

LEAD²⁵



Hosted by

Victory Baptist Church
620 W. Martintown Road
North Augusta, SC

victorybc.com

Pastor CT Townsend, Lead Pastor

Welcome!

Welcome to the 2025 Lead Conference hosted by Victory Baptist Church and CT Townsend Evangelistic Ministries. What a privilege to spend this special time with you as we grow and learn together. We are grateful for you, your ministry, and your burden to reach this generation for Christ! A special group of passionate men and women have prepared and set this time aside to mentor and invest in you!

Iron sharpeneth iron and LEAD 2025 is a great place to grow, connect, and sharpen the talents and abilities that God has given you. Our desire is to provide an atmosphere to build authentic relationships with ministry friends and to cultivate an atmosphere that promotes solid and spiritual families and Christ-honoring and healthy ministries!

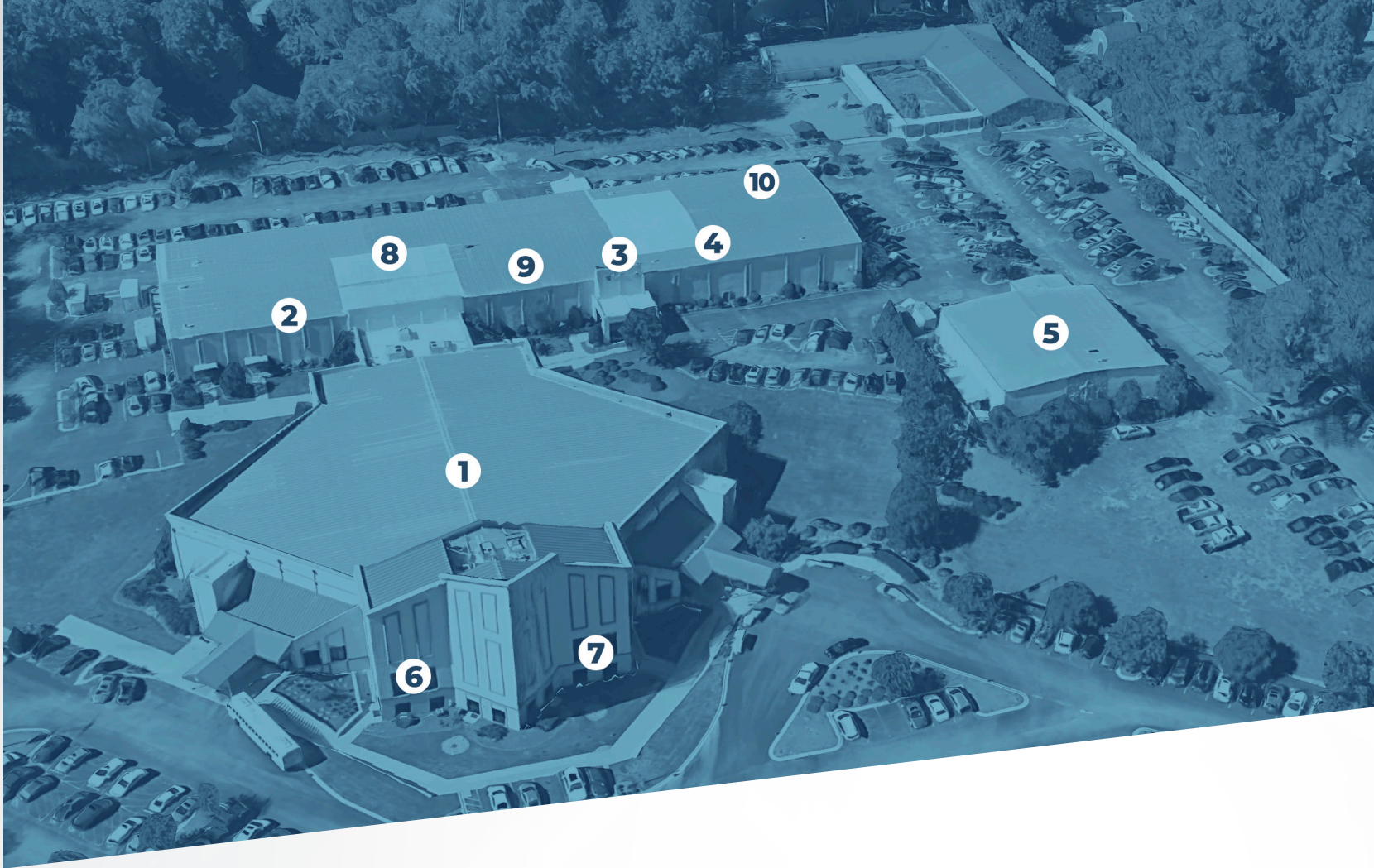
We are asking God to use this conference to mightily impact you and those who are committed to building the Kingdom by building friendships, investing in mentorships, and expanding our leadership. We all need the Lord and we need each other! Ecclesiastes 4:9 tells us, "Two are better than one; because they have a good reward for their labour." How wonderful to co-labor together for the Kingdom of God!

Thank you for sacrificing your time and energy to invest in personal growth and leadership. If we can be of assistance to you, we would be honored for you to reach out to us!

In His Service,
Pastor CT & Becky Townsend



 
C.T. ISAJAH 44:3



Campus Map

- 1.** Main Auditorium
General Sessions, Preaching Services, and Breakout Sessions for Senior Pastors
- 2.** Childcare/Nursery Area
- 3.** Teen Main Room
Student Pastors, Teens, Young Adults, Youth Workers
- 4.** Young Adult Room
Assistant Pastors, Evangelists, Preachers
- 5.** Fellowship Building and Classrooms
Music, Missions, Ladies, & Church Admin
- 6.** Mrs. Brown's Classroom
Pastors' Wives
- 7.** Hospitality Room and Coffee/Pastries
Morning Fellowship & Assistant Pastors' Wives
- 8.** Activity Center/Gym - Meals
- 9.** Children's Area
Children's Ministry Sessions
- 10.** VCS 6th Grade Classroom
Church Marketing, Design, & Print

Throughout Campus - Ministry Tables/Vendors

Conference Schedule

Sunday Night, January 12

- 4:00 p.m. Doors Open
- 5:00 p.m. Evening Preaching Service
Pastor John Anderson, Pinecrest Baptist Church, McDonough, GA
Main Auditorium
- 6:30 p.m. Fellowship After Service
Activity Center

Monday Morning, January 13

- 8:00 a.m. Doors Open
- 8:30 a.m. Registration in the Lobby
- 8:55 a.m. Coffee and Pastry Fellowship
Hospitality Room
- 9:00 a.m. Welcome Friends - Pastor CT Townsend
Church Auditorium
- 9:05 a.m. Opening Session with Pastor CT
- 9:40 a.m. Left Your First Love
- 9:50 a.m. Breakout Session #1
- 10:30 a.m.

SENIOR PASTORS

**Revitalization of Your Church
- Fresh Vision**

*Pastor John Anderson
Main Auditorium*

ASSISTANT PASTORS/ EVANGELISTS/ PREACHERS

Beyond These Four Walls

*Pastor Justin Pratt
Young Adult Room*

STUDENT PASTORS/ TEENS/YOUNG ADULTS/YOUTH WORKERS

**Passing on the Gospel to the
Next Generation**

*Pastor Steve Cox
Teen Room*

DEACONS/LAYMEN/ CHURCH MEMBERS

David's Mighty Men

*Dr. Scott Gray
Fellowship Building Side Room*

MUSIC

**Aspects of a Thriving Music
Ministry (Part 1)**

*Worship Pastors: Rob Maddox,
Zach Pope, & Josh Tesch
Fellowship Building Side Room*

MISSIONS

**Aspects of a Mission-Minded
Church**

*Pastor Mike Edwards
Fellowship Building Side Room*

LADIES

Let's Get Together

*Jenny Gray, Pastor's Wife,
Liberty Baptist Church
Fellowship Building*

PASTORS' WIVES

The Ministry of Monday

*Amy Edwards, Pastor's Wife,
Piedmont Baptist Church
Mrs. Brown's Classroom*

ASSISTANT PASTORS' WIVES

The Value of Faithfulness

*Sara Anderson, Pastor's Wife,
Pinecrest Baptist Church
Hospitality Room*

Conference Schedule

9:50 a.m.
- 10:30 a.m.
(cont.)

CHILDREN'S MINISTRY

Foundations of Faith Part 1: Essential Kid Ministry Strategies from Birth to 11 years old: Calendar, Curriculum, Marketing, Parents

*Cheryl Hampton, Director,
Victory Children's Ministry
Children's Area*

CHURCH ADMINISTRATION

About My Father's Business

Assistant Pastor Bill & Cindy Burr, Victory Baptist Church, CT Townsend Ministries Fellowship Building Main Room

CHURCH MARKETING, DESIGN & PRINT

Design That Connects: Principles for Effective Marketing and Branding

Doug Wruck, Owner, Compel Graphics & Printing L-Shape Building

10:30 a.m.
- 10:45 a.m.

Break

10:45 a.m.
- 11:30 a.m.

Breakout Session #2

SENIOR PASTORS

Constraints in the Ministry

*Pastor Mike Edwards
Main Auditorium*

ASSISTANT PASTORS/ EVANGELISTS/ PREACHERS

Growing Your Ministry

*Pastor Steve Cox and Assistant Pastor Zach Pope
Young Adult Room*

STUDENT PASTORS/ TEENS/YOUNG ADULTS/YOUTH WORKERS

Helping Our Youth to Behave in Babylon

*Dr. Scott Gray
Teen Room*

DEACONS/LAYMEN/ MEMBERS

Shoulder to Shoulder and Heart to Heart

*Pastor Justin Pratt
Fellowship Building Side Room*

MUSIC

Aspects of a Thriving Music Ministry (Part 2)

*Worship Pastors: Rob Maddox, Zach Pope, and Josh Tesch
Fellowship Building Side Room*

MISSIONS

Aspects of a Mission-Minded Church

*Pastor John Anderson
Fellowship Building Side Room*

CHILDREN'S MINISTRY

Relational Ministry Is God's Idea

*Cynthia Smith, Principal,
Victory Christian School
Children's Area*

PASTORS' WIVES

Resting in God's Faithfulness

*Sara Anderson, Pastor's Wife,
Pinecrest Baptist Church
Mrs. Brown's Classroom*

ASSISTANT PASTORS' WIVES

Finding the Balance Between Mary and Martha

*Amy Edwards, Pastor's Wife,
Piedmont Baptist Church
Hospitality Room*

LADIES

Living in Harmony

*Rebecca Cox, Pastor's Wife,
Bible Baptist Church
Fellowship Building*

CHURCH ADMINISTRATION

Principles of Effective Church Administration

Assistant Pastor Bill & Cindy Burr, Victory Baptist and CT Townsend Ministries Fellowship Building Main Room

CHURCH MARKETING, DESIGN & PRINT

Design that Connects: Principles for Effective Design

Doug Wruck, Owner, Compel Graphics & Printing L-Shape Building

Conference Schedule

11:45 a.m. General Session
- 12:30 p.m. Dr. Kenny Baldwin, Crossroads Baptist Church,
Bailey's Crossroads, VA
Main Auditorium

12:30 p.m. Lunch Provided - Activity Center
- 1:30 p.m.

Monday Evening, January 13

6:00 p.m. Doors Open

7:00 p.m. Evening Preaching Service
Dr. Kenny Baldwin, Crossroads Baptist Church,
Bailey's Crossroads, VA
Main Auditorium

Fellowship After Service
Activity Center

Tuesday Morning, January 14

8:00 a.m. Doors Open

8:30 a.m. Registration in the Lobby
- 8:55 a.m. Coffee and Pastry Fellowship
Hospitality Room

9:00 a.m. Welcome Friends - Pastor CT Townsend
Main Auditorium

9:05 a.m. Opening Session with Pastor CT
- 9:40 a.m. Love In Action - Practical Ministry

9:50 a.m. Breakout Session #1
- 10:30 a.m.

**SENIOR PASTORS/
ASSISTANT PASTORS/
EVANGELISTS/
PREACHERS**

BetterMan

*Pastor Justin Pratt and
Connect Pastor Timmy Newton*

**STUDENT PASTORS/
TEENS/YOUNG
ADULTS/YOUTH
WORKERS**

Public School Ministry

*Pastor Scott Gray and Pastor
Steve Cox
Teen Room*

**CHILDREN'S
MINISTRY**

**Foundations of Faith Part
2: Essential Kid Ministry
Strategies for Birth to 11 years
old - Volunteers, Discipline,
Policies, Discipleship**

*Cheryl Hampton, Director,
Victory Children's Ministry
Children's Area*

Conference Schedule

9:50 a.m.
- 10:30 a.m.
(cont.)

MUSIC

Aspects of a Thriving Music Ministry (Part 3)

*Worship Pastor: Sydney Coble
With Panel: Rob Maddox, Zach Pope, and Josh Tesch
Fellowship Building Side Room*

ASSISTANT PASTORS' WIVES

Traits of a Ministry Leaders Helpmate

*Rebecca Cox, Pastor's Wife,
Bible Baptist Church
Mrs. Brown's Classroom*

CHURCH MARKETING, DESIGN & PRINT

Church Resources for Design and Print

*Doug Wruck, Owner, Compel Graphics & Printing
L-Shape Building*

DEACONS/LAYMEN/ MEMBERS

A Church Member That Every Pastor Needs

*Pastor Mike Edwards
Fellowship Building Side Room*

LADIES

A Step-by-Step Guide to Planning a Women's Event

*Amy Edwards, Pastor's Wife,
Piedmont Baptist Church*

PASTORS' WIVES

The Invisible Woman

*Jenny Gray, Pastor's Wife,
Liberty Baptist Church
Hospitality Room*

CHURCH ADMINISTRATION

GO! Next Level Administration

*Assistant Pastor Bill & Cindy Burr, Victory Baptist and CT Townsend Ministries
Fellowship Building Main Room*

10:30 a.m.
- 10:45 a.m.

Break

10:45 a.m.
- 11:30 a.m.

Q&A Session: Pastors' Panel
Focus: Protecting Family and Ministry

11:45 a.m.
- 12:30 p.m.

General Session
Dr. Ralph Sexton, Ralph Sexton Ministries, Asheville, NC
Church Auditorium

12:30 p.m.

Lunch On Your Own - Off Campus
(Make a friend and go enjoy lunch together!)

Tuesday Evening, January 14

5:00 p.m.

Doors Open

5:30 p.m.

Dinner Provided Before Service
Activity Center

7:00 p.m.

Evening Preaching Service
Pastor Jonathan McNeese, Greater Life Baptist Church, Midland, GA
Main Auditorium

Looking forward to **SEEING YOU AGAIN SOON!**



Smoky Mountain Jubilee
February 27-28



Arise Youth Conference
July 14-17

YOU'RE INVITED
TO THE OUTDOORSMEN EXTRAVAGANZA
AUGUST 16, 2025

REGISTER



Outdoorsmen Extravaganza
August 16



Ladies Conference
October 4

LEAD25

Conference USB for sale!
Video & Audio of all the main sessions.

