true interactive workshop—designed for a non-hierarchical learning community where every voice and experience has value. Come and contribute!

Instructor: Bart Patton is the Assistant Dean of External Programs and Church Relations at SMU Perkins School of Theology. He came to Perkins in 2016 as the Director of Youth and Young Adult Education and has served churches as a pastor, youth minister, congregational leader, worship leader, and teacher.