



2024 SUSTAINABILITY WORKSHOPS

MARKETING AND PARTNERSHIPS

JULY 27, 2024

**MCCORMICK CIVIL WAR INSTITUTE
SHENANDOAH UNIVERSITY**

AUGUST 17, 2024

**INDIANAPOLIS CIVIL WAR ROUND TABLE
INDIANA WAR MEMORIAL**



The CWRT Congress launched the Sustainability Challenge to assist CWRTs struggling to maintain membership in the wake of the global pandemic. We are committed to Sustainability and the long-term survival of CWRTs. The challenge is a voluntary Activity.

There are 10 modules to the Challenge, each playing an important role on the path to sustainability.

- 1. Member Retention / Engagement**
2. Member Education
- 3. Recruitment Marketing**
- 4. New Member Engagement**
5. Meeting Experience
6. New Manager Education
7. Philanthropy
8. Public Image
9. CWRT Leadership and Management
10. **CWRT Partnerships**



Sustainability Challenge



2024 SUSTAINABILITY WORKSHOP

MORNING SESSIONS

SHENANDOAH UNIVERSITY
SATURDAY, JULY 27, 2024

Mary H. Henkel Hall
726 Wade Miller Drive
540-665-4501

INDIANA WAR MEMORIAL
SATURDAY, AUGUST 17, 2024

55 East Michigan Street
317-233-0529

TIME	ACTIVITY	PERFORMED BY
8:30 — 9:00	CHECK-IN AND GREETING	
9:00 — 9:20	WELCOME	Mike Movius & Co-host
9:20 — 9:35	TARGET MARKET RECRUITMENT	Jared Peatman
9:35 — 9:45	INDIVIDUAL REFLECTION	Attendees
9:50 — 10:10	DISCUSSION—SMALL GROUP	Breakouts
10:15 — 10:40	REPORT—LARGE GROUP	
10:40 — 10:50	BREAK	
10:50 — 11:10	NEW MEMBER EXPERIENCE	Jared Peatman
11:10 — 11:15	INDIVIDUAL REFLECTION	Attendees
11:20 — 11:40	DISCUSSION—SMALL GROUP	Breakouts
11:45 — 12:05	REPORT—LARGE GROUP	
12:05 — 12:45	LUNCH	Panera Bread—Winchester Shapiro’s Deli—Indianapolis



Questions for the Morning Session

Recruitment Marketing

1. What marketing strategies are working well for your Round Table?
2. What new marketing strategies might be useful?
3. What is holding your Round Table back from pursuing those strategies?

New Member Engagement

1. What does your Round Table do well when welcoming and encouraging participation by new attendees to your meetings?
2. Where does your Round Table have room for improvement when welcoming and engaging new attendees?
3. What are the two most important things you could do to increase the odds of a new attendee becoming a full, active member?

SCOTTSDALE CIVIL WAR ROUND TABLE

*Proudly supports the CWRT Congress
2024 Summer Workshops*

Our Mission

To inform the public about
the American Civil War,
contribute to Civil War
battlefield preservation, and
assist in the retention of
Civil War memory.



scottsdalecwr.org

2024 SUSTAINABILITY WORKSHOP

AFTERNOON SESSIONS

SHENANDOAH UNIVERSITY
SATURDAY, JULY 27, 2024

Mary H. Henkel Hall
726 Wade Miller Drive
540-665-4501

INDIANA WAR MEMORIAL
SATURDAY, AUGUST 17, 2024

55 East Michigan Street
317-233-0529

TIME	ACTIVITY	PERFORMED BY
12:50 — 1:05	PARTNERSHIP TYPES	Mike Movius
1:05 — 1:10	INDIVIDUAL REFLECTION	Attendees
1:15 — 1:40	DISCUSSION—SMALL GROUP	Breakouts
1:45 — 2:10	REPORT—LARGE GROUP	
2:10 — 2:20	BREAK	
2:20 — 2:45	PARTNERSHIP OPPORTUNITIES	Mike Movius
2:45 — 2:50	INDIVIDUAL REFLECTION	Attendees
2:55 — 3:15	DISCUSSION—SMALL GROUP	Breakouts
3:20 — 3:40	REPORT—LARGE GROUP	
3:40 — 3:50	PERSONAL ACTION PLAN/COMMITMENT	Attendees
3:50 — 4:00	FINAL THOUGHTS & CONCLUSION	CWRT Congress



Questions for the Afternoon Session

Current Partnerships

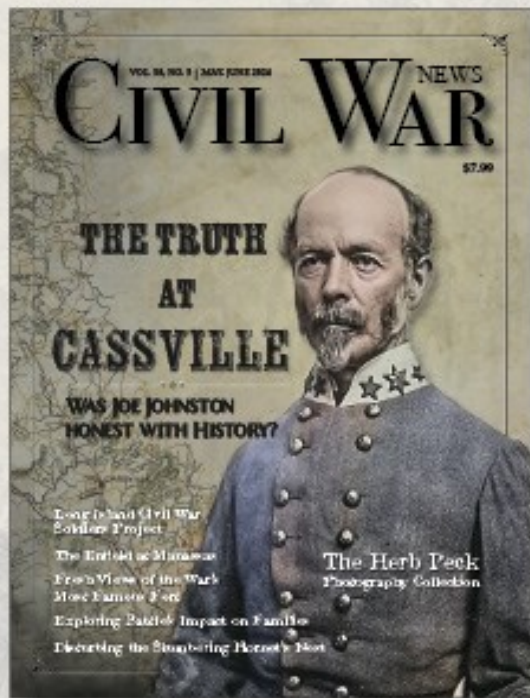
1. Does your Round Table currently have any relationships or partnerships with other local organizations?
2. When considering an alliance, what would your Round Table want?
3. What could your Round Table offer?
4. If an alliance were proposed, how would your Round Table react? Why?

Future Partnerships

1. What can your Round Table offer to potential partners?
2. What are your expectations of a potential partner?
3. Create two lists of potential partners
 - a. The usual suspects for partners
 - b. The unusual suspects for partners



CIVIL WAR NEWS



We are delighted to share the news, about the transformation of *Civil War News*! After five decades of delivering captivating and thorough Civil War narratives to our audience in the form of a newspaper, we are now shifting to a bi-monthly magazine format.

This change signifies more than a phase in our publication's rich history; it marks a significant step towards creating more engaging, enduring, and enriching content for our readers.



A Visual Voyage Through the Past: Picture yourself flipping through pages adorned with top-notch photographs that capture the essence of the Civil War period, allowing you to embark on a journey so vivid that it feels like stepping back in time.

The magazine's high-quality pages provide a reading experience that's both comfortable and immersive. The articulate and well-organized text, unconstrained by newspaper layouts, turns exploring historical tales into pure delight. As someone who subscribes, you'll love how this magazine seamlessly combines style and readability.

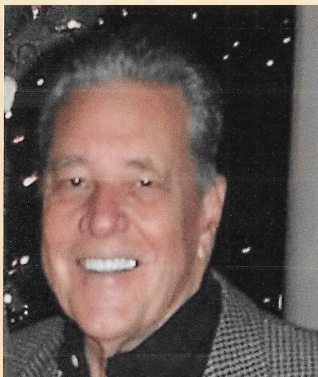
Subscribe online at: <https://simplecirc.com/subscribe/civil-war-news>
or call us at 800-777-1862.

\$29.95/year (6 issues). \$49.95/two years (12 issues). Offer good through Dec. 31, 2024.

CWRT CONGRESS— Board of Directors

Mike Movius, President — Olympia, Washington

Michael J. Movius is founder and president of the CWRT Congress. Mike is a former CWRT president, led organizational renewal projects while in the Governor's office, managed the research and development office for the Washington State Patrol, was the CIO for a large school district, and managed large projects for the Federal Home Loan Bank of Seattle. Mike received the Award of Honor for valorous conduct in a hostage rescue situation. He is married to his wife, Denise.



Dr. John A. Bamberl, Vice President — Scottsdale, Arizona

For 35 years, John was a urological surgeon in the Scottsdale-Phoenix area. During that time, he served on three hospital governing boards and 10 years as Director of their residency training program. He has been a member of the Scottsdale Civil War Round Table for 15 years, eight of which were as President. He is currently President Emeritus. John was one of the original founders of the CWRT Congress.

Carol VanOrnum, Vice President — Minnetonka, Minnesota

Carol VanOrnum is a Vice President of the CWRT Congress and has served on the Board since July 2020. She is the Communications Director, producing a quarterly newsletter, *The Light Post*, as well as the Annual Report, and has produced articles for the online *Emerging Civil War*. She is also an editor for Team CWRT on Facebook. Carol has been Secretary/Treasurer for the Twin Cities Civil War Round Table since 2010.



Bill Miller, Treasurer — Yorktown, Virginia

Bill serves as Treasurer to the CWRT Congress and President of the Williamsburg Civil War Roundtable. A Civil Engineering degree from Georgia Tech led to a 45 year career in commercial building construction. Upon retirement, Bill expanded his interests in Civil War history with extensive battlefield tours and regularly attending numerous conferences and seminars. He maintains memberships in numerous battlefield preservation organizations, and resides in Yorktown VA with his wife. Bill's family includes three children and four grandchildren.

CWRT CONGRESS— Board of Directors



Andrew Mizsak, Secretary — Bedford, Ohio

Andrew Mizsak is a founding member of the James A. Garfield CWRT, where he serves as its Adjutant. Andrew received his Bachelor of Arts Degree in Political Science from Bowling Green State University, and his Master of Applied Politics Degree from the University of Akron. His research interests include the politics of the Civil War and late 19th Century, and the role of Ohio in the late 19th Century.

Steven J. Rausckolb, Director — Leland, North Carolina

Steven Rausckolb is the Managing Partner of The Crisfield Group, a consulting firm specializing in leadership and talent development. He is a past President of LTEN - *Life Science Trainers & Educators Network* and a member of the *Life Science Training Hall of Fame*. He has a master's degree in Strategic Communication & Leadership from Seton Hall University, and a B.S. in Organizational Management from Nyack College. He is a member of the Cape Fear Civil War Round Table.

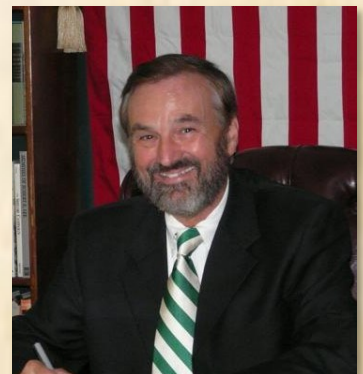


Craig Apperson, Director — Tumwater, Washington

Craig D. Apperson is a licensed mental health professional in Washington state and is nationally certified as a clinical criminal justice specialist. He has worked at the nexus of the mental health and public safety professions and has been a consultant/trainer for the Washington State Criminal Justice Training Commission. Much of his work has focused on both clinical and forensic mental health practice, training, and consultation, with a particular emphasis on violence prevention and postvention, trauma interventions, and behavioral threat assessment and management.

Dr. Curt Fields, Director—Collierville, Tennessee

Dr. Fields is a Living History Demonstrator, and a speaker on Leadership as General U.S. Grant. He received a Bachelor's and Master's degrees from the University of Memphis, and a Master's and Ph.D. degrees from Michigan State University. He is a career educator having taught at the Junior and Senior high school levels; in addition to serving as a high school Administrator before retiring. He has taught as an adjunct Associate Professor of Sociology at the University of Memphis since 1988, and adjunct Assistant Professor of Education at Belhaven University (Memphis campus) since 2008.



CWRT CONGRESS— Board of Directors



Dr. Jared Peatman, Director — Vienna, Virginia

A graduate of Gettysburg College with a master's degree from Virginia Tech and Ph.D. from Texas A&M, Jared Peatman provides training events that use history as a metaphor to examine current leadership and performance challenges. He has delivered over 500 leadership seminars in dozens of different sites including Gettysburg, Mount Vernon, Jamestown, Valley Forge, the Alamo, and Waterloo. He is the founder and president of Four Score Consulting, a senior fellow at the George Washington University Center for Excellence in Public Leadership, and the director of curriculum for the Lincoln Leadership Institute at Gettysburg.

Melissa Winn, Director — Centreville, Virginia

Melissa A. Winn is the Marketing Manager at the American Battlefield Trust, the nonprofit organization dedicated to preserving America's hallowed battlegrounds and educating the public about the Revolutionary War, War of 1812, and the Civil War. Previously, she was director of photography for HistoryNet, publisher of nine history-related magazines, including America's Civil War, American History, and Civil War Times, for which she served as the primary photo researcher, photographer, and a regular writer. She's a member of the Professional Photographers Association, Authors Guild, and the Center for Civil War Photography.





Ulysses S. Grant

Portrayed by
E.C. Fields, Jr., Ph.D.

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(901) 496-6065

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The Antietam Institute is a member-based educational and philanthropic nonprofit organization with a mission to study, collect, publish and teach about the Battle of Antietam and the Maryland Campaign of 1862.



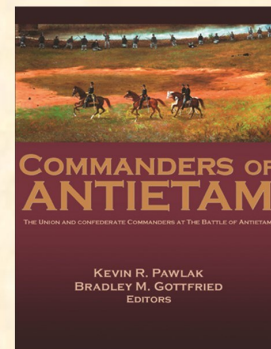
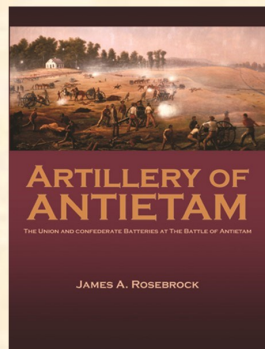
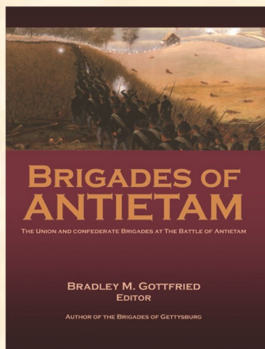
Spring Symposium

One day event showcasing some of the latest research and scholarship of the Maryland Campaign with an optional battlefield excursion.



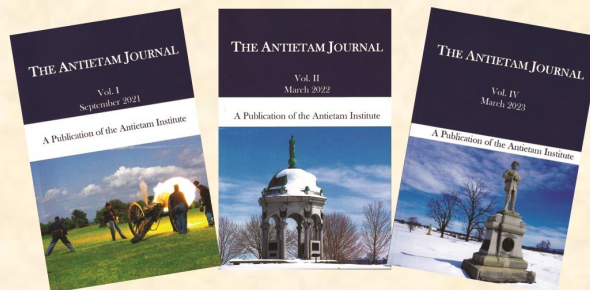
Fall Conference

This weekend-long event brings leading experts examining new perspectives of the campaign through lectures, discussions, and battlefield excursions.



Antietam Institute Press

Serves as a publishing house enhancing the knowledge and understanding of the Campaign with the biannual Antietam Journal and a series of full length works for members



For more information email info@antietaminstitute.org or visit antietaminstitute.org