

FOR IMMEDIATE RELEASE

WFX CALIFORNIA OPENED IN LONG BEACH

Leading Event for Church Executive, Facilities, and Technology Teams to Run Through May 15 at the Long Beach Convention Center

LONG BEACH, CA – May 14, 2009 – Worship Facilities Conference & Expo (WFX; www.wfxweb.com), the leading event for church executive, facilities, and technology teams, is taking place this week, May 13-15, 2009 at the Long Beach Convention Center in Long Beach, California.

Hundreds of church professionals are registered to attend the conference and exposition event this week. The three-day Conference program consists of four keynote presentations by ministry leaders and over 50 Conference sessions in five dedicated tracks: Designing, Building and Upgrading Your Facilities; Your Facilities: Optimizing Functionality; Tech Essentials: A/V & Lighting Technologies; Digital Church: Websites & New Media; and Professional Development & Team Building.

WFX California kicked off on Tuesday afternoon with an off-site tour of Cottonwood Church, one of Southern California's newest and most impressive facilities. Cottonwood Church attracts more than 6,000 members for their weekly worship services to their new campus, which totals over 200,000 square feet. Attendees got up close and personal insight into how churches are utilizing the services, products and concepts highlighted at WFX. That night attendees who arrived in Long Beach early for the event enjoyed the Dessert Welcome Reception at the Hyatt Hotel.

Wednesday morning's program began with the Early-Bird Breakfast, where attendees jumpstarted their day with complimentary coffee and breakfast while finding answers for their most pressing questions from industry experts. Topics included: Twitter for Churches, led by Anthony Coppedge, Owner, Anthony Coppedge Consulting; Master Planning, led by Steve Lazarian, Chief Executive Officer, CityWorks; and Producing A/V Excellence in a Smaller Church, led by John Teelin, Consulting, All Pro Sound.

The WFX Early-Bird Breakfast will be held on Thursday. Scheduled topics and featured panelists include: Audio Troubleshooting 101, led by Ray Rayburn, Senior Consultant, K2 Audio, LLC; From "Facing the Giants" to "Fireproof": Church Movie Making, led by Brad Weston, President, Renewed Vision; and Energy Management for Money Savings, led by Bob Adams, Director of Business Development, JH Batten, Inc.

WFX Conference sessions and Hands-on Training began after the breakfast. Back by popular demand, Hands-on Tech Training features opportunities to get up close and personal with the latest tech equipment while hearing from industry-leading audio, video and lighting consultants on the tips and techniques necessary to master the latest gear.

Topics for the first day of Conference sessions included audio/video/lighting, relocation, facility maintenance, security, fundraising, upgrading to Web 2.0, and creating a "wow" experience.

On Wednesday afternoon, church visionaries connected with pastors of all levels for personal networking and discussion during the Pastors Leadership Lunch Series, sponsored by XPastor.org and Generis. Host David Fletcher, Executive Pastor of The Chapel of Akron, was joined by a panel of industry experts.

Immediately following, Larry Osborne, Senior Pastor of the Menlo Park Presbyterian Church, delivered the Keynote: *The Death of the One-Size-Fits-All Ministry*. In his presentation, Osborne touched on current church trends to help WFX attendees achieve their ministry objectives, involving the use of both facilities and technology. Osborne has helped oversee the growth of the church from a fledgling group of 128 meeting in a rented school, to a multi-site ministry that reaches nearly 7,000 in weekend attendance.

On Wednesday night, Conference Attendees, Speakers, Event Sponsors, and Exhibiting Companies networked and enjoyed refreshments WFX After Hours Lounge in the Hyatt Hotel.

The WFX Expo Floor, which opens at 11:30am this morning, is buzzing with excitement as over 150 leading companies display their products specific for churches that will enhance worship environments and improve ministries. A list of sponsors and exhibiting companies can be found [here](#). The Expo Floor is open from 11:30am – 7:00pm on Thursday and 11:00am – 4:00pm on Friday.

While on the Expo Floor, Social Media experts will demystify how churches can benefit from utilizing Twitter, Facebook, and other social networking applications. In addition, WFX attendees, speakers, and exhibitors will be using Twitter to communicate and network (@WFX, #WFX).

The schedule for Thursday, May 14 includes a Keynote Presentation from Dave Gibbons, Lead Pastor of the Newsong Church. Among his many roles, Gibbons is an executive coach, consultant and expert on culture, strategy, and social movements. He is the CVO and founder of YangDang.com, a new cause driven, east/west social tool to enable people to radically make a difference. Gibbons is also the Lead Ethos Architect of the NEWSONG Global Alliance, which catalyzes churches with multiple sizes, forms, and styles.

This morning John Ortberg, Senior Pastor, Menlo Park Presbyterian Church, will also deliver a Keynote which provides insight into the mission and urgency of the local church. WFX attendees will learn how his past experiences have shaped his beliefs along with the future of MPPC, which has opened two multi-site venues in California over the past two years.

The final Keynote Presentation, *Role Reversal: Top Tech Directors Take Center Stage*, will be delivered on Friday, May 15 with a panel of ministry leaders. Moderated by Bruce Smith, former technical director for Willow Creek Community Church, several of the nation's top tech directors from churches of all sizes will share and compare challenges, accomplishments, mistakes, theories, and questions.

Throughout the afternoon on Friday, attendees can choose from over a dozen thought-provoking

conference sessions. The event concludes at 4:00pm.

Onsite registration is available today until 7:00pm and on Friday from 7:30am – 4:00pm. Registration is also available online at www.wfxweb.com or by calling the WFX Help Desk at 800-598-6031, Monday – Friday, 9am-5pm, EST.

Complete event details are available online at www.wfxweb.com.

To register for media credentials, contact Jessica Camerato at jcamerato@ehpub.com.

For exhibiting information, please contact Patrick Shaughnessy at patrick@ehpub.com or 508-663-1500 x267.

About Worship Facilities Conference & Expo

Worship Facilities Conference & Expo (WFX) is the leading event for church facilities and technology teams. WFX is presented in the spring and fall of each year by *Church Production Magazine* and *Worship Facilities* magazine.

About Production Media Inc.

Production Media Inc. (PMI), publishers of *Church Production Magazine* and *Worship Facilities* magazine, and presenters of WFX, is a full-service media company specializing in the house-of-worship market.

About EH Publishing

EH Publishing, Inc. is a leading media company specializing in technology-based markets. EH offers integrated media solutions including e-media, print, event, research and custom products. Key market segments include custom electronics, house of worship and robotics.