

# CARSON SAMSON

## CHURCH RELATIONS



Greetings! I'm excited to participate in my fifth Assembly.

In December 2017, MBCM began using a Customer Relationship Management (CRM) program called Salesforce to track interactions with pastors, church staff and other contacts across our team. Not keen on sales-lingo, we (inspired by the debonair Jon Isaak) have dubbed it *conference* relationship management. The high-powered tool gives us real-time information on an ever-growing, constantly changing body of contacts. It is quickly becoming a vital part of our day-to-day activity. Ensuring that the information is up to date and accurate is also vital. For that, we rely on our partnerships with church staff.

We've been investing more time and energy into video this year. We feel it is the leading format for both storytelling and learning. Production on two learning series has started; we will expand our library of offerings in 2018 and beyond. My role in this is mostly technical, in collaboration with Janelle Braun and Elton DaSilva, who provide curriculum and direction. The goal is to deliver these courses via an immersive online learning platform. MBCM has laid the groundwork for this project and continues to move this project toward completion.

The Multiply podcast, a collaboration with *MB Herald* and MB Mission, will enter its third season, spring 2018. Highlights from season two include a three-episode arc on medical assistance in dying, and conversations with Jacob Chandler (MoveIn) and Jordan Duerrstein (former MoveIn participant and CCMBC archival apprentice) on being a faithful presence. At the end of 2017, recorded our first episode at Square One World Media. Square One also assists us with sound production and editing.

Listeners can subscribe on iTunes, and other podcast providers. If you have suggestions for guests and/or topics, please contact me at [carson@m bcm.ca](mailto:carson@m bcm.ca).

Lastly, I continue to contribute as part of the Focused Ministry team. In 2017, Elton DaSilva and I facilitated workshops in Lakeview Community Church in Killarney, and Community Fellowship Church in Newton. We have scheduled two more workshops for first quarter of 2018.

How can we better serve you? Do you have a story to tell (of course you do)? Please let me know how I can help. It's an honour to work with and be supported by the MB family of churches. God bless.

**Together, we are his house, built on the foundation of the apostles and the prophets. And the cornerstone is Christ Jesus himself. We are carefully joined together in him, becoming a holy temple for the Lord.**

**Ephesians 2:20-21 (NLT)**