

**News Release**

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**For Immediate Release**

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**PHONETREE ENGAGES CHURCHES THROUGH CHRISTIAN MANAGEMENT  
ASSOCIATION SPONSORSHIP**

PhoneTree® is sponsoring the CMA *Sustaining Growth – Expanding Ministry Impact through Inspiration and Engagement* management training institute during the 30<sup>th</sup> annual CMA Conference 2007 in Palm Springs, CA March 12 through 15.

**Winston-Salem, NC, USA – March 8, 2007**

Leaders from the country's most influential and recognizable Christian churches will convene in Palm Springs, California for the 30<sup>th</sup> annual Christian Management Association Conference when PhoneTree sponsors the *Sustaining Growth – Expanding Ministry Impact through Inspiration and Engagement* management training institute on March 12, 2007.

These leaders seek to inspire their churches and ministries to higher levels of excellence and to create dynamic cultures where people are inspired and engaged in ways that lead to ministry growth and significance. These leaders are eagerly anticipating learning time- and employee-tested methods for creating a ministry and ministry workplace for staff and volunteers alike that is:

- Engaging
- Challenging
- Purpose filled

They will learn using actual case studies and take home proven tools that will help them build a God-inspired and engaged culture.

PhoneTree, the industry leader in congregational messaging systems, also remains a leader in working with church leaders to Engage™ the people who serve in and are served by their ministries. Michael Euliss, Director of Marketing for PhoneTree, conducts training across the nation about how to become and remain an *Engaged Church*, because PhoneTree believes in partnering with ministries.

Euliss says, "Just two days ago, I was privileged to lead *The Engaged Church* national webinar sponsored by *Church Business Magazine*. We at PhoneTree enthusiastically seek opportunities to share the vision of an *Engaged Church* because we know that engaged churches and ministries are, indeed, the most effective. Ministries already using PhoneTree systems tell us that their PhoneTree systems are vital parts of reaching out and engaging their congregations, small groups, visitors, and those they serve. Our partnerships with them help enable them to enhance their ministries' growth and significance."

Noted experts such as Al Lopus, President of the Best Christian Workplaces Institute in Mercer Island, WA; Dan Dupree, President of the Coalition for Christian Outreach, Pittsburgh, PA; Jeep Jensen, Executive Vice President of the English Language Institute/China (US headquarters, San Dimas, CA); and Bethany Palmer, Executive Director and co-Founder of Envoy Financial, Colorado Springs, CO, will lead the institute.

**About CMA**

Christian Management Association, founded in 1976, serves more than 3,500 individual members representing today's most recognized and influential Christian organizations and growing churches. In this fast-paced age of information there are hundreds of management seminars and thousands of leadership books available. Sorting through this deluge of data is the job of CMA. For executives of organizations and churches, CMA is the one place to go to learn what to know. CMA members can focus more of their attention on their mission and impacting the world for Jesus Christ.

**About PhoneTree**

Since 1989, PhoneTree has manufactured and sold high quality telephone messaging systems to a wide variety of organizations. PhoneTree currently has over 45,000 systems that are being used by churches, faith-based organizations, medical and dental practices, civic organizations, libraries, schools, businesses of all sizes, and many government agencies. All PhoneTree systems are proudly designed and manufactured in the United States.