



STEWARDSHIP CONNECTIONS
with INTEGRITY

A FOCUSED APPROACH TO LEARNING

BEYOND OUR SEMINARS

2
DAY

WORKSHOPS



FALL SERIES 2025

BUSINESS WORKSHOPS

RESERVE YOUR SEAT TODAY! CALL 267-368-4628



BEYOND OUR SEMINARS

The two-day business workshops go beyond our one-day business seminars by focusing on a single area of business content with two seasoned instructors. Instead of lectures and a large audience, workshops utilize the classroom approach, limiting the size to 30 students. Current workshops include:

- *Human Resources*
- *Business Planning*
- *Business Succession*
- *Marketing*
- *Sales*
- *Accounting*



PARTICIPATE in a small-group, hands-on setting for maximum learning and practical application

GAIN new business skills and knowledge through peer learning, discussion, guided practice, and case studies

HEAR seasoned instructors teach from an Anabaptist, Biblical worldview

APPLY proven business management tools, using your real business situations and challenges

FALL 2025 WORKSHOP SCHEDULE

Each day begins at 8:00 a.m. and ends at 4:00 p.m. Lunch included.

HUMAN RESOURCES WORKSHOP

- October 7-8, 2025** Ephrata, PA, *Martindale Reception Center*
352 Martindale Rd, Ephrata, PA 17522
- October 28-29, 2025** Millersburg, OH, *AF Conference Center*
6834 County Road 672, Millersburg, OH 44654

BUSINESS PLANNING WORKSHOP

- October 7-8, 2025** Millersburg, OH, *AF Conference Center*
6834 County Road 672, Millersburg, OH 44654
- November 4-5, 2025** Gap, PA, *The Cellar at Houston Run*
836 Houston Run Dr, Gap, PA 17527

BUSINESS SUCCESSION WORKSHOP

- October 21-22, 2025** Gap, PA, *The Cellar at Houston Run*
836 Houston Run Dr, Gap, PA 17527

MARKETING WORKSHOP

- Sept. 30-Oct. 1, 2025** Millersburg, OH, *AF Conference Center*
6834 County Road 672, Millersburg, OH 44654

SALES WORKSHOP

- November 4-5, 2025** Millersburg, OH, *AF Conference Center*
6834 County Road 672, Millersburg, OH 44654

ACCOUNTING WORKSHOP

- September 23-24, 2025** Shipshewana, IN, *Blue Gate*
105 E Middlbury St, Shipshewana, IN 46565
- October 28-29, 2025** Ephrata, PA, *Martindale Reception Center*
352 Martindale Rd, Ephrata, PA 17522

COMMENTS FROM WORKSHOP ATTENDEES

- I would recommend it to anybody starting in business. I wish I had this 22 years ago. Thank you!
- A big thank you. AF has an important place in business and personal society. A lot of 2nd/3rd generation businesses need guidance again. Thank you.

—*Business Planning workshop*

- The instructors were great and kept me involved with the workshop and material. It gave me a new perspective to ideas that were already in my head along with teaching me new theories

—*Sales workshop*

- I came very open-minded, not understanding much of the marketing strategy. Now I realize there are many simple things that pertain to marketing that don't cost money.
- I want to thank the instructors for their willingness to share from their experiences (both failures and successes) and knowledge. I also appreciate that I was pushed outside of my comfort zone with interaction and sharing thoughts.

—*Marketing workshop*

- Thank you for offering this workshop. If I would have done it 2 years ago, I believe it would have saved a lot of headache.

—*Accounting workshop*

- Very good. I expected it to be a little boring. But I really enjoyed and it was very educational. Keep up the good work!

—*Business Succession workshop*

-
- I loved the enthusiasm of the teachers. It was very inspiring. I love how you weaved theology throughout the workshop and laid the foundation on the principles of love.

—*Human Resources workshop*

HUMAN RESOURCES WORKSHOP

THIS WORKSHOP IS FOR YOU IF YOU FIND YOURSELF IN A PLACE LIKE THIS:

- It seems that we face more special challenges with employees as our business has grown.
- I'd like to know if there is a right way that's been proven to work, when relating to people problems.
- It would mean a lot if our people had more of a sense of purpose and sincere satisfaction in their work.

WORKSHOP OVERVIEW

- **Envision an ideal business culture**
- **Understand the basics of business**
- **Clarify your mission statement**
- **Help employees establish identity and belonging**
- **Write clear job descriptions**
- **Attract the right employees for the job**
- **Orient and initiate employees**
- **Give clear job instruction**
- **Provide performance feedback and coaching**
- **Have one-on-one conversations**
- **Learn performance indicators and goal setting**
- **Navigate difficult conversations with grace**

FALL 2025 WORKSHOPS

October 7-8, 2025

Ephrata, PA, *Martindale Reception Center*
352 Martindale Rd, Ephrata, PA 17522

October 28-29, 2025

Millersburg, OH, *AF Conference Center*
6834 County Road 672, Millersburg, OH 44654

BUSINESS PLANNING WORKSHOP

THIS WORKSHOP IS FOR YOU IF YOU FIND YOURSELF IN A PLACE LIKE THIS:

- Honestly, I have never thought much about the future of my business; I am just too busy for that.
 - I've wondered if intentionally planning for our business minimizes our trust in the Lord.
 - Our growing business needs help to stabilize it, but I truly do not even know where to begin.
-

WORKSHOP OVERVIEW

- **Overview of the Business Plan**
- **Company Culture**
- **Market Strategy**
- **Business Framework**
- **SWOT Analysis**
- **Annual Plan - People**
- **Annual Plan - Finance**
- **Annual Plan - Operations**
- **Annual Plan - Marketing**
- **Annual Plan - Sales**
- **Executive Summary**

FALL 2025 WORKSHOPS

October 7-8, 2025

Millersburg, OH, *AF Conference Center*
6834 County Road 672, Millersburg, OH 44654

November 4-5, 2025

Gap, PA, *The Cellar at Houston Run*
836 Houston Run Dr, Gap, PA 17527

BUSINESS SUCCESSION WORKSHOP

THIS WORKSHOP IS FOR YOU IF YOU FIND YOURSELF IN A PLACE LIKE THIS:

- Looking to the future, I have a will, but I'm not sure how to evaluate or handle the business in relation to my family.
- Since I am not sure how or where to start on business succession, it is a subject I tend to shy away from and avoid.
- I really don't have a plan and am hoping my family will make those kinds of decisions when they need to.

WORKSHOP OVERVIEW

- **Setting the Stage**
- **Leadership Transition Phase**
- **Understanding Goals, Objectives, Visions, and Dreams**
- **Foundational Principles for Succession**
- **Professional Assistance**
- **Identifying the Successor**
- **Valuation**
- **Payment Terms**
- **Funding**
- **Setting It All in Motion**
- **Pitfalls, Opportunities, and Possibilities (POPs)**
- **Workshop Takeaway Discussion**

For Business Succession Workshop ONLY: spouse of participant can attend for \$400 (\$235 discount)

FALL 2025 WORKSHOP

October 21-22, 2025

Gap, PA, *The Cellar at Houston Run*
836 Houston Run Dr, Gap, PA 17527

MARKETING WORKSHOP

THIS WORKSHOP IS FOR YOU IF YOU FIND YOURSELF IN A PLACE LIKE THIS:

- I wonder if we should market any more when we have more than we can handle now.
- If only there was a way to implement marketing that would fit the way we do business.
- It seems hard to know how much to budget for marketing, or what results to expect.

WORKSHOP OVERVIEW

- **Biblical Foundations**
- **Company Culture**
- **Niche Need**
- **Niche Solution**
- **Brand Personality**
- **Core Message**
- **Lead Generation**
- **Lead Conversion**
- **Testing and Measuring**
- **Documenting the Plan**

FALL 2025 WORKSHOP

Sept. 30-Oct. 1, 2025

Millersburg, OH, AF Conference Center
6834 County Road 672, Millersburg, OH 44654

SALES WORKSHOP

THIS WORKSHOP IS FOR YOU IF YOU FIND YOURSELF IN A PLACE LIKE THIS:

- I've never really liked the word "sales" and am not really sure I want myself or my business associated with the word.
 - I don't really understand what an effective sales process looks like or what makes sales different from our marketing program.
 - If it can be honorable to focus on sales, then I would like to learn more about how to do it in a way that honors the Lord and serves people.
-

WORKSHOP OVERVIEW

- **Sales Foundations**
- **Sales Capabilities**
- **Sales Preparation**
- **Sales Process**
- **Sales Toolsets**
- **Sales Management**

FALL 2025 WORKSHOP

November 4-5, 2025

Millersburg, OH *AF Conference Center*
6834 County Road 672, Millersburg, OH 44654

ACCOUNTING WORKSHOP

THIS WORKSHOP IS FOR YOU IF YOU FIND YOURSELF IN A PLACE LIKE THIS:

- Accounting feels like a necessary evil in my life I only do it because I have to for taxes.
- I don't understand enough about accounting to actually use it to make a difference in my company.
- Isn't accounting all about the past? I prefer to focus on what's ahead in my business.

WORKSHOP OVERVIEW

- **The Stewardship of Accounting**
- **The Basis of Accounting**
- **The Practice of Accounting**
- **The Reporting of Accounting**
- **The Impact of Accounting**

FALL 2025 WORKSHOPS

September 23-24, 2025

Shipshewana, IN, *Blue Gate*
105 E Middlbury St, Shipshewana, IN 46565

October 28-29, 2025

Ephrata, PA *Martindale Reception Center*
352 Martindale Rd, Ephrata, PA 17522



Classroom style learning

MEET OUR INSTRUCTORS

DAVID BOWER *Redwood, VA.*

AF Business Advisor. Seven Oaks Landscape and Hardscape.

Born and raised on a dairy farm, David has more than 30 years of experience as a third-generation dairy farmer. In his youth, he started Seven Oaks Landscape and later co-founded Homestead Creamery. His passion for walking with others comes out of others walking with him during his own business failures. David's strengths include employee motivation, conflict resolution, accounting and financial management, strategic planning, and leadership.

GARY GARBER *Eaton, OH.*

AF Business Advisor. Former owner Garber Electric.

Gary founded Garber Electric in high school and later merged it with a fuel, lubricants, and HVAC company owned by his father and his partner. Later the corporation was split and Gary continued with Garber Electrical Contractors. His son is now his successor of the business with over 260 employees. Gary's business experiences have provided skills in budgeting and financial reporting, estimating and pricing, buying/selling businesses and succession, and leadership and structure for larger businesses.

ROY HERR *Myerstown, PA.*

Rosewood Marketing.

Roy Herr, co-founder of Rosewood Marketing, thrives in the challenge of leading a team. He loves to see team members honing their skills, building their character, and practicing leadership. He has over 25 years of experience helping Anabaptist-owned businesses solve marketing challenges. Roy's passion for bringing Biblical values and Christianity into the workplace is a driving motivator in all his business relationships.

LEON MARTIN *Tenino, WA.*

AF Business Advisor.

Raised in southern Illinois, Leon decided to continue the family tradition of general automotive repair and services his father started in Lancaster Co., PA in 1951. Today he coaches automotive shops and helps AF clients with daily challenges while maintaining a proper kingdom vision. His interest lies in helping owners look outside the box for the many potentials that usually lie untapped. He also has an understanding of financial management, strategic planning, and leadership.

ABE TROYER *Baltic, OH.*

Keim Lumber

Abe Troyer has collected deep sales experience in the lumber and building materials industry. He has served over 27 years at Keim Lumber in Charm, Ohio, most recently as Executive Director of Business Development. Abe believes that the workplace creates opportunities to live out your faith; he is passionate about long-term relationships and win-win partnerships. Abe enjoys traveling and grilling. A member of the Old Order Amish church, he lives in Baltic, Ohio, with his wife Rosie. They have been blessed with seven children and eight grandchildren.

LARRY TROYER *Dundee, OH.*

AF Business Advisor.

Larry has worked in accounting and finance most of his adult life. He has recently retired as the CFO at ProVia, a manufacturer of exterior doors, windows, siding, and stone. Larry also provides counsel for the family-owned business with his son. Residence: Sugarcreek, OH. Other: He is involved with several non-profit organizations and serves as the church treasurer at Light of Truth Mennonite Church. (Midwest).

KEVIN WEAVER *Sugarcreek, OH.*

AF Business Advisor. Filtrexx International LLC.

In 2001, Kevin and his brother founded Weaver Express LLC, an environmental and erosion control company. In 2014 they were acquired by Leucadia International (a publicly traded company) and Kevin served as a Regional Vice President until 2019 and then as a Business Development Manager until 2022 at which time the business was sold again. He currently focuses on growing his real estate business and enjoys his work as a business consultant. His business coaching toolbox includes business development and sales, strategic planning, managing the business, teamwork, and buying/selling businesses.

LEON WENGERD *Dalton, OH.*

AF Business Advisor. Flextur. Green Field Farms.

Leon is a co-owner of Pioneer Corp, which is made up of various businesses and brands owned by the Wengerd family. Leon grew up in the family business and served in numerous facets during his 20+ years with the organization. He serves alongside his seven brothers and father with his primary roles being marketing consultant, financial overseer, and helping in business planning. He is currently serving as interim CEO at Green Field Farms™ - a farm cooperative that specializes in custom soil amendments and distribution of organic produce.

DAVID WHITAKER *Rochester, IN.*

Essential Business Insights

David hails from Rochester, Indiana. He and Carolyn have five adult children. Since 2020, David has owned and operated his own business coaching and consulting business called Essential Business Insights. For 20 years before that, he had worked at Ramco Supply, a metal siding and roofing manufacturing company. His responsibilities there included Operations, Purchasing, and Human Resources. David's expertise lies in business planning, operational systems, company culture, and team building. He has a passion to see companies win at having great culture and teamwork!

GREG WOLF *Sawyer, KS.*

AF Workshop & Resource Manager.

Greg was born and raised on a farm in northwest Kansas. In the early 1980s, financial distress redirected his life from farming to assisting families in similar distressed situations. He served fourteen years as an agricultural consultant within a CPA firm. In 2012, Greg and his wife Ruby then started Family Food Store, which they operated as their family grew, and closed on its twelfth anniversary. Greg assumed the management of AF's workshop program and published business resources in January 2025. Greg and Ruby are members of the Old German Baptist Brethren in the Sand Creek congregation near Sawyer, KS. They have six children, and are looking forward to meeting their sixth grandchild during 2025.

RAY YODER JR. *Mt. Eaton, OH*

AF Business Advisor. L&J Companies, LLC.

Ray founded L&J Companies LLC, which has grown to 58 employees over the years. Today he is in partnership with two sons. Ray's experience includes manufacturing, leadership, relationships, succession planning, and advising struggling businesses. His goal is to help people succeed and find a joy within the boundaries of God's Word.

DALE SAVAGE *Arcanum, OH*

Plain Lean Consulting, LLC, Symbiz Network

Dale lives in west central Ohio and is married with five children and 16 grandchildren. He spent 23 years in the automotive manufacturing industry in supervisory roles, employee involvement, budgeting, and lean manufacturing. His expertise includes training companies and employees in continuous improvement and problem solving to help them improve processes and eliminate waste. He has also assisted companies with Vision/Mission statements, Human Resources, and conflict resolution. Dale is passionate about helping people become the best they can be in their professional and personal lives.



Other Business Education Services

Business and Employee Seminars

Each year, our seminars focus on different areas of business operations and management to provide a well-rounded business training from a kingdom perspective. We tap into the most knowledgeable speakers from across our Anabaptist communities. Seminars are held in more than a dozen Anabaptist communities for your convenience.

To be notified of upcoming seminars, call 267-368-4628 or email seminars@afweb.org.

- September 16, 2025, Business Seminar, East Earl, PA
- September 17, 2025, Employee Seminar, East Earl, PA
- October 21, 2025, Business Seminar, Goshen, IN
- October 23, 2025, Business Seminar, Owen, WI
- November 11, 2025, Business Seminar, Hutchinson, KS

Business Advising

Our advisors are conservative Anabaptist businessmen with a wealth of real world experience. We serve businesses of all sizes. Expect to grow personally and become a fully equipped business leader as you learn how to apply business tools, procedures, and systems. Choose from more than 20 advisors.

Call 800-653-9817 or email advising@afweb.org for an application.

Business Resources

Anabaptist Financial distributes audio recordings of our business seminars at no cost to you by digital download, flashdrive, or phone conference line. We also publish written articles, many transcribed from our seminar topics, as well as other business management tools.

Call or write to request a free catalog: *Anabaptist Financial, 55 Whisper Creek Drive, Lewisburg, PA 17837; Phone: 570-800-2191. Or visit www.afweb.org/resources.*



55 Whisper Creek Drive, Lewisburg, PA 17837

BUSINESS WORKSHOPS

A FOCUSED APPROACH
TO LEARNING

THREE WAYS TO REGISTER

Phone: 267-368-4628

Email: workshops@afweb.org

Online: afweb.org

Limit of 30 per workshop. Reserve early to ensure your seats. **Cost is \$635 per attendee for two days.** Includes lunch both days and a student workbook with instructional content and workshop activities.

If cancellation is made within two weeks of workshop date, 50% of registration fee will be refunded.

Reservations will be held for only two weeks unless payment is received.

See cost for an in-house workshop on page 22.