

**Scott Vaughan Communications, LLC**  
**Testimonials & References**  
**(Updated June 2008)**

**Testimonials**

Well, the reviews are in: the "NACBA Communications Workshop" Scott presented on April 10 was definitely a "two thumbs up" event! The only negative comment was 'Why was the workshop so short?' On behalf of all our members, I want to thank Scott for being so well prepared and making the workshop not only informative but fun! I look forward to hosting another of Scott's workshops in the near future. -- *Jim Boyea, president, North Atlanta NACBA chapter. (Georgia)*

Maximum effect from an all-too-often minimal budget is the challenge of smaller churches. Your presentation gave such insight on establishing priorities for effective communication. Your voice of experience was so helpful and encouraging. We left thinking, 'We can do it!' - *Helen Hiestand (Ohio)*



Scott is clearly a man after God's own heart. His love of the Lord coupled with his broad and deep knowledge of marketing provides us with market-proven ways to spread the Gospel. Scott's half-day workshop would be a tremendous value at five times the price he charges. Go, take copious notes, and be more effective with your ministry. - *Bill Spinks, church administrator, Clairmont Presbyterian Church, Decatur (Georgia)*

Inviting Scott to review our church was a great move. Because of his analysis, we created a communication team, we started a branding campaign in our community, and we have made great strides in understanding our vision. As an outside consultant, Scott was able to see the real picture and his suggestions helped us do a better job as a church.

- *Ronny Marriott, pastor, Shady Oaks Baptist Church, Hurst, TX*

Before we began working with Scott Vaughan, our church did not have a public relations and marketing plan. There was no greeter ministry and no real system of visitor follow up. Today, we not only have a plan, we have a plan that works and the evidence for that is seen in the pews on Sundays, in our web site and in our external and internal communications. Scott helped bring us out of the 1950s and into the 21<sup>st</sup> century.

- *Breck Daughtrey, chair, Public Relations and Marketing Committee, Freemason Street Baptist Church, Norfolk, VA*

Scott Vaughan spent a weekend with us at First Presbyterian Church of Athens (GA) and helped us to see ourselves as others might see us as well as to think about the kind of church we are and the kind of church we could be. His "secret shopper" visit to our Sunday morning services, as he predicted, found some good, some bad and some ugly -- and we have responded to all of those already. His dinner with church staff and the Evangelism Division helped us understand more fully why a communication strategy is critical to the health and growth of today's church. And the three focus groups he

conducted provided a wealth of insight into how the members feel about First Presbyterian and, more importantly, what they hope it can be. In short, he inspired us to become a better voice for Christ in this community, and gave us the tools to do just that.

- Chuck Toney, chair, Evangelism Division, First Presbyterian Church, Athens, GA

Scott Vaughan's conference, *Growing Your Church Through Good Communication*, was a hit at our recent *Runnin' with the Big Boys: Large Churches Helping Large Church Wannabe's Grow* Conference. His simple and practical guidelines for good communication gave our participant not just information but a strategy based on sound principles for *getting the word out* about their churches.

- Phil Stone, State Sunday School Director, Baptist State Convention of North Carolina

Scott Vaughan is a Christian professional you can depend upon to always give it to you straight. He loves the Lord and is truly committed to helping churches be effective in reaching their communities with the Gospel message. As a presenter, he shares solid, practical advice with great insight and humor. Participants can expect to go away with greater understanding and ideas they can apply right away.

- Robert Reeves, communications director, Kentucky Baptist Convention, Louisville, KY

Scott Vaughan brought to us an insightful eye, creative ideas and organized methods to help us reach out to our community. He did so by helping us understand our identity as Christ's church and effectively communicate that to others. Most importantly, he did it from being embraced by God's Spirit, centered in the Gospel and from a passion to share the love of Christ.

- Dr. Steve Jolly, pastor, Freemason Street Baptist Church, Norfolk, VA

I became aware of Scott Vaughan because of his on-line communication ministry. I invited him to present to the Chicago Chapter of the National Association of Church Business Administrators. It was one of the best attended meetings of that year and all benefited from Scott's expertise which was presented effectively, efficiently and with humor. He continues to be a resource to all who receive this Sharketing newsletter.

- Lauralyn Theodore, church administrator, Community United Methodist Church, Naperville, IL

Scott Vaughan offers more clear, relevant, and attainable counsel than anyone I know to help local congregations convey their message to their communities. He understands churches, he understands cultures, and he understands how to help bridge the gaps between church and culture. He has worked with many, many leaders and churches in Virginia Baptist life and has consistently exceeded expectations. His marketing email is invaluable. I recommend Scott without reservation.

- John Chandler, The Ray and Ann Spence Network for Congregational Leadership, Richmond, VA

Scott Vaughan assisted Chapel Hill Presbyterian Church in re-creating our Communications Strategic Plan. Through his Focus Group recommendations and marketing and small group experience, he allowed our own congregation to make clear to

us the direction we should take. Chapel Hill ended up with a highly customized and solid plan for moving into our future.

- Carey Snow, executive for operations, Chapel Hill Presbyterian Church, Gig Harbor, WA

## **References**

### Ongoing E-Mail & Telephone Support

2,500 + Database Subscribers

### Communication Audits

Bethesda Baptist Church at the Park, Durham, NC

Blue Springs Christian Church

Boulevard Baptist Church, Anderson, SC

Broadway United Methodist Church, Kansas City, MO

Brush Prairie Baptist Church, Vancouver, WA

Brushy Creek Baptist Church, Taylors, SC

Chapel Hill Presbyterian Church, Gig Harbor, WA

Christ (Episcopal) Church, Greenville, SC

Church of the Foothills, Cameron Park, CA

Citadel Square Baptist Church, Charleston, SC

Cool Spring Baptist Church, Mechanicsville, VA

Cooper River Baptist Church, North Charleston, SC

Covenant Presbyterian Church, Palm Bay, FL

Eastminster Presbyterian Church, Indialantic, FL

Emmanuel Baptist Church, Lafayette, LA

First Baptist Church, Callahan, FL

First Baptist Church, Clinton, SC

First Baptist Church, Dalton, GA

First Baptist Church, Jackson, SC

First Baptist Church, Madison, GA

First Baptist Church, Moncks Corner, SC

First Baptist Church, Nashville, TN

First Baptist Church, Wheaton, IL

First Baptist Church, Winston-Salem, NC

First Baptist Church, Pendleton, SC

First Baptist Church, Rutherfordton, NC

First Evangelical Church, Memphis, TN

First Presbyterian Church, Champagne, IL

First Presbyterian Church, Athens, GA

Freemason Street Baptist Church, Norfolk, VA

First United Methodist Church, Bloomington, IN

First United Methodist Church, Missouri City, TX

Gary Memorial United Methodist Church, Wheaton, IL

Gateway Community Church, South Riding, VA

Good Shepherd United Methodist Church, Fort Wayne, IN

Good Shepherd United Methodist Church, Richmond, VA

King's Grant Baptist Church, Virginia Beach, VA  
Lakeland Baptist Association, Milwaukee, WI  
Memorial Baptist Church, Arlington, VA  
Mesquite Bible Church, Mesquite, TX  
Metanoia (ministry), North Charleston, SC  
Mitchell Road Presbyterian Church, Greenville, SC  
Morehouse & Northeast Louisiana Baptist Associations  
Mt. Hebron Baptist Church, Elmore, AL  
Mt. Vernon Baptist Church, West Monroe, LA  
Norfolk Baptist Association, Norfolk, VA  
Northgate Baptist Church, Greenville, SC  
Northview Community Church, Abbotsford, British Columbia  
Our Savior's Lutheran Church, Circle Pines, MN  
Parkway Baptist Church, Greensboro, NC  
Piedmont Baptist Association, Easley, SC  
Prince of Peace Lutheran Church, Palatine, IL  
Rosemount United Methodist Church,  
Salem Baptist Church, Aynor, SC  
Shady Oaks Baptist Church, Shady Oaks, TX  
Shandon Baptist Church, Columbia, SC  
Spring Hill Baptist Church, Ruckersville, VA  
Southern Oaks Baptist Church, Tyler, TX  
Southside Fellowship, Greenville, SC  
Third Baptist Church, Murfreesboro, TN  
Trinity Lutheran Church, Fresno, CA  
Virginia Wingard United Methodist Church, Columbia, SC

#### Research/Strategy Development

Berea First Baptist Church, Greenville, SC  
Brushy Creek Baptist Church, Taylors, SC  
Chapel Hill Presbyterian Church, Gig Harbor, WA  
Christ (Episcopal) Church, Greenville, SC  
Cooperative Baptist Fellowship of South Carolina, Columbia, SC  
First Baptist Church, Jonesboro, GA  
First Baptist Church, Hilton Head Island, SC  
First Presbyterian Church, Athens, GA  
First United Methodist Church, Valparaiso, IN  
Freemason Street Baptist Church, Norfolk, VA  
Gateway Community Church, South Riding, VA  
Northgate Baptist Church, Greenville, SC  
Shady Oaks Baptist Church, Hurst, TX  
South Carolina Baptist Convention, Columbia, SC  
South Carolina Baptist Ministries for the Aging, Columbia, SC

#### Educational Events

Baptist Communicators of America

Baptist Convention of North Carolina, Raleigh, NC  
Central Christian Church, Beloit, WI  
Central Virginia Baptist Association, Charlottesville, VA  
Chicago Chapter, National Association of Church Business Administration  
ChurchWorks 2008, British Columbia Conference of Mennonite Brethren Church,  
Abbotsford, BC  
Columbus, OH area churches (Worthington Christian Church, Columbus, OH)  
Kansas City Chapter, National Association of Church Business Administration  
Kentucky Baptist Convention, Louisville, KY  
Lakeland Baptist Association, Milwaukee, WI  
National Conference for Ministry Assistants  
National Preschool and Children's Convention  
Norfolk Area Baptist Association  
Palmetto Chapter, National Association of Church Business Administration  
South Carolina Baptist Convention, Columbia, SC  
Tarrant Baptist Association, Fort Worth, TX  
Valparaiso, IN area churches (First UMC Valparaiso, IN)  
Virginia Baptist Mission Board, Richmond, VA