



STEWARDSHIP CONNECTIONS
with INTEGRITY

BEYOND OUR SEMINARS

2
DAY

WORKSHOPS

A FOCUSED APPROACH TO LEARNING



SPRING SERIES 2026

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

SPRING 2026 WORKSHOP SCHEDULE

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

HUMAN RESOURCES WORKSHOP

- | | |
|-----------------------------|---|
| January 13-14, 2026 | Ephrata, PA, <i>Martindale Reception Center</i>
352 Martindale Rd, Ephrata, PA 17522 |
| February 10-11, 2026 | Millersburg, OH, <i>AF Conference Center</i>
6834 County Road 672, Millersburg, OH 44654 |

BUSINESS PLANNING WORKSHOP

- | | |
|--------------------------|---|
| March 10-11, 2026 | Millersburg, OH, <i>AF Conference Center</i>
6834 County Road 672, Millersburg, OH 44654 |
|--------------------------|---|

BUSINESS SUCCESSION WORKSHOP

- | | |
|--------------------------|--|
| March 10-11, 2026 | Middlebury, IN, <i>Das Dutchman Essenhaus</i>
240 W US 20, Middlebury, IN 46540 |
| March 24-25, 2026 | Millersburg, OH <i>AF Conference Center</i>
6834 County Road 672, Millersburg, OH 44654 |

MARKETING WORKSHOP

- | | |
|-----------------------------|---|
| January 27-28, 2026 | Middlebury, IN, <i>Das Dutchman Essenhaus</i>
240 W US 20, Middlebury, IN 46540 |
| February 24-25, 2026 | Ephrata, PA, <i>Martindale Reception Center</i>
352 Martindale Rd, Ephrata, PA 17522 |

SALES WORKSHOP

- | | |
|-------------------------|------------------|
| To be determined | To be determined |
|-------------------------|------------------|

ACCOUNTING WORKSHOP

- | | |
|-------------------------------|---|
| February 10-11, 2026 | Gap, PA, <i>The Cellar at Houston Run</i>
836 Houston Run Dr, Gap, PA 17527 |
| March 31-April 1, 2026 | Millersburg, OH, <i>AF Conference Center</i>
6834 County Road 672, Millersburg, OH 44654 |

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**

SPRING 2026 WORKSHOPS

January 13-14, 2026

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

February 10-11, 2026

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**

SPRING 2026 WORKSHOP

March 10-11, 2026

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

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)

SPRING 2026 WORKSHOPS

March 10-11, 2026

Middlebury, IN, *Das Dutchman Essenhaus*
240 W US 20, Middlebury, IN 46540

March 24-25, 2026

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

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**

SPRING 2026 WORKSHOPS

- | | |
|-----------------------------|---|
| January 27-28, 2026 | Middlebury, IN, <i>Das Dutchman Essenhaus</i>
240 W US 20, Middlebury, IN 46540 |
| February 24-25, 2026 | Ephrata, PA, <i>Martindale Reception Center</i>
352 Martindale Rd, Ephrata, PA 17522 |

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**

SPRING 2026 WORKSHOP

To be determined

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**

SPRING 2026 WORKSHOPS

February 10-11, 2026

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

March 31-April 1, 2026

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



Classroom style learning

MEET OUR INSTRUCTORS

DAVID BOWER *Redwood, VA.*

AF Business Advisor. Seven Oaks Landscape and Hardscape.

Born and raised on Goldenview Dairy, 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. David's strengths include employee motivation, conflict resolution, accounting and financial management, strategic planning, and leadership. He also works with struggling businesses.

GARY GARBER *Eaton, OH.*

AF Business Advisor. Retired - Garber Electric.

Gary founded Garber Electric in high school and then merged it with an oil company his father owned. Eventually they split the business, and Gary continued with Garber Electrical Contractors, Inc., which today has nearly 300 employees. He completed the succession of the company to his son in 2018. Gary's business experiences enabled him to develop in financial forecasting, estimating and pricing methodology, multi-division, buying/selling businesses, and banking and cash management.

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.

LAMAR HESS *Dillsburg, PA.*

Hess & Company

Lamar formed Hess & Company in 2006, which today includes a construction company, crop and chicken farm, and a home remodeling company. Raised on a dairy farm, Lamar has years of experience in farming. He also worked as a general contractor for many years; the contracting world has taught him valuable life lessons in business plans and management. Lamar likes to troubleshoot business problems and has a strong interest in sales, team management, and motivation. He is also

interested in succession plans for businesses and farms.

LEON MARTIN *Salkum, WA.*

AF Business Advisor. Former AutoTech Services

Raised in southern Illinois, Leon continued his family's tradition of general automotive repair begun by his father in Lancaster County, Pennsylvania, in 1951. Today he serves as a teacher and advisor for Anabaptist Financial, drawing from decades of experience in business ownership and coaching. Leon specializes in financial management, leadership development, and strategic planning, with a strong emphasis on practical sales, marketing, and human relations skills. His passion is to help owners build healthy, well-structured businesses that reflect integrity, clarity, and the Kingdom centered purpose encouraging each to see the untapped potential within their people and their opportunities.

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.

MOSE SCHWARTZ *Frankfort, OH.*

AF Business Advisor. The Old Home Place

Mose and his brothers founded The Old Home Place in 2005. Since then, the bulk food store and bakery has experienced steady growth and today employs 20 people. Moses manages the financials, adjusts pricing, does the advertising, and is the visionary. Having faced bumps in their own partnership relationship, Moses wants to help others avoid (or fix) the same mistakes he has made.

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. Retired - ProVia

Larry is retired from ProVia, a manufacturer of exterior doors and windows, where he was the CFO. Most of his work involves analytics, investments, and providing leadership to staff who work in accounts receivable, accounts payable, cash management, invoicing, and taxes. He has worked in the accounting/finance arena most of his adult life. His experience also includes ownership transfers, separations of business entities, consolidations, and business valuation.

KEVIN WEAVER *Sugarcreek, OH.*

AF Business Advisor. Filtrexx International LLC.

In 2001, Kevin and his brother founded Weaver Express, LLC, Serving key industries in General Construction, Heavy Highway, and Oil & Gas with a full range of environmental and erosion control services - They also operated five small manufacturing facilities across four states. The company was acquired by a publicly traded firm in 2014, where Kevin served as Regional Vice President until 2019 and as a Business Development Manager until 2022. Today, Kevin and his wife Lori run a small real estate business, are active in several non-profits, and enjoy being grandparents. Kevin enjoys supporting fellow Christian businessmen as they navigate the challenges of faith and entrepreneurship.

LEON WENGERD *Dalton, OH.*

AF Business Advisor. Pioneer Corp. Green Field Farms.

Over the past 25 years, Leon worked in various aspects of Pioneer Equipment—a family business started by his father in 1978. In 2021, Leon was asked to manage Green Field Farms™, a farmer-owned cooperative that was financially bankrupt after numerous years of huge financial loss. Today he serves as CEO at Green Field Farms while still filling a consulting role in finance and strategic planning at Pioneer Corp's family of companies. Leon's experience includes marketing, sales, operations, accounting and finance, employee management, board structure, conflict resolution, leadership, and strategic planning. He desires to help business owners reach their God-given potential and manage their businesses in a way that can be a blessing to their families, community, church, and the kingdom of God.

DAVID WHITAKER *Rochester, IN.*

AF Business Advisor. Essential Business Insights

David worked at Ramco Supply for 20 years, his responsibilities there included Operations, Purchasing, and Human Resources. Today he works full-time as a business coach. Having been involved with several start-up businesses, his expertise lies in business planning, operational systems, company culture, and team building. He believes that servant leadership and a culture built on godly principals is what will draw and retain the best employees, customers and vendors.

GREG WOLF *Sawyer, KS.*

AF Workshop & Resource Manager.

Greg was born and raised on a farm in northwest Kansas, then worked over fourteen years within a CPA firm as well as within the trust department of a bank. Greg and his wife Ruby started Family Food Store in 2012, closing the store twelve years later as the fourth of their daughters married and left home. In 2025, Greg assumed a role managing AF's business workshop program. He and his wife Ruby have two children yet at home, and they enjoy seeing their married children and grandchildren in AF-related travels to the east. They belong to the Old German Baptist Brethren church.

RAY YODER JR. *Mt. Eaton, OH*

AF Business Advisor. L&J Companies, LLC.

Ray founded L&J Companies LLC, which has grown to 67 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.

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.

- *January 20, 2026, Business Seminar, Seneca Falls, NY*
- *February 3, 2026, Business Seminar, Harrisonburg, VA*
- *February 4, 2026, Employee Seminar, Harrisonburg, VA*
- *February 17, 2026, Business Seminar, Arthur, IL*
- *February 18, 2026, Employee Seminar, Arthur, IL*
- *February 19, 2026, Business Seminar, Belle Rive, IL*
- *March 17, 2026, Business Seminar, Millersburg, OH*
- *March 18, 2026, Employee Seminar, Millersburg, OH*

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.

Stewardship 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.